



# Filoli: Corporate Engagement Program

2023 Sponsorship Opportunities



filoli



## *Our Mission*

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To connect our rich history with a vibrant future through beauty, nature, and shared stories.



## *Our Vision*

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We envision a time when all people honor nature, value unique experiences, and appreciate beauty in everyday life.





## Demographics of our Visitors: (400K+ annually)

- ❖ Average HH income of visitors: \$183K
- ❖ Almost 50% of the visitors are between 18-44 years old
- ❖ 31% have children under 18 years old
- ❖ 43% are Caucasian/White
- ❖ 31% are Asian
- ❖ 18% are Hispanic/Latinx
- ❖ 5% Other
- ❖ 3% Black



# Why Partner with Filoli?

- ❖ Align your brand with one of the most beautiful Historic Houses and Gardens in the country
- ❖ Develop opportunities to highlight your brand and services at Filoli through custom designed marketing and promotional programs
- ❖ Reinforce support for the Bay Area community, open spaces and nature
- ❖ Provide special Employee Engagement opportunities your employees





## Sponsorship Benefits Overview:

- ❖ Opportunity to develop customized sponsorships that meet specific business/marketing objectives
  - ❖ Inclusion in marketing and promotional materials, including TV, radio, emails, website and social media channels
  - ❖ Employee engagement opportunities
  - ❖ Access to special events and private concerts
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# Summer Nights at Filoli

June - Mid-September

- Weekly event during summer evenings featuring drinks from the Bluebird bars, food trucks, and live music
- Visitors can explore the House and Garden or relax and watch the sun set over the Santa Cruz mountains
- Every Thursday night: 5-8pm
- 16,000 visitors





## 2023 Filoli Gala:

August 18th

- ❖ Over 300 Business, Civic and Community leaders in attendance
- ❖ Video on 2022 Gala [HERE](#)
- ❖ Opportunity for onsite branding, corporate marketing and brand activation
- ❖ Recognition in all printed materials
- ❖ Premier Table of 8



# Filoli Summer Concert Series

June - September

- ❖ 4 Outdoor Concerts of various genres
- ❖ Up to 1000 people per event
- ❖ \$60 per ticket
- ❖ Non-Thursday nights
- ❖ Sold out





# Pride Weekend at Filoli:

June 2023

- ❖ Celebrates the LGBTQ+ community during the first weekend of June with joyful creative expressions and experiences
- ❖ Live performances include Japanese taiko drumming by Queer Taiko, and dance from Ensemble Folklórico Colibrí, which promotes pride in LGBTQ+ and Latinx identities through the art of Mexican Folklórico dance
- ❖ 4,000 visitors over the weekend, with 300 guests for the opening event, Drag Night, \$60/ticket

# Holidays at **filoli**



- ❖ *Holidays at Filoli* has become an annual tradition for families all over the Bay area and offer an opportunity for visitors to cozy up to firepits and enjoy holiday cocktails and delicious food.
- ❖ *Holidays at Filoli* allows over 80K visitors to experience the magic of the holidays in vibrant illuminated outdoor areas from the moment they arrive.
- ❖ Several Special events are planned for late November to early January





Please join us in nature and beauty!

*Thank you!*

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