



*f*ILOLI<sup>®</sup>  
Historic House and Garden

2019 – 2020  
**PARTNERSHIP  
OPPORTUNITIES**





# *Our Mission and Vision*

Filoli's mission is to connect our history with a vibrant future through beauty, nature and shared stories. We envision a time when all people honor nature, value unique experiences and appreciate beauty in everyday life.

## *A Brief History*

Filoli was built for Agnes and William Bowers Bourn II, prominent San Franciscans, whose chief source of wealth was the Empire Gold Mine in Grass Valley, California. Mr. Bourn was also the owner and president of the Spring Valley Water Company. Construction of Filoli began in 1915 and the Bourns moved into the House in 1917. The extensive formal garden was built between 1917 and 1929. Mr. Bourn arrived at the unusual name "Filoli" by combining the first two letters from the key words of his credo: Fight for a just cause. Love your fellow man. Live a good life. Both Mr. and Mrs. Bourn died in 1936.

The estate was purchased in 1937 by Lurline and William P. Roth, owners of the Matson Navigation Company. Under the Roths' supervision, the formal garden gained worldwide recognition. Mrs. Roth made Filoli her home until 1975 when she donated 125 acres, including the House and formal Garden, to the National Trust for Historic Preservation for the enjoyment and inspiration of future generations. The remaining acreage was later gifted to Filoli Center.

The National Trust for Historic Preservation is a privately-funded nonprofit organization that works to save America's historic sites. As part of our agreement with the National Trust, Filoli Center, the local nonprofit based out of the Estate, has full management responsibility for the property. Filoli is also a California Historical Landmark and listed on the National Register of Historic Places.



## *Filoli Facts*

Filoli now operates as a museum, public garden, and nature preserve that consists of an orchard and hiking trails including the one-mile Estate Trail loop that traverses five ecosystems unique to the Bay Area. We proudly welcome over 190,000 visitors annually through general admission, tours, and special events. We employ a variety of communication channels to promote our partnerships, programs, and events, including:

- ◆ Filoli Magazine
- ◆ Filoli Features e-newsletter
- ◆ On-site signage, viewed by thousands of visitors weekly
- ◆ Recognition on seasonal and special event collateral
- ◆ Print, Digital, and Radio Advertising
- ◆ Press Releases
- ◆ Online Promotion via Filoli Website and Social Media

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*Fight for a just cause.*

*Love your fellow man.*

*Live a good life.*

~ William Bowers Bourn II

# *Partnership Impact*

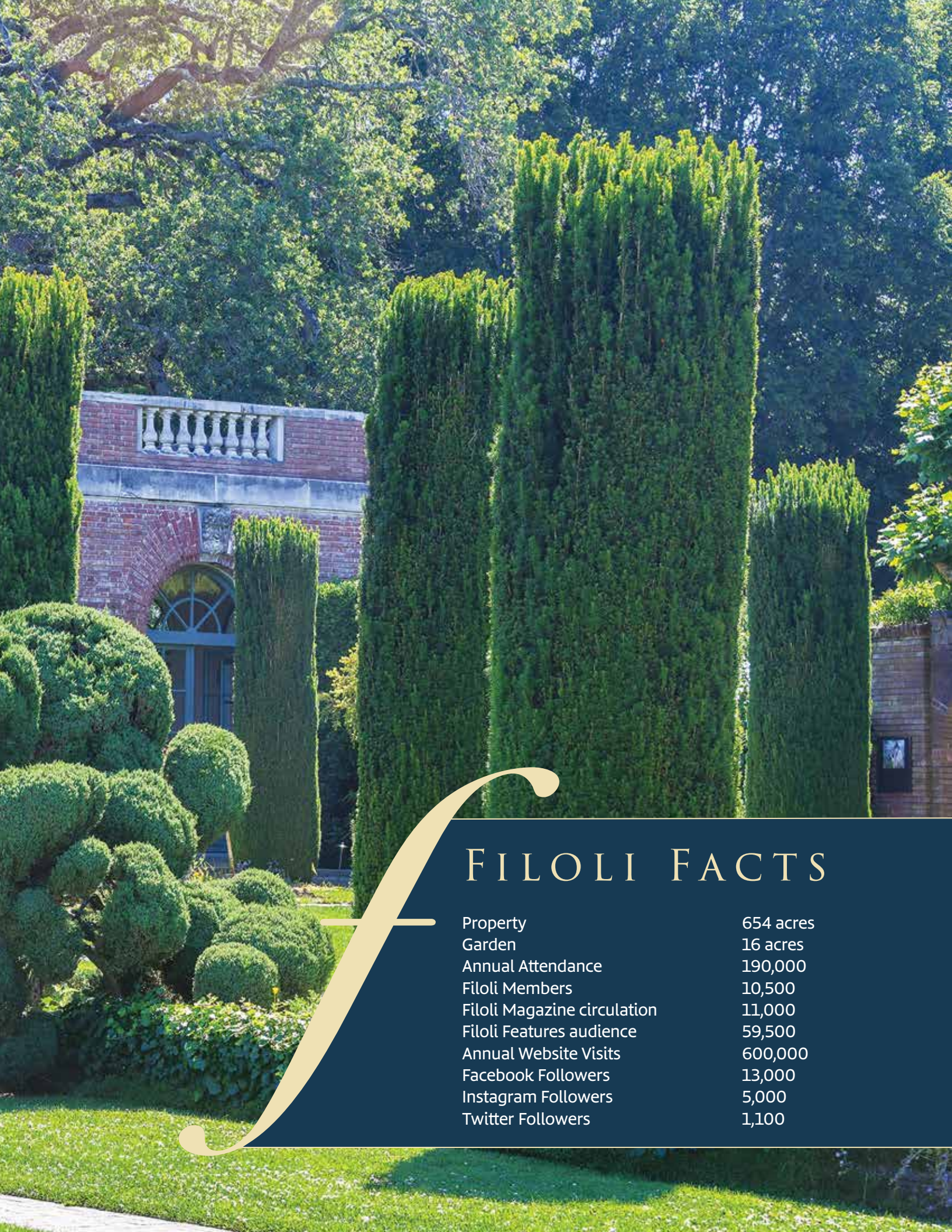
Filoli offers unique restorative experiences for the Bay Area community and visitors from around the world every season. From the historic home to the magnificent gardens to a vast estate and natural trails, guests come to explore the beauty and tranquility of another time. Filoli also hosts seasonal activities, including tours of the home and grounds, art shows, youth and continuing education programs, and special events.

Your partnership impacts both the care of this historic Estate and the communities who come here to relax, interact with nature, and learn about art, architecture, and the people, plants, and animals who have called this place home throughout history.

# *Partnership Benefits*

Filoli offers a variety of partnership opportunities tailored to meet the needs and interests of local businesses and organizations. For details on partnership benefits, please see pages 6-7 of this booklet. Your partnership not only provides you with a suite of experiential and customizable benefits but also the opportunity to promote your brand among Filoli's highly engaged audience. Your partnership will reach a diverse community that supports arts & culture, education, the environment, and historic preservation.





## FILOLI FACTS

Property	654 acres
Garden	16 acres
Annual Attendance	190,000
Filoli Members	10,500
Filoli Magazine circulation	11,000
Filoli Features audience	59,500
Annual Website Visits	600,000
Facebook Followers	13,000
Instagram Followers	5,000
Twitter Followers	1,100



# Partnership Opportunities

## Preservation Partner

**\$50,000**

*Exclusive partnership tier supporting the full Filoli experience. Includes one year of customizable benefits.*

- ◆ Year-round placement of hyperlinked logo and 100-word description on Filoli website
- ◆ Logo in Filoli Magazine (up to 5 issues per year)
  - ◇ Partnership Profile in one issue of choice
- ◆ Logo in Filoli Features e-newsletter (12 issues per year)
- ◆ Recognition in the Visitor & Education Center
- ◆ Recognition as Presenting Sponsor at 3 seasonal events
- ◆ Logo in all seasonal event program materials
- ◆ Registrations to 3 seasonal events of your choice (up to 8 per event)
- ◆ Corporate Partner Day with free admission for employees and partner guests
  - ◇ (or 100 General Admission passes to share with colleagues, clients, family/friends)
- ◆ 25% off Facility/Private Event Rental

## Seasonal Partner

**\$10,000 - \$25,000**

*Seasonal partnerships support a broad range of Filoli activities taking place over a multi-month period and include customizable benefits.*

- ◆ Placement of hyperlinked logo and 50-word description on Filoli website
- ◆ Logo in Filoli Magazine (up to 2 issues)
  - ◇ Partnership Profile in seasonal issue
- ◆ Logo in Filoli Features e-newsletter issues throughout the season (approx. 3 issues/season)
- ◆ Recognition in the Visitor & Education Center throughout the season
- ◆ Recognition as Sponsor at season-based special events
- ◆ Registrations to special events held within the season (up to 4 per event)
- ◆ Corporate Partner Day with free admission for employees and partner guests
  - ◇ 50 General Admission passes to share with colleagues, clients, family/ friends
- ◆ 15% discount on Facility/Private Rental



## Event Partner

**\$2,500 to \$10,000**

*Event partnership proceeds support our mission and greatest operational needs. The standard package may be customized to meet your needs.*

- ◆ Placement of hyperlinked logo and 25-word description on the Filoli website
- ◆ Logo in Filoli Magazine (1 issue)
- ◆ Logo in Filoli Features e-newsletter in issues pre- and post event (2 issues)
- ◆ Recognition as Event Sponsor
- ◆ Registrations to the event (up to 8, depending on the level of support)
- ◆ General Admission passes to share with colleagues, clients, family/friends (up to 25, depending on the level of support)

## In-Kind Partner

*In-kind partnerships in the form of donated goods, services, or community outreach/promotion help us direct operational funds to Filoli's greatest needs. We will work with you to ensure a mutually beneficial experience.*

- ◆ Placement of hyperlinked logo on Filoli website
- ◆ Logo in Filoli Magazine (1 issue)
- ◆ Logo in Filoli Features (1 issue)
- ◆ Recognition as Event Sponsor
- ◆ Registrations to the event (up to 4, depending on event and level of support)
- ◆ General Admission passes to share with colleagues, clients, family/friends (up to 10, depending on level of support)

# Partnership Benefits & Recognition

	Preservation Partner	Seasonal Partner	Event Partner	In-Kind Partner
Logo and description on Filoli website	Homepage, Partner page, Events page <i>100 words</i>	Partner page Events page <i>50 words</i>	Partner page Events page <i>25 words</i>	Partner page Events page
Logo in Filoli Magazine	Up to 5 Issues	Up to 2 Issues	1 Issue	1 Issue
Profile in Filoli Magazine	✓	✓		
Listing in Filoli Features e-newsletter	Up to 12 Issues	Up to 3 Issues	1 Issue	1 Issue
Recognition in the Visitor and Education Center	✓	✓		
Recognition as Presenting Sponsor	Up to 3 Events	Listed as Seasonal Partner on all special events promotion and day-of materials throughout the season		
Recognition as Event Sponsor	Listed as Preservation Partner on event promo and materials all year, except those at which recognition as Presenting Sponsor is requested.		✓	✓
Logo on Event Program Materials			✓	✓
Registrations to a special event of choice	3 events <i>8 per event</i>	Up to 4 per season-based event	Up to 8	Up to 4
General Admissions Passes	100 (or Corporate Partner Day)	50 (or Corporate Partner Day)	10-25	5-10

