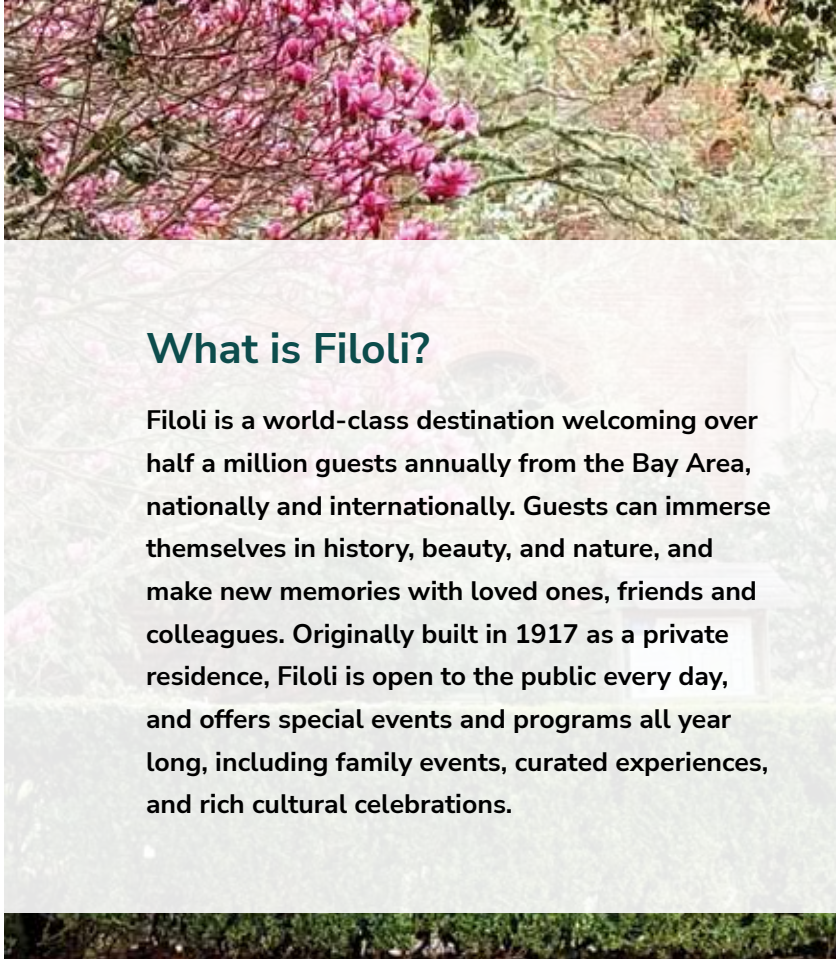




filoli

2025 Filoli Sponsorship Opportunities





What is Filoli?

Filoli is a world-class destination welcoming over half a million guests annually from the Bay Area, nationally and internationally. Guests can immerse themselves in history, beauty, and nature, and make new memories with loved ones, friends and colleagues. Originally built in 1917 as a private residence, Filoli is open to the public every day, and offers special events and programs all year long, including family events, curated experiences, and rich cultural celebrations.

Filoli's Mission

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

Filoli's Vision

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

Mr. Bourn arrived at the unusual name “Filoli” by combining the first two letters from the key words of his personal credo:

*Fight for a just cause.
Love your Fellow Man.
Live a Good Life.*

Why Filoli?

Align Your Brand with Filoli's Core Values

Inclusive - Remove barriers to participation, enjoyment, and belonging and seek unique viewpoints that broaden our perspective

Welcoming - Serve as gracious hosts and provide exceptional engaging experiences in every interaction

Innovative - Inspire our audiences by leading boldly, courageously, and creatively, adapting to changing needs and expectations

Collaborative - Connect people, community, and place through respectful dialogue, interactive participation, and meaningful action

Stewards - Embody an enduring commitment to preserve Filoli's rich history and implement sustainable practices for the future.

Filoli by the Numbers

29

Board of Directors

144

Staff Members

\$19.4 M

Budget

490,000

Guests Annually

10,000

attend for free through
Filoli's programs

43.8%

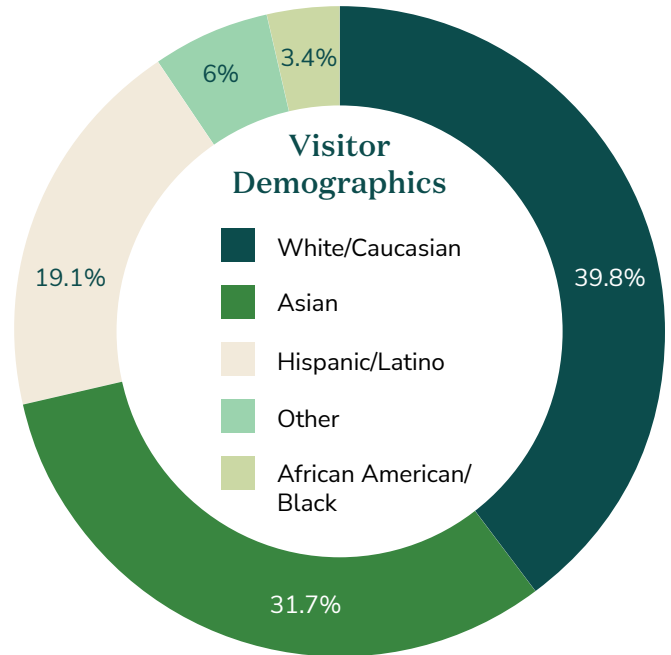
of guests travel over
20 miles to visit Filoli

46.3%

of guests are between
the ages of 18-44

34.6%

of guests are in
households with children



Sponsorship Benefits

All sponsorships include:

- Company name or logo recognition in ads, promotional materials and on-site
- Tickets to the event or program and a package of general Filoli tickets
- Opportunity to host exclusive events or giveaways

All packages are customizable based on your company's needs.

More Benefits

Reach Filoli's Audiences:

25K

Facebook Followers

66.4K

Instagram Followers

43.1K

Engagement on TikTok

222K

Email Subscribers

59%

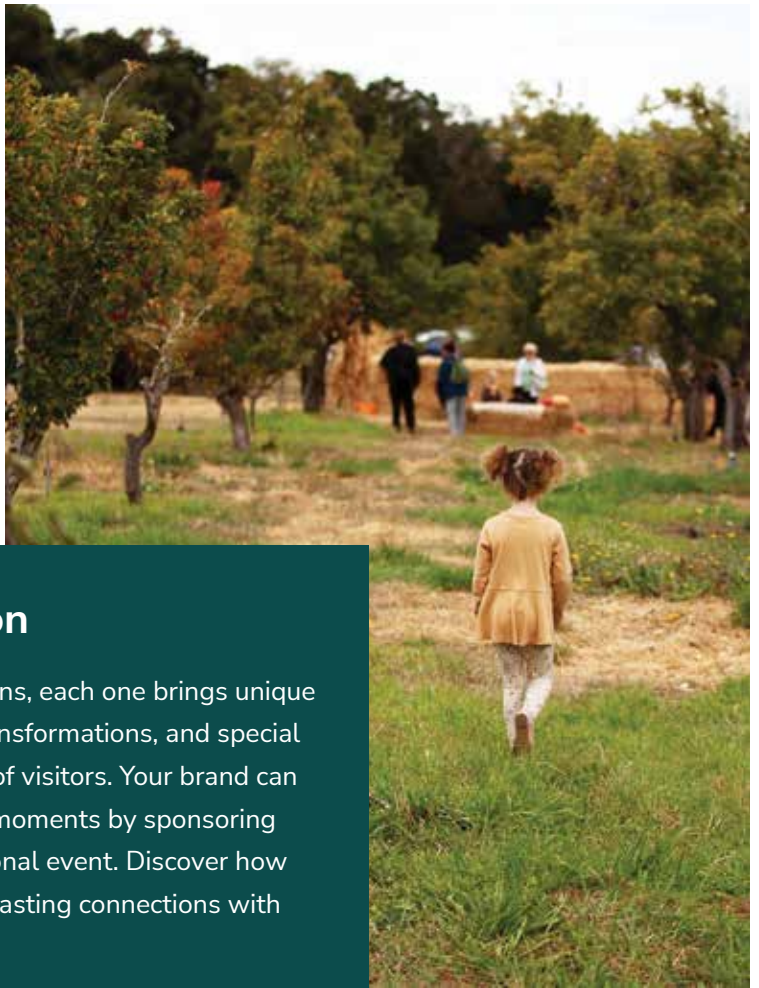
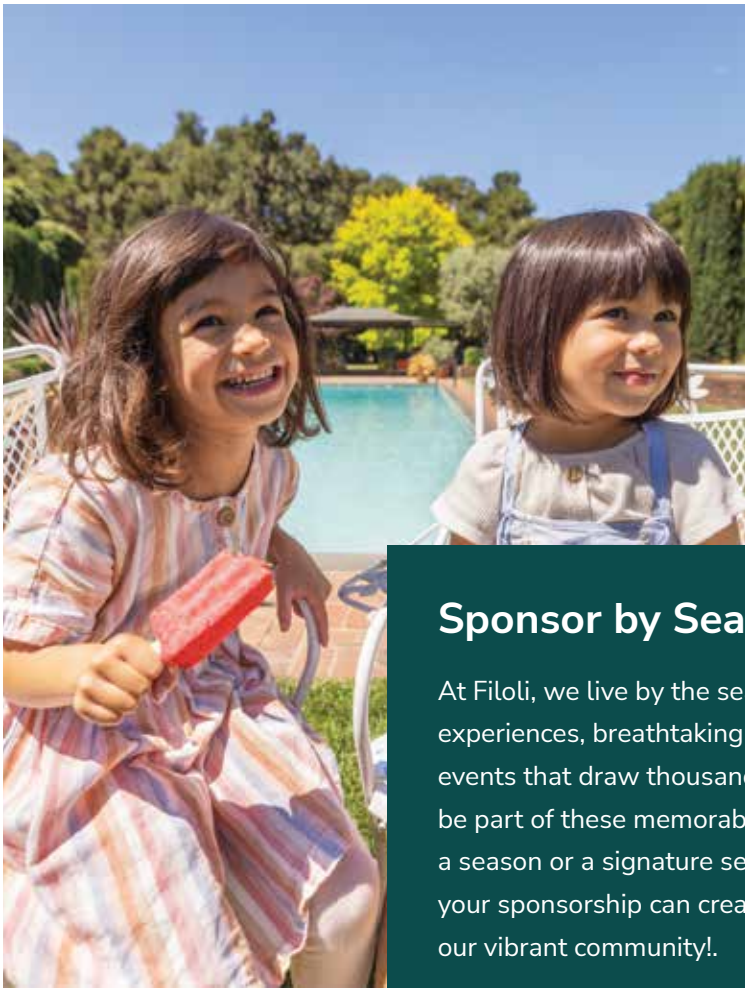
Average email open rate

2M+

Website visitors in 2024



Photo by Mike James



Sponsor by Season

At Filoli, we live by the seasons, each one brings unique experiences, breathtaking transformations, and special events that draw thousands of visitors. Your brand can be part of these memorable moments by sponsoring a season or a signature seasonal event. Discover how your sponsorship can create lasting connections with our vibrant community!.

Summer Sponsorships

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Fall Sponsorships

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Holiday Sponsorships

Page 12

Winter Sponsorships

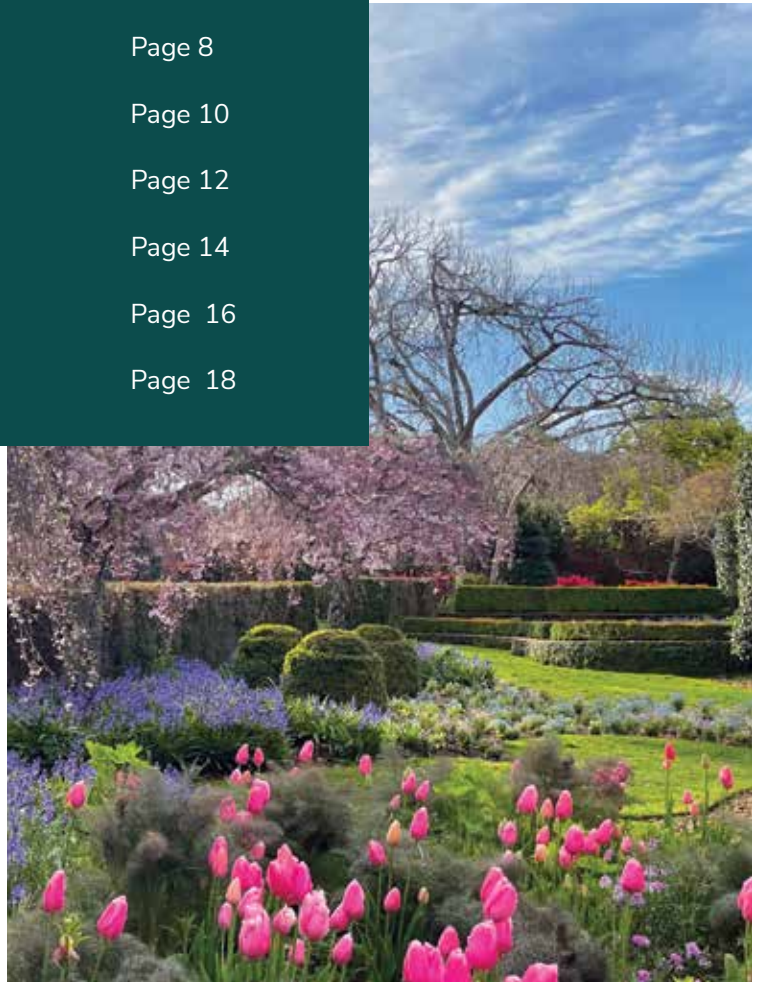
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Spring Sponsorships

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Year-Round Opportunities

Page 18



2025 Filoli Sponsorship Opportunities

🔴 Sold Out | 🟡 Available | 🟢 Multiple Available

\$150k

- 🟡 Trolls Title

\$50k

- 🔴 Family Nature Play Area
- 🔴 Holidays at Filoli: Title Sponsor

\$35k

- 🟢 Harvest Gala Presenting

\$30k

- 🔴 Summer Stage Title

\$25k

- 🟢 Nightfall
- 🟢 Seasonal Sponsor: Fall
- 🟢 Seasonal Sponsor: Spring
- 🟢 Seasonal Sponsor: Summer
- 🟢 Seasonal Sponsor: Winter
- 🟢 Summer Nights
- 🔴 Troll Individual: Ronja Redeye
- 🔴 Troll Individual: Sofus Lotus
- 🔴 Troll Individual: Basse Buller
- 🔴 Troll Individual: Ibby Pip
- 🟢 Trolls Individual: Kamma Can
- 🟢 Trolls Individual: Rosa Sunfinger
- 🟢 Wellness Wednesday Year

\$15k

- 🟢 Summer Solstice Presenting

\$12.5k

- 🟢 Harvest Gala Supporting

\$10k

- 🟢 Art Walk Weekend
- 🟢 Family Nature Weekend
- 🟢 Harvest Gala: Table Sponsor
- 🟢 Holidays at Filoli: Holiday Teas
- 🟢 Pride Weekend
- 🟢 Spring Teas
- 🟢 Summer Solstice: Event Sponsor

\$5k

- 🟢 Harvest Gala Half-Table
- 🟢 House Curator Tours
- 🟢 Insider Garden Tours
- 🟢 Summer Solstice: Supporting Sponsor
- 🟢 Summer Stage Individual Concert 8/17: Gangstagrass
- 🟢 Summer Stage Individual Concert 8/18: TBD
- 🟢 Summer Stage Individual Concert 8/19: TBD
- 🟢 Summer Stage Individual Concert 8/24: Tainted Love
- 🟢 Summer Stage Individual Concert 8/25: TBD
- 🟢 Summer Stage Individual Concert 8/26: TBD

\$2.5k

- 🟢 Harvest Gala Partner

\$2k

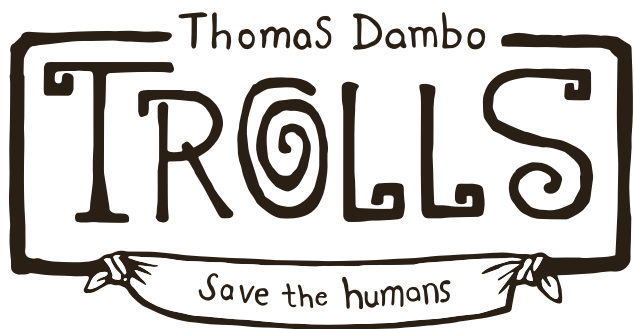
- 🟢 Summer Solstice Group

\$1k

- 🟢 Summer Solstice Partner



Exclusive Sponsorship Opportunity!



From June to November 2025, Filoli will host Thomas Dambo's TROLLS: Save the Humans, a breathtaking exhibition featuring six larger-than-life troll sculptures made entirely from reclaimed materials. These whimsical yet powerful creations inspire visitors to reconnect with nature and sustainability. Sponsoring this global eco-art movement offers exclusive brand visibility, engagement opportunities, and alignment with environmental stewardship

**Be part of this
unforgettable experience
and help us bring the
magic of TROLLS to the
Bay Area for the first time!**

Title Sponsor – \$150,000

Align your brand with a sustainability story set in the magic of Filoli's forest!

Exclusive Benefits:

- Naming Rights for TROLLS at Filoli
- Dedicated page on Filoli's website to share your sustainability story
- Logo on all customer touch points (digital + on-site)
- Complimentary Tickets for Trolls exhibit, Nightfall, and Holidays at Filoli
- Private VIP Event for 100 guests and Monthly VIP Tours for 25 guests

Family Nature Play Area Sponsorship – \$50,000

Designed for sensory experiences in nature with a family-focused audience.

Exclusive Benefits:

- Sustainability Story Feature on environmental signage in the Nature Play Area
- Logo on website, tickets, and pre/post-visit emails
- 100 Complimentary Tickets to TROLLS, 20% Discount on additional tickets
- VIP Event for 25 guests



Individual TROLL (6 Available) – \$25,000 Each

4 SOLD

Bring one of the Trolls to life! Each unique Troll has a story and your company receives exclusive sponsorship credit at the site.

Exclusive Benefits:

- Sponsored by” Designation on an individual Troll
- Sustainability Story Feature on signage near sponsored Troll
- Logo on website, tickets, and pre/post-visit emails
- 100 Complimentary Tickets, Discount on additional tickets
- VIP Event for 25 guests

Family & Nature Weekend \$10,000

June 28 & 29, 2025

A family-focused weekend amongst the Trolls with guided activities - it's sure to be a fan favorite!

Meet the Artist, Thomas Dambo!

Save the Date: Trolls Opening Weekend

June 8, 2025

Sponsors are invited to this once in a lifetime opportunity to meet and greet with the artist!



Summer Sponsorships

Summer Season at Filoli – \$25,000

June – September, 2025

Celebrate the vibrant energy of summer by sponsoring Filoli's seasonal festivities! Gain exclusive brand visibility during this lively period, with activation opportunities at signature events like Summer Nights and the Summer Solstice Celebration.



Learn More about
Summertime at
Filoli here

Pride Weekend at Filoli \$10,000

June 13, 14 & 15, 2025

Celebrate love, diversity, and inclusion by sponsoring Pride Weekend at Filoli! This vibrant weekend features drag performances, LGBTQ+ history tours, live music, and themed cocktails, welcoming visitors to embrace the beauty of nature and community. Join us in making Pride Weekend unforgettable - become a sponsor today!

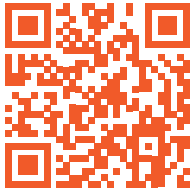




Friday, June 20, 2025

Join Filoli to celebrate the beginning of summer with a festive cocktail party in the Garden on the longest day of the year!

- Presenting Sponsor \$15,000
- Event Sponsor \$10,000
- Supporting Sponsor \$5,000
- Summer Solstice: Group Sponsor \$2,000
- Summer Solstice: Partner Sponsor \$1,000



Learn More at
filoli.org/solstice

Summer Nights – \$25,000 June 11 – September 17, 2025

Sponsor Filoli’s magical Summer Nights and align your brand with unforgettable twilight experiences! These 30 Wednesday and Thursday evenings invite guests to slow down, explore, and enjoy Filoli’s gardens as the sun sets. Visitors savor craft drinks, local food trucks, live acoustic music, and engaging activities like twilight hikes and expert-led garden talks.

Support the magic of summer evenings - become a Summer Nights Sponsor today!

Summer Stage Title Sponsor \$30,000

SOLD

Become the exclusive Title Sponsor for Filoli’s Summer Stage, a premier outdoor concert series that brings live music to the estate’s breathtaking gardens. This high-profile sponsorship offers maximum brand visibility, aligning your business with an unforgettable summer experience that draws hundreds of attendees per show.

Summer Stage Concert – \$5,000

Bring the magic of live music to Filoli’s Summer Stage! As a sponsor, enjoy exclusive brand visibility while supporting unforgettable outdoor performances.

Bonus Benefits:

- 4 VIP tickets to the concert of your choice
- Exposure to 500-600 attendees per concert

Concerts Available:

- Gangstagrass – August 17
- Tainted Love – August 24
- Video Game Orchestra
- Halsey and the Hi-Hats
- 70s Night
- Soul Night

Trailhead Store at Red’s Barn \$10,000

Align your brand with Filoli’s outdoor adventure experience by sponsoring the Trailhead Store at Red’s Barn for the summer season! As the go-to stop for visitors before they explore Filoli’s scenic hiking trails and natural lands, this charming shop offers refreshments, nature-inspired gifts, and outdoor essentials.



Fall Sponsorships

Fall Season at Filoli – \$25,000

Mid-September – Mid-November, 2025

Embrace the magic of autumn by sponsoring Filoli's Fall festivities! Your brand will be showcased throughout this cozy, festive season. This season attracts visitors eager to enjoy crisp garden strolls, seasonal treats, and vibrant fall foliage photo opportunities.



**Learn More about
Fall at Filoli here**





Harvest Gala

SEPTEMBER 26, 2025

Enjoy a spectacular evening and harvest dinner feast celebrating Filoli at our premier annual fundraising event! Longtime supporters and new friends alike are invited to share in the abundance of the fall harvest with a specially curated farm-to-table dinner outdoors on the iconic Filoli estate.

Supporting Filoli Nature Programs

Presenting Sponsor	\$35,000
Supporting Sponsor	\$12,500
Table Sponsor	\$10,000
Half-Table Sponsor	\$5,000
Partner Sponsor	\$2,500
Individual Tickets	\$1,000



Nightfall: Filoli's Signature Halloween Event – \$25,000

October 3 – November 10, 2025

Step into the darkly enchanting world of Nightfall at Filoli - a Halloween experience like no other! As the garden transforms into a haunted wonderland, guests revel in eerie performances, moonlit strolls, themed cocktails, and spellbinding surprises.

Orchard Days at Filoli – \$15,000

September 20 – October 6, 2025

Celebrate the beauty of autumn and the rich agricultural history of Filoli by sponsoring Orchard Days! This seasonal favorite invites guests to wander through the historic orchard, enjoy live music, cider tastings, family-friendly activities, and heritage celebrations. With a special Hispanic Heritage Weekend kickoff, Orchard Days honors the cultural traditions tied to the land.



Holidays
at **filoli**



Learn More about
Holidays at
Filoli here

Title Sponsor *Holidays*
at Filoli – \$50,000 **SOLD**

Step into a world of holiday magic by sponsoring Holidays at Filoli! Twinkling lights, festive décor, and joyful gatherings make this beloved annual event a must-visit destination for families and friends. With sparkling lights, evening strolls, and seasonal entertainment, this sponsorship offers a premier opportunity to align your brand with the warmth and joy of the season.

Holiday Teas at Filoli – \$10,000

Celebrate tradition and elegance by sponsoring Holiday Tea at Filoli! Guests indulge in seasonal teas, delectable treats, and the cozy ambiance of Filoli's historic estate, making this a beloved holiday tradition.

NEW for 2025! Filoli's Holiday Village – \$25,000

Wednesdays – Sundays, 2025

Be part of Filoli's newest holiday tradition by sponsoring Filoli's Holiday Village! This magical seasonal experience welcomes visitors of all ages to meet Santa, enjoy festive crafts, and indulge in holiday treats. As a sponsor, your brand will be at the heart of Filoli's most joyful and family-friendly celebration, spreading holiday cheer to thousands of guests.

Merry & Bright Opening Night \$25,000

November 21, 2025

Light up the holidays by sponsoring Merry & Bright at Filoli! This signature event invites guests to experience Filoli's gardens illuminated in dazzling lights, enjoy festive entertainment, and sip warm seasonal drinks under the twinkling night sky before Holidays at Filoli is open to the public.

Holiday Woodland Court \$5,000

Nestled beneath Filoli's towering oaks, Woodland Court transforms into a magical retreat during the holidays, inviting guests to gather, relax, and take in the festive atmosphere. As a sponsor, your brand will be showcased in this beloved seasonal destination, with logo placement on event promotions and on-site recognition.



Ballroom Signature Lounge \$15,000

Step into elegance and sophistication by sponsoring Filoli's Ballroom Signature Lounge! This exclusive experience offers guests a luxurious retreat featuring craft cocktails, fine wines, and live music in Filoli's historic ballroom.

Raise a glass to
timeless elegance!

NEW for 2025! Model Train Sponsor – \$25,000

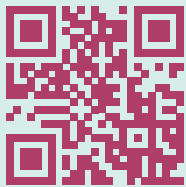
All aboard for an exciting new sponsorship opportunity at Filoli! As the Model Train Sponsor, your brand will be featured in this enchanting new display, delighting visitors of all ages. This high-visibility sponsorship **includes exclusive branding on a train car**, along with premier recognition in event promotions, on-site signage, and Filoli's marketing channels. Don't miss this chance to put your brand in motion - become the first-ever Model Train Sponsor today!

Tunnel of Lights Sponsor \$5,000

Step into the magic of the holidays by sponsoring Filoli's dazzling Tunnel of Lights! A visitor favorite, this glowing passageway creates an immersive, picture-perfect experience, drawing thousands of guests each season.



Winter Sponsorships



Learn More about
Winter at Filoli here

Winter Season at Filoli \$15,000

January – February, 2026

Embrace the magic of the season by sponsoring Winter at Filoli! As the landscape transforms into a serene wonderland, visitors enjoy cozy fireside moments, seasonal delights, and festive events that celebrate the beauty of winter.

Lunar New Year – \$5,000

Celebrate Filoli's first full bloom of the year by sponsoring the Lunar New Year festivities! This vibrant celebration honors tradition, culture, and renewal, drawing visitors to enjoy festive décor, performances, and special programs.



Ballroom Concert Series **\$10,000**

6 concerts

Bring the elegance of live music to Filoli's historic Ballroom by sponsoring the Ballroom Concert Series. This highly anticipated event showcases renowned musicians in an intimate setting, attracting music lovers and cultural enthusiasts. As a sponsor, enjoy prominent recognition on event promotions, on-site signage, and exclusive VIP access for your guests.

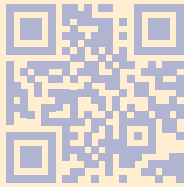
Individual Performer Support – \$2,500

Support the artistry of live music by sponsoring an individual performer in the Ballroom Concert Series.





Spring Sponsorships



**Learn More about
Spring at Filoli here**

Spring Season at Filoli \$25,000

March – May

Celebrate renewal and sustainability by sponsoring Spring at Filoli! Gain exclusive brand visibility during peak bloom season, with activation opportunities at signature events like the Spring Flora Party and Earth Day celebrations.

Tulip Sponsor – \$10,000

Help bring spring to the Bay Area by sponsoring Filoli's annual tulip display exhibit! Each year, thousands of tulips bloom across the estate, creating a breathtaking seasonal spectacle that draws visitors from across the region.

Spring Flora Party – \$10,000

Celebrate sustainability and nature-focused experiences at Filoli's Spring Flora Party. Guests create their own floral arrangements using freshly picked blooms, guided by Filoli's expert horticulture team. a breathtaking seasonal spectacle that draws visitors from across the region.

Spring Teas – \$10,000

Support a cherished seasonal tradition by sponsoring Filoli's Spring Teas. Held in the historic Garden House, this elegant experience invites guests to savor fine teas and treats while enjoying the beauty of the spring gardens.

Mother's Day Weekend \$10,000

Align your brand with Filoli's most heartwarming spring event—Mother's Day Weekend. This special celebration welcomes families to enjoy the gardens in full bloom, indulge in seasonal treats, and make lasting memories.



**Interested in additional 2026
Springtime Opportunities?
Please reach out to
Nova Maldonado, Filoli's
Chief of Staff to learn more!
nmaldonado@filoli.org**



Year-Round Opportunities

Year-Round Filoli Bar Sponsorships

Raise a glass to a one-of-a-kind sponsorship opportunity at Filoli! With bars operating throughout the year at iconic locations like the Vegetable Garden, Chalet, Meadow, and Bluebird Bar, this sponsorship offers prime brand visibility in a relaxed and inviting setting.

- **Year-Round Bar Sponsor – \$25,000**
Your brand featured across all Filoli bars throughout the seasons.
- **Seasonal Bar Sponsor – \$10,000**
Align your brand with a specific season, enhancing guest experiences during Filoli's most popular events.



Insider's Garden Tour – \$5,000

Annual Sponsorship:
One per month | 12 total

Support an exclusive behind-the-scenes experience by sponsoring Filoli's Insider's Garden Tour! This intimate event offers guests a rare look into Filoli's historic gardens, guided by expert horticulturists who share insights into the estate's seasonal beauty and conservation efforts.

House Curatorial Tour – \$5,000

Annual Sponsorship:
One per month | 12 total

Step into Filoli's rich history by sponsoring the House Curatorial Tour! This exclusive experience takes guests beyond the velvet ropes for a behind-the-scenes look at Filoli's historic home, its treasured collections, and ongoing preservation efforts.



Wellness Wednesdays Sponsorship Package

Filoli's Wellness Wednesdays invite the community to reconnect with nature, promoting mental and physical well-being through tranquil garden experiences. Held one Wednesday a month throughout 2025, this initiative provides a space for self-care, relaxation, and holistic health.

Wellness Wednesday Sponsorship Level Options:

- One Month – \$3,000
- Full Year – \$25,000

Each sponsorship level includes brand recognition, promotional exposure, and engagement opportunities at Filoli's Wellness Wednesdays. Each level is customizable to fit your needs!

**Partner with Filoli to
Inspire Wellness in 2025**

Sponsor a Service Learning Day \$5,000

Support hands-on environmental stewardship by sponsoring a Service Learning Day at Filoli! This unique experience allows volunteers to connect with nature, learn sustainable gardening practices, and contribute to Filoli's conservation efforts. **Each Service Learning Day is customizable**, offering opportunities for team-building, community engagement, and environmental impact.

Other Ways to Engage with Filoli



Become a Member

Winter, spring, summer, and fall, Filoli members see it all! Become a member and support the preservation and conservation of this historic estate! Not only will you enjoy exclusive member benefits, but you'll also make memories to cherish for a lifetime.

Make Filoli Your Corporate Gathering Place!

Looking for a stunning and unique venue for your next corporate event? Filoli offers unforgettable spaces for team retreats, client gatherings, and company celebrations. Whether you're hosting an elegant dinner, interactive workshop, or casual outdoor event, Filoli provides a breathtaking backdrop that inspires creativity and connection.



Book your next corporate event today!
Visit filoli.org/rentals for details.



Consider A Donation Donate Today

Gifts to Filoli support our mission, from the care of the historic House, magnificent Garden, and vast Nature Preserve to public programs and events that invite Bay Area residents and visitors to celebrate beauty, nature, and shared stories in a unique setting. Visit filoli.org/donate for more information

Filoli accepts gifts of stock!

To learn more about all these exciting opportunities to support Filoli,
please reach out to nmaldonado@filoli.org