

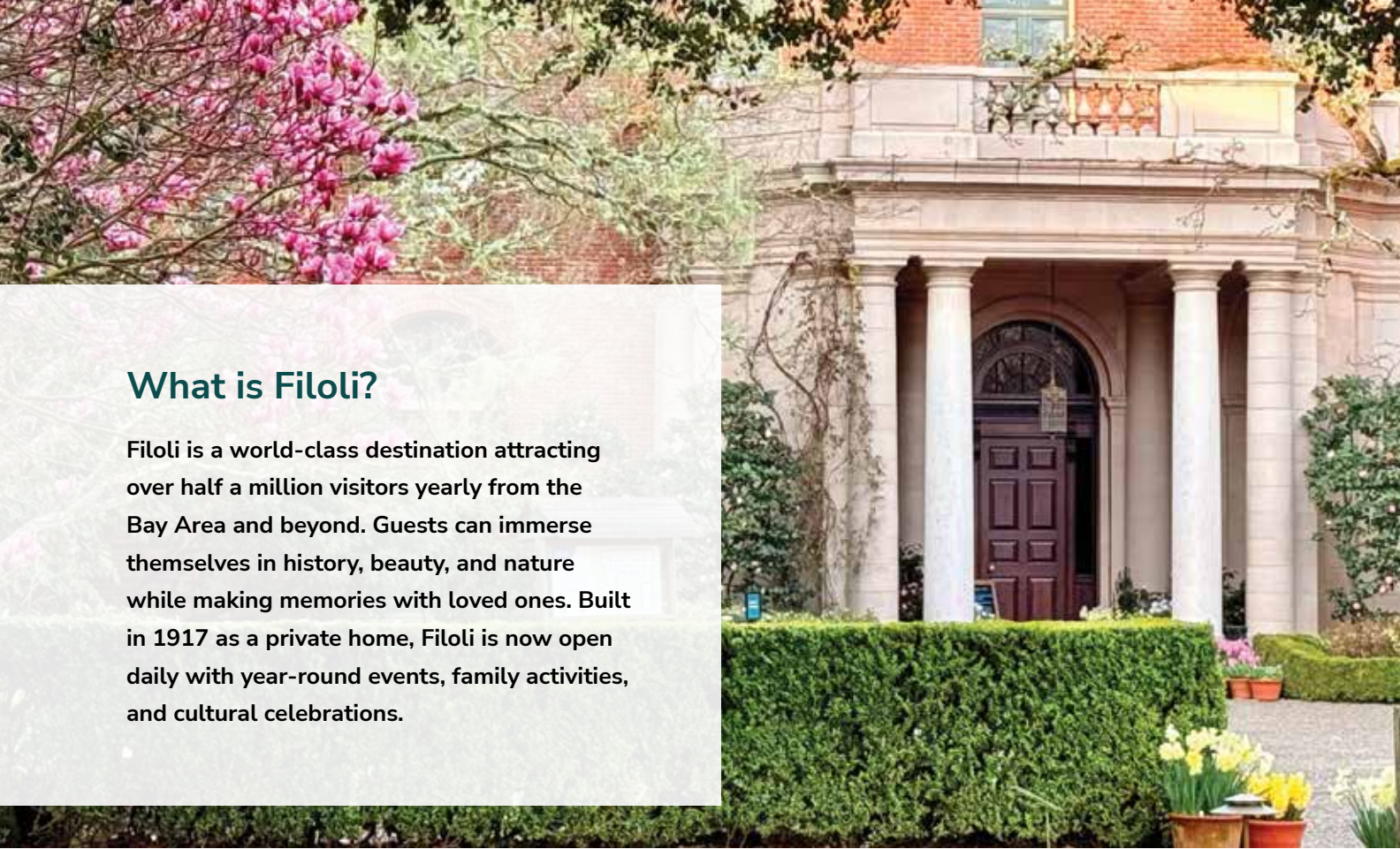


# filoli

## 2025 Filoli Sponsorship Opportunities







### What is Filoli?

Filoli is a world-class destination attracting over half a million visitors yearly from the Bay Area and beyond. Guests can immerse themselves in history, beauty, and nature while making memories with loved ones. Built in 1917 as a private home, Filoli is now open daily with year-round events, family activities, and 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.*

### Core Values

Align Your Brand with Filoli

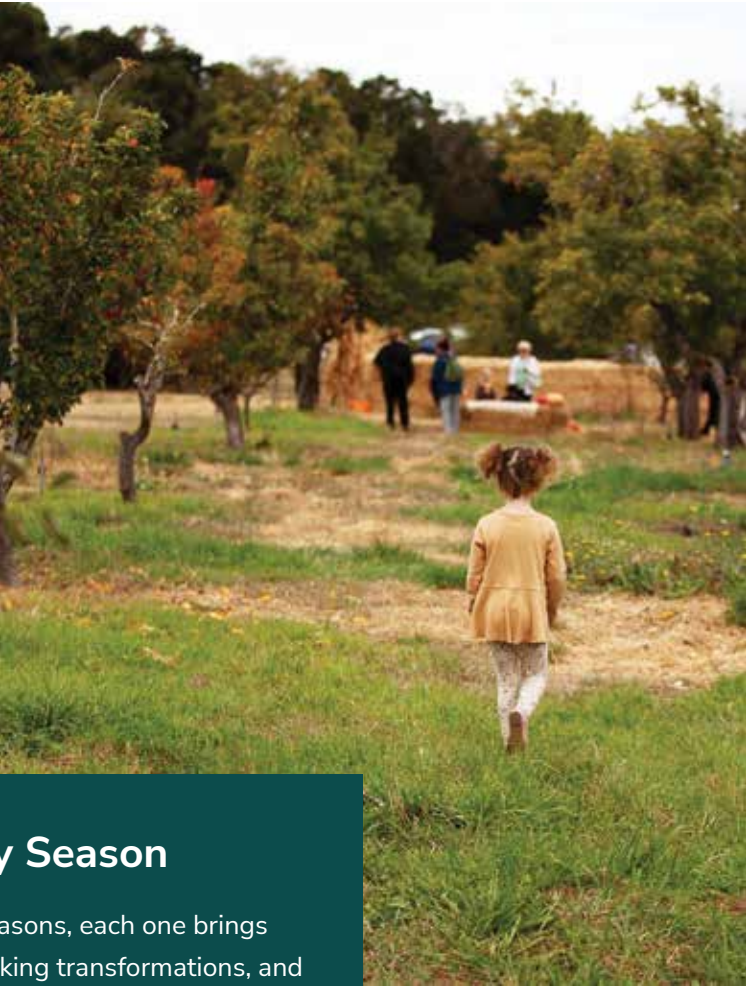
**Inclusive** - Remove barriers to participation, enjoyment, and belonging and seek unique viewpoints that broaden our perspective

**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

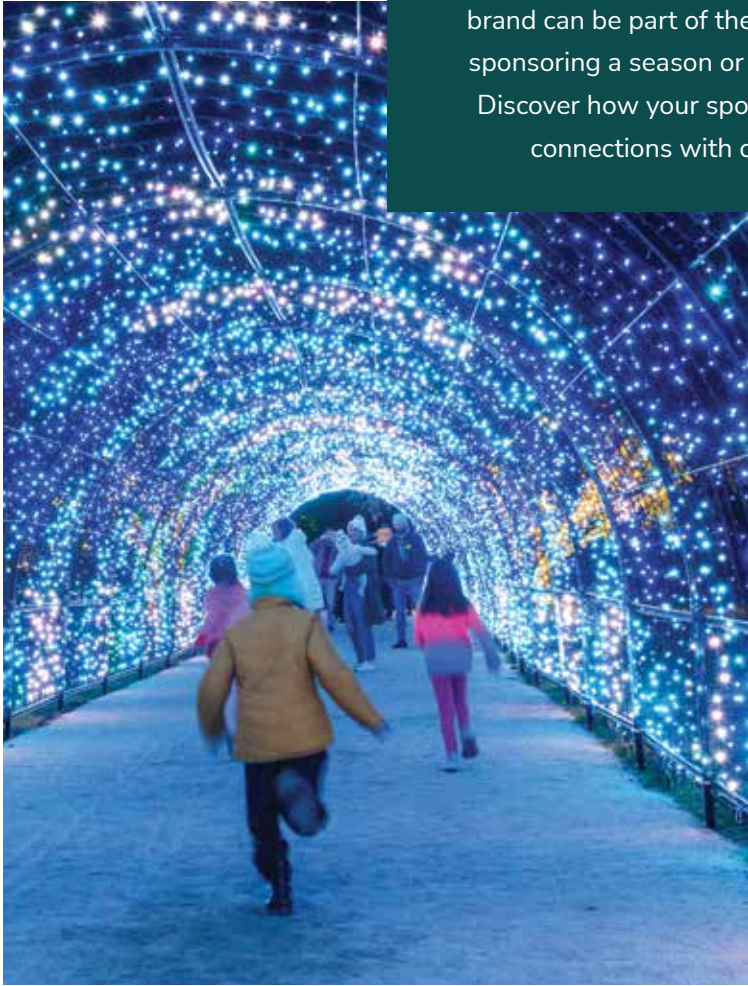
**Collaborative** - Connect people, community, and place through respectful dialogue, interactive participation, and meaningful action

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



### 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!



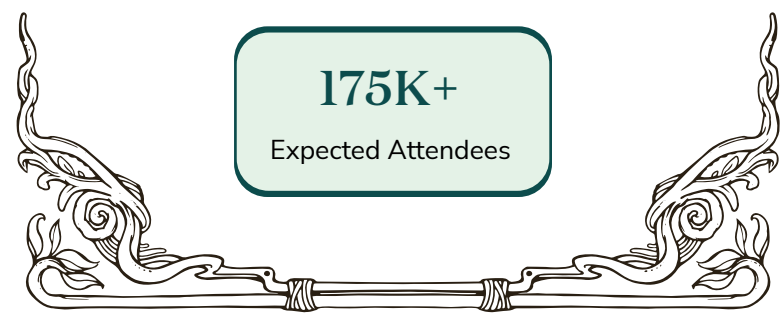




# Exclusive Sponsorship Opportunity!



From June–November 2025, Filoli hosts **TROLLS: Save the Humans** by Thomas Dambo, a breathtaking exhibit featuring six giant troll sculptures crafted from reclaimed materials. These whimsical yet impactful figures inspire connections to nature and sustainability.



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 Playspace 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 Playspace
  - Logo on website, signs, visitor maps, and Filoli marketing emails tickets
  - 100 Complimentary Tickets to TROLLS, 20% Discount on additional tickets
  - VIP Event for 25 guests



**Individual TROLL (6 Available) – \$25,000 Each**  
Bring one of the Trolls to life! Each unique Troll has a story.

- Exclusive Benefits:**
- “Sponsored by” designation for an individual Troll
  - Sustainability Story Feature on signage near sponsored Troll
  - Logo on website, signs, visitor maps, and Filoli marketing emails tickets
  - 100 complimentary tickets + discount on additional tickets
  - VIP Event for 25 guests

**Family & Nature Weekend \$10,000**  
July 12 & 13, 2025

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

**Other special opportunities to get involved!**

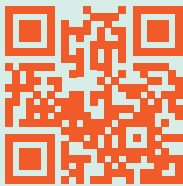
**Grand Opening for Sponsors**  
June 8, 2025  
Sponsors are invited to this once in a lifetime opportunity to meet and greet with the artist!







# Summer Sponsorships



Learn More about  
Summertime at  
Filoli here



## Summer Season at Filoli \$25,000

June – September, 2025  
Expected Attendance: 150,000

Celebrate the vibrant energy of summer! Gain brand visibility during this lively period, with activation opportunities at signature events like Summer Nights.

## Summer Nights – \$25,000

June 11 – September 17 | 30 Nights  
Expected Audience: 39,000

These Wednesday and Thursday enchanted evenings invite guests to unwind with craft drinks, local food trucks, live music, twilight hikes, and garden talks.

## Pride Weekend at Filoli \$10,000

June 13, 14 & 15, 2025  
Expected Audience: 5,000

Celebrate love, diversity, and inclusion! Enjoy drag performances, LGBTQ+ history tours, live music, and themed cocktails in a welcoming, nature-filled setting.

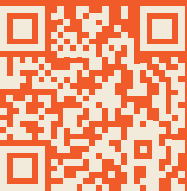


## Sponsor Filoli's Signature Summer Fundraising Event

Friday, June 20, 2025  
Expected Audience: 300

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
- Group Sponsor \$2,000
- Partner Sponsor \$1,000



Learn More at  
[filoli.org/solstice](https://filoli.org/solstice)

## Art Walk Weekend – \$10,000

July 26 & 27, 2025  
Expected Audience: 6,000

Wander among the flowers while browsing original paintings, prints, ceramics, jewelry, textiles, and more from over 40 hand-picked local artists.

## Summer Stage Title Sponsor \$30,000

SOLD

August 17–26 | Six Concerts  
Expected Attendance: 3,600

Gain exclusive brand visibility at an outdoor concert series set in stunning gardens. Align your business with an unforgettable summer experience.

## Summer Stage Concert \$5,000 Each

Expected Attendance: 600

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

### Concerts Available:

- August 17 - Gangstagrass
- August 18 - Jerry's Middle Finger
- August 19 - Video Game Orchestra
- August 24 - Tainted Love
- August 25 - The Reverend Shawn Amos
- August 26 - Halsey and Hi-Hats







# Fall Sponsorships



Learn More about  
Fall at Filoli here



**Fall Season at Filoli – \$25,000**  
Mid-September – Mid-November  
Expected Audience: 65,000

Sponsor Filoli’s festive fall season! Showcase your brand as visitors enjoy crisp garden strolls, seasonal treats, and stunning autumn foliage.



**Expected Audience: 300**

Enjoy a spectacular evening and harvest dinner feast celebrating Filoli at our premier annual fundraising event! Share in the abundance of the fall harvest with a specially curated farm-to-table dinner.

## 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  
Expected Audience: 40,000

As the garden transforms into a haunted wonderland, guests enjoy eerie performances, moonlit strolls, and themed cocktails.

**Orchard Days at Filoli – \$15,000**  
September 20 – October 6, 2025  
Expected Attendance: 25,000  
and it’s free with admission

Guests enjoy the historic agricultural orchard, live music, cider tastings, and heritage celebrations, kicking off with Hispanic Heritage Weekend.



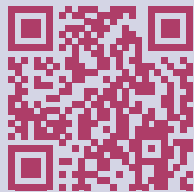
*Great opportunity to host a corporate party or event at Orchard Days!*





# Holidays at filoli

**November 22 – January 11**  
**Expected attendance: over 150,000**



Learn More  
about *Holidays*  
at Filoli here



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

Align your brand with the magic of the season! This cherished event will feature twinkling lights, festive décor, and joyful gatherings.

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

Sponsor Filoli's Holiday Village, a magical experience with Santa, festive crafts, and holiday treats. Be at the heart of this joyful, family-friendly celebration.

## NEW FOR 2025! Model Train Sponsor \$25,000

All aboard for a unique sponsorship opportunity at Filoli! Your brand will be featured in this enchanting display. This high-visibility sponsorship also includes branding on a train car!

## Holiday Teas at Filoli – \$10,000

Celebrate tradition and elegance! Guests indulge in seasonal teas and treats in the cozy ambiance of Filoli's historic estate.

## Merry & Bright Opening Night \$25,000 November 21, 2025

Light up the holidays! Guests enjoy dazzling garden lights, festive entertainment, and warm seasonal drinks before *Holidays at Filoli* opens to the public.

## Tunnel of Lights – \$5,000

A visitor favorite, this glowing passageway creates an immersive, picture-perfect experience, drawing thousands of guests each season.

## Yuletide Woodland Court \$5,000

Nestled beneath Filoli's oaks, Woodland Court becomes a magical holiday retreat, inviting guests to relax and enjoy the festive atmosphere.

## Ballroom Signature Lounge – \$15,000

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

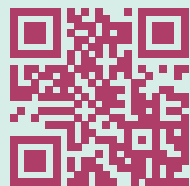
*Filoli is seeking a  
Bubbly Sponsor!*







# Winter Sponsorships



Learn More  
about Winter  
at Filoli here



## Winter Season at Filoli \$15,000

January – February  
Expected Audience: 60,000

As the landscape transforms into a serene wonderland, visitors enjoy cozy fireside moments, seasonal delights, and festive events.

## Lunar New Year – \$5,000 February 2026

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 live music to Filoli’s historic Ballroom. This intimate event features renowned performers! Includes 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.



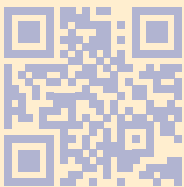




# Spring Sponsorships

## Tulip Sponsor – \$10,000

Help bring spring to the Bay Area! Each year, thousands of tulips create a seasonal spectacle that draws visitors from across the region.



Learn More  
about Spring  
at Filoli here



## Spring Season at Filoli \$25,000

March – May 2026

Gain exclusive brand visibility during peak bloom season, with opportunities at signature events like the Spring Flora Party and Earth Day celebrations.



## Spring Flora Party – \$10,000

Expected Audience: 500

Guests create their own floral arrangements using freshly picked blooms, guided by Filoli’s expert horticulture team.

## Spring Teas – \$10,000

Expected Audience: 800

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

May 9 & 10, 2026

Expected Audience: 6,000

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

## Annual Sponsorship: Insider’s Garden Tour – \$5,000

One per month | 12 total  
Expected Audience: 120

Guests receive a rare look into Filoli’s historic gardens, guided by Horticulturists who share insights into the estate’s seasonal beauty and conservation efforts.

## Service Learning Day – \$5,000

This customizable experience allows your employees to connect with nature, learn sustainable gardening practices, and contribute to Filoli’s conservation efforts.

## Annual Sponsorship: House Curatorial Tour \$5,000

One per month  
Expected Audience: 120

Step into Filoli’s rich history. This exclusive experience takes guests beyond the velvet ropes for a look at Filoli’s historic home, and ongoing preservation efforts.

## Wellness Wednesdays Sponsorship Package

Wellness Wednesdays invite the community to reconnect with nature, promoting well-being through tranquil garden experiences. Held one Wednesday a month.

### Wellness Wednesday Sponsorship

#### Level Options:

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

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

# Partnership & In-Kind Opportunities

Whether you provide products, services, or expertise, partnering with Filoli through in-kind support or ongoing partnership is a unique opportunity to align your brand with a world-class destination and connect with an engaged audience of over **500,000 annual visitors!**

## Filoli Bar Partner

Filoli bars operate year-round at key locations, offering premium exposure and an exclusive platform to showcase your products. Feature your brand through signature drinks, customized menus, and on-site activations.

- **Year-Round Bar Partner – \$25,000**  
Featured branding across all Filoli bars.
- **Seasonal Bar Partner – \$10,000**  
Align with a specific season for targeted visibility.

**Filoli is seeking a Gin Sponsor!**



## Event & Experience Partners

Seeking partners to enhance Filoli’s vibrant events and experiences.

- Music & Entertainment
- Workshop & Programs
- Catering
- Wine for Fundraising Events

## Media Partners

Seeking media partners to help share Filoli’s story and engage our community.

- Print & Digital Advertising
- Social Media & Influencer Collaborations
- Radio & Broadcast Partnerships
- Content & Editorial Features

## Corporate Membership

Gain exclusive access, marketing benefits, employee engagement opportunities, and more, while your organization supports the preservation and conservation of this historic estate. Email [nmaldonado@filoli.org](mailto:nmaldonado@filoli.org) to learn more!



PHOTO BY: Mike James Photography



# Why Sponsor Filoli?

**Extensive Reach** - Connect with a wide and diverse audience from the Bay Area, across the country, and around the world.

**Customized Marketing Opportunities** - Collaborate with our team to create activations that align with your goals and resonate with Filoli’s visitors.

**Community Engagement** - Showcase your commitment to arts, culture, sustainability, and preservation.

**Employee Benefits** - Treat your team to memorable experiences, from complimentary event tickets to custom team-building in the gardens.

**Content & Storytelling Opportunities** - Capture your brand in stunning, natural backdrops and be featured in Filoli’s digital and print media.

**Brand Association** - Align with one of the most beloved and recognized cultural institutions in Northern California.

## 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

## 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
- All packages are customizable based on your company’s needs

## More Benefits

Share your brand with Filoli’s Audiences:

100K+

total followers Facebook, Instagram, TikTok, YouTube, LinkedIn

2M

unique website visitors in 2024

220K+

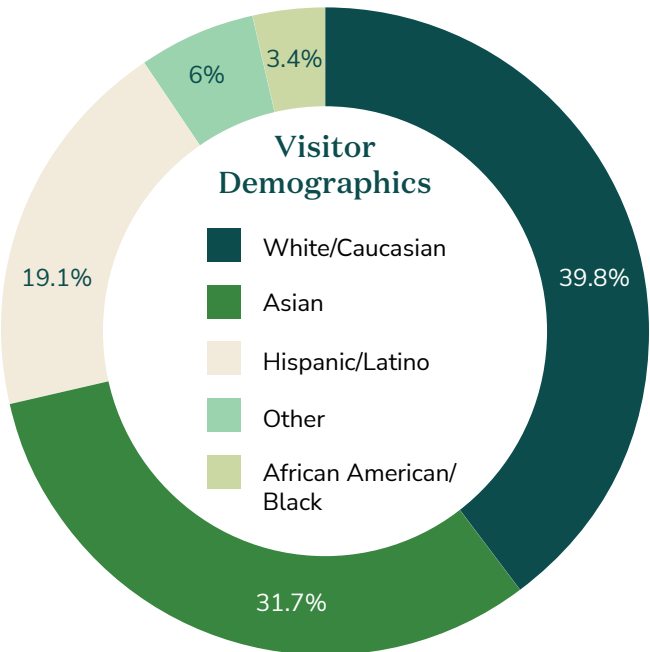
engaged email subscribers with 59% open rate

46%

of guests are between the ages of 18-44

35%

families with children



# 2025 Filoli Sponsorship Opportunities

• Sold Out | • Available | • Multiple Available

<div>\$150k</div> <div>• Trolls Title</div>	<div>\$12.5k</div> <div>• Harvest Gala Supporting</div>
<div>\$50k</div> <div>• Family Nature Playspace</div> <div>• Holidays at Filoli: Title Sponsor</div>	<div>\$10k</div> <div>• Art Walk Weekend</div> <div>• Family Nature Weekend</div> <div>• Harvest Gala: Table Sponsor</div> <div>• Holidays at Filoli: Holiday Teas</div> <div>• Pride Weekend</div> <div>• Spring Teas</div> <div>• Summer Solstice: Event Sponsor</div>
<div>\$35k</div> <div>• Harvest Gala Presenting</div>	
<div>\$30k</div> <div>• Summer Stage Title</div>	<div>\$5k</div> <div>• Harvest Gala Half-Table</div> <div>• House Curator Tours</div> <div>• Insider Garden Tours</div> <div>• Summer Solstice: Supporting Sponsor</div> <div>• Summer Stage Concert 8/17: Gangstagrass</div> <div>• Summer Stage Concert 8/18: Jerry’s Middle Finger</div> <div>• Summer Stage Concert 8/19: Video Game Orchestra</div> <div>• Summer Stage Concert 8/24: Tainted Love</div> <div>• Summer Stage Concert 8/25: The Reverend Shawn</div> <div>• Summer Stage Concert 8/26: Halsey and the Hi-Hats</div>
<div>\$25k</div> <div>• Nightfall</div> <div>• Seasonal Sponsor: Fall</div> <div>• Seasonal Sponsor: Spring</div> <div>• Seasonal Sponsor: Summer</div> <div>• Seasonal Sponsor: Winter</div> <div>• Summer Nights</div> <div>• Troll Individual: Ronja Redeye</div> <div>• Troll Individual: Sofus Lotus</div> <div>• Troll Individual: Basse Buller</div> <div>• Troll Individual: Ibbi Pip</div> <div>• Trolls Individual: Kamma Can</div> <div>• Trolls Individual: Rosa Sunfinger</div> <div>• Wellness Wednesday Year</div>	<div>\$2.5k</div> <div>• Harvest Gala Partner</div>
<div>\$15k</div> <div>• Summer Solstice Presenting</div>	<div>\$2k</div> <div>• Summer Solstice Group</div>
	<div>\$1k</div> <div>• Summer Solstice Partner</div>



# 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](https://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.

**Filoli accepts gifts of stock!**

To learn more about all these exciting opportunities to support Filoli,  
please reach out to [nmaldonado@filoli.org](mailto:nmaldonado@filoli.org)