



Laurel  
Hill

PRESENTS

A SPIRITED  
AFFAIR

FRIDAY, NOVEMBER 6, 2026

CEMETERIES • FUNERAL HOME • ARBORETUM

# Event Overview

**This year, Laurel Hill is launching A Spirited Affair, its annual fundraising event designed as a mission-driven expression of Laurel Hill's identity as a historic cemetery, arboretum, and a vital civic institution.**

Rooted in Laurel Hill's three guiding pillars—Eternal Rest, Recreation, and Civic Value—the evening honors the stories of those who came before us while celebrating the vibrant role Laurel Hill continues to play in the community today. Through history, culture, cocktails, and meaningful connections, A Spirited Affair will bring together supporters, community leaders, and philanthropic partners to invest in the preservation, programming, and future of one of the region's most treasured historic landscapes.

As Laurel Hill's premier annual fundraising event, A Spirited Affair offers sponsors a distinctive opportunity to align their brand with a respected cultural institution that engages more than 125,000 visitors and thousands of program participants each year.

# Sponsorship Opportunities

## PRESENTING SPONSOR – \$25,000

- Exclusive event naming rights: “A Spirited Affair, Presented by XXX.”
  - Premier logo placement across all event marketing materials including invitations, event website, digital promotions, social media, on-site signage, and event program
  - One premier reserved table for ten (10) VIP guests
  - Speaking opportunity (2–3-minute brief remarks) at VIP Reception
  - Prominent recognition signage at the VIP Reception and throughout the event venue
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## GOLD SPONSOR – \$15,000

- Prominent logo placement across selected event marketing materials, including the event website, digital promotions, event program, and on-site signage
  - Six (6) VIP event tickets
  - Recognition signage at the VIP Reception and throughout the event venue
  - Verbal recognition during the evening program
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## SILVER SPONSOR – \$10,000

- Logo placement on event materials
  - Four (4) VIP tickets
  - Recognition signage at the VIP Reception
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## BRONZE SPONSOR – \$3,500

- Shared-tier logo placement
- Two (2) VIP Tickets
- Two (2) General Admission tickets

# Ticket Options

## VIP TICKET — \$500

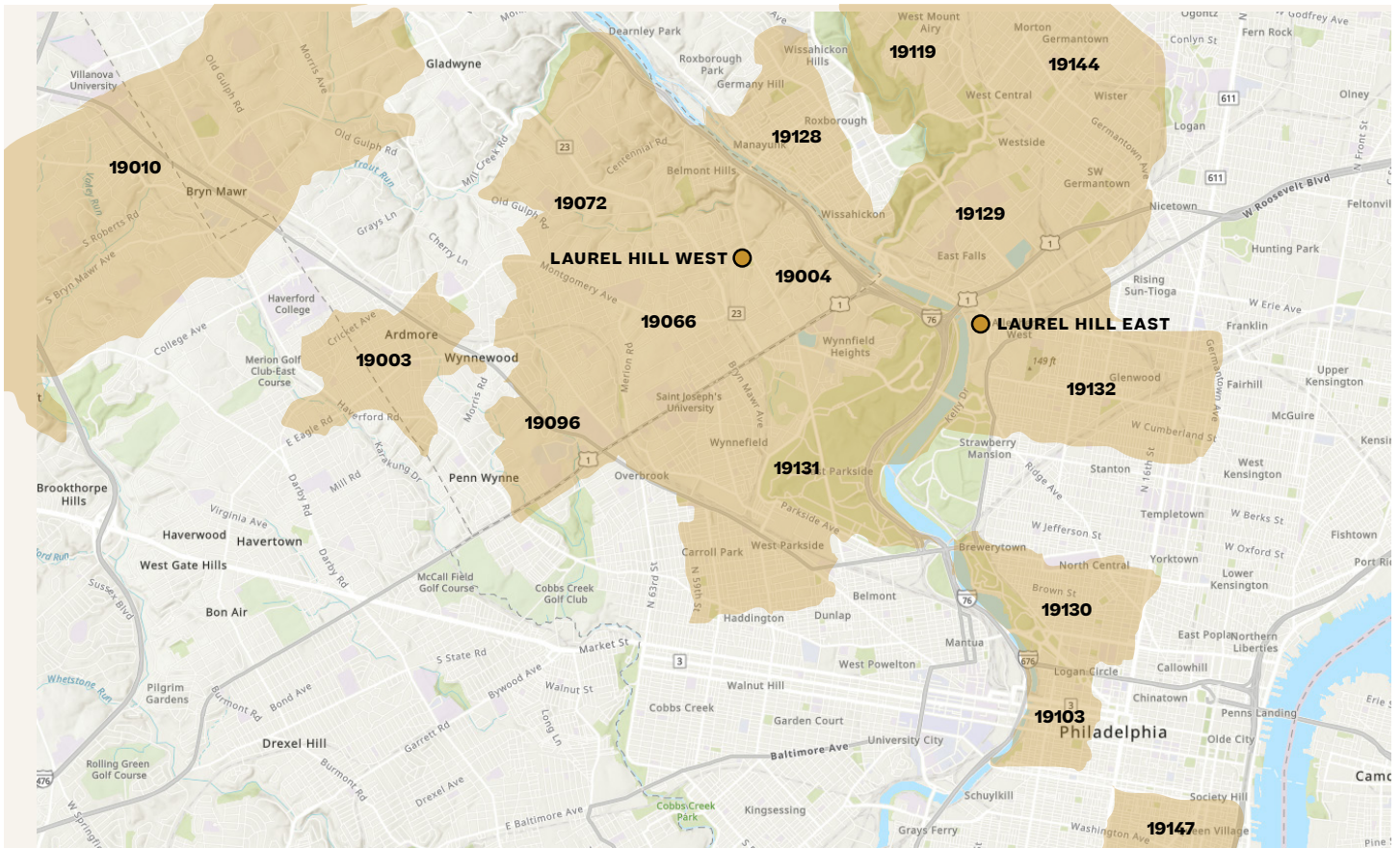
- Intimate meet and greet with Laurel Hill President & CEO and Awardee
  - Pre-cocktail celebratory drinks and bites
  - Exclusive and limited access to the Betz Mausoleum
  - Seated dinner
  - VIP gift of gratitude
  - Opportunity to set the starting bid on auction items
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## GENERAL ADMISSION TICKET — \$350

- Elegant celebratory evening including cocktail reception, dinner and dessert
- Presentation of the first John Frances Merion Award
- Opportunity to hear from Laurel Hill's President & CEO
- Participate in our Spirited Silent Auction, featuring unique opportunities and experiences
- Support Laurel Hill's foundation of growth and prosperity

# Laurel Hill's Reach & Impact

With more than 130 annual public programs attracting over 10,000 participants and 125,000 visitors to our historic grounds each year, Laurel Hill maintains a strong local and regional presence. Sponsors of A Spirited Affair gain visibility through one of the region's most distinctive cultural institutions and its highly engaged audience.



125k+  
VISITORS

130+  
PUBLIC PROGRAMS & EVENTS

10k+  
EVENT ATTENDEES

30k+  
ACTIVE EMAIL SUBSCRIBERS

56%  
EMAIL OPEN RATE

50k+  
DIRECT MAIL RECIPIENTS

16k  
INSTAGRAM FOLLOWERS  
@FRIENDSOFLAURELHILL

17k  
FACEBOOK FOLLOWERS  
@FRIENDSOFLAURELHILL

Secure your sponsorship  
and become part of an  
unforgettable evening  
celebrating history, culture,  
and civic impact.

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## **Contact**

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**Laurel Hill**

To learn more about Laurel Hill, visit [laurelhillphl.com](http://laurelhillphl.com).