



FRIENDS OF
Laurel Hill

Sponsorship Opportunities

2026

CEMETERIES • FUNERAL HOME • ARBORETUM

Laurel Hill provides a place of beauty and peace for eternal rest, recreation and civic value while preserving its history and ensuring its relevance in perpetuity.

Where History, Nature, Art and Community Connect

At Laurel Hill, we connect people to the past, present, and future through unforgettable experiences that celebrate art, history, nature, and community.

Our sponsors and donors make it possible to share stories, preserve landscapes, and create programs that bring thousands together each year—from large-scale public events to intimate, thought-provoking gatherings.

Each Laurel Hill sponsorship level is designed to make your experience simple, transparent, and rewarding.

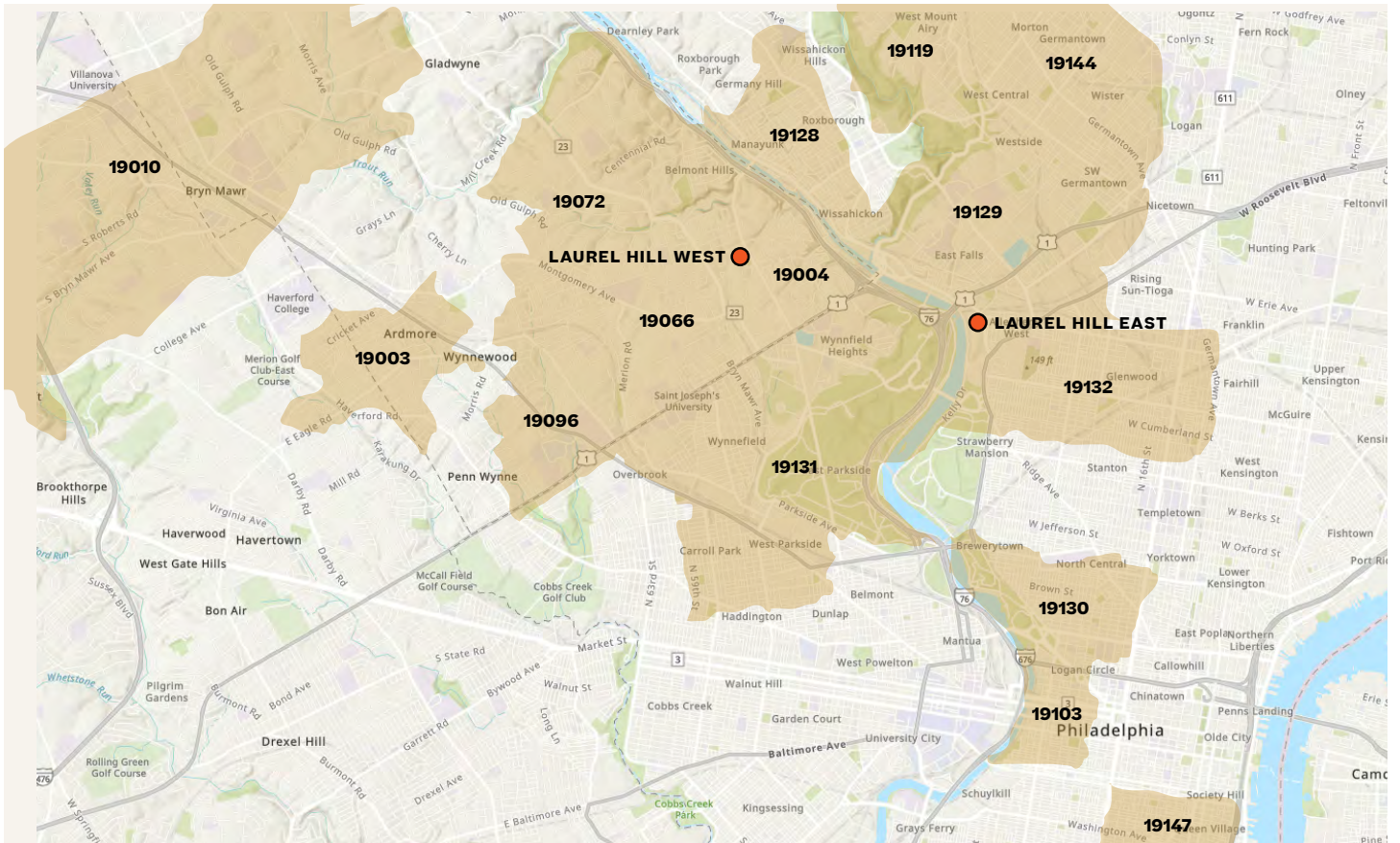
Whether you're a first-time supporter or a long-time friend, your sponsorship fuels creativity, conversation, and connection—while providing meaningful opportunities to showcase your brand, access our signature programs, and engage with our audiences in authentic ways.



Support Laurel Hill

Sponsorship is a shared commitment to community impact.

With over 125 annual public programs attracting 10,000+ participants and 125,000 additional visitors to our grounds each year, Laurel Hill maintains a strong local and regional footprint.



16k

INSTAGRAM FOLLOWERS
@FRIENDSOFLAURELHILL

17k

FACEBOOK FOLLOWERS
@FRIENDSOFLAURELHILL

30k+

ACTIVE EMAIL ADDRESSES

56%

EMAIL OPEN RATE

50k+

DIRECT MAIL

130+

EVENTS

10k+

EVENT ATTENDEES

125k+

VISITORS

2026 Sponsorship Opportunities

Your sponsorship directly supports our mission while connecting your brand with thousands of visitors each year—people who come to learn, reflect, create, and celebrate together.

As your sponsorship grows, so does your reach. **Higher levels expand your visibility across featured programs and include all benefits from previous levels.** Each level offers increasing exposure, brand recognition, and meaningful engagement opportunities across our programs and community events—ensuring your partnership grows in impact and visibility.

BRONZE SPONSOR \$5,000	SILVER SPONSOR \$10,000	GOLD SPONSOR \$15,000
COMMUNITY LEADER	COMMUNITY LEADER	LEADERSHIP PARTNER
• Fall Fun Day • RIP 5K • Hearse Show • Soul Crawl • History Tours	All Bronze Sponsor events plus: • Market of the Macabre • Cinema in the Cemetery • Dead Milkmen Concert • Annual Fundraiser - A Spirited Affair	All Silver Sponsor events plus: • All major events • Custom co-created programs and experiences
RECOGNITION & VISIBILITY BENEFITS	RECOGNITION & VISIBILITY BENEFITS	RECOGNITION & VISIBILITY BENEFITS
• Name on website, printed event materials, and onsite event signage • Up to 6 total email and social media mentions (combination of both)	• Logo displayed at all events and in digital materials, website, printed materials • Up to 15 total email and social media mentions (combination of both)	• Prominent recognition across all major events and materials • Up to 25 total email and social media mentions (combination of both) • Opportunity to deliver remarks at (1) event
EXPERIENCE / PERKS	EXPERIENCE / PERKS	EXPERIENCE / PERKS
• Table presence at (1) event	• Table presence at (2) events • (4) event tickets* or RIP5K bibs	• Complimentary venue rental for (1) meeting • Private tour for up to (10) guests • Discounted staff membership • Table presence at (2) events • (6) event tickets* or RIP5K bibs

*does not include A Spirited Affair Tickets

Looking for a Custom Fit?

We'd love to work with you to design a sponsorship experience that aligns with your goals. Contact Nicholas Pytel, Director of Philanthropy at npytel@laurelhillphl.com or 215.228.8200.



Platinum Sponsor \$25,000

PREMIER VISIBILITY & BRAND RECOGNITION

- Platinum Partner of Laurel Hill
- Homepage banner placement on Laurel Hill's official website.
- Feature profile in a dedicated e blast to the 30,000+ email subscribers and high engagement community (56% email open rate).
- Recognition across social media channels (Instagram 16k+ followers, Facebook 17k+ followers).

PROGRAM SPONSORSHIP & ENGAGEMENT

- Presenting sponsor for ALL annual programs, including major series and signature events (e.g., Market of the Macabre).
- Opportunity to offer brief welcome remarks at up to three major events.
- Reserved VIP seating at select annual events.

HIGH VALUE HOSPITALITY & ON SITE BENEFITS

- A complimentary venue rental for meetings, receptions, team events, or client gatherings.
- Fully customized private, after hours tour for up to 20 guests with catered refreshments.
- Two complimentary team building experiences on-site (history walk, horticulture workshop, twilight storytelling tour, etc.).
- VIP invitation for 4 guests to a private luncheon with Laurel Hill's President & CEO.

EXCLUSIVE MARKETING & STORYTELLING

- Joint press release distributed at the start of the sponsorship year.

EMPLOYEE ENGAGEMENT & COMMUNITY PARTNERSHIP

- Volunteer day for up to 50 employees, supporting landscape preservation or community service.
- Complimentary supporter level memberships (10) to the Friends of Laurel Hill for employee use.
- Corporate recognition in *The Connection* magazine, mailed to over 5,000 households and posted on website.

PRESENTING

Signature Events



A Spirited Affair - Annual Fundraiser

Attendance 110 | Laurel Hill West

Get ready for an experience you will never forget while supporting an extraordinary institution at the same time. Celebrate Laurel Hill's remarkable 190-year history, breathtaking beauty, and immeasurable contributions to the civic value of our city, region and nation. This annual event offers new and exciting ways to engage with a timeless landmark.



Cinema in the Cemetery

Attendance 1,000, series of up to 3 | Laurel Hill East

Partner with our popular outdoor movie series in collaboration with the Philadelphia Film Society. This program draws a broad, energetic crowd for cult classics, vendors, and live entertainment under the stars.



Market of the Macabre

Attendance 3,000–5,000 | Laurel Hill East

One of our largest and most anticipated annual events where over 90 artists and vendors transform Laurel Hill into a vibrant and magical marketplace for the morbidly curious.



The Dead Milkmen Concert

Attendance 1,000–2,000 | Laurel Hill East

High-profile concert blending music and history for an enthusiastic regional audience.



Fall Fun Day

Attendance 250–500 | Laurel Hill East

Family-friendly day of games, scavenger hunts, and mini tours celebrating the season.

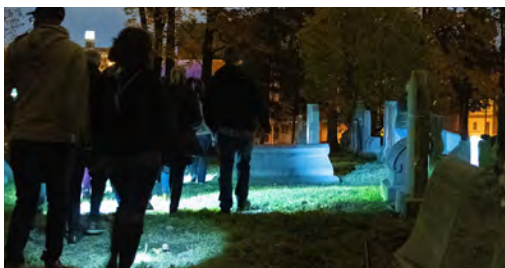
Signature Events *(continued)*



RIP 5K

Attendance 200–500 | Laurel Hill East

A Halloween-themed twilight walk or run event in costume through the rolling hills of Laurel Hill. Fun, visually stunning, and shareable.



Soul Crawl - After Dark Tour

Attendance 300–500 | Laurel Hill East

Guided nighttime tours by flashlight featuring history, stories, and a festive atmosphere.



Classic Hearse Show

Attendance 400–600 | Laurel Hill East

Unique summer event featuring vintage vehicles and engaged, curious audiences.



History Tours: Engaging Stories Year-Round

Attendance 10–30 per tour; 1,000 annually

Laurel Hill East & West

100+ themed tours exploring art, architecture, and Laurel Hill's rich past.



Nurture with Nature

Attendance 15–30 per session; 60–120 annually

Laurel Hill West

Hands-on horticulture series promoting mindfulness, sustainability, and wellness.

Signature Events *(continued)*



Victorian Spirit Crawl

Attendance 150–250 | Laurel Hill East

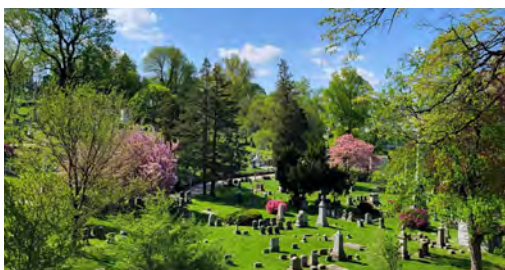
After hours, candle lit exploration of Victorian traditions with themed cocktails and storytelling.



True Tales from the Tomb

Attendance 250–300 | Laurel Hill East

Theatrical walking tour featuring performances by the 'Not Ready for After-Life Players.'



Arboretum Tours

Attendance 25–50 per tour; 250–400 annually

Laurel Hill East & West

Laurel Hill is a Level II accredited arboretum that spans both sides of the Schuylkill River with a living collection of over 9,000 specimen trees and shrubs representing over 1,000 unique species and cultivars, as well as a variety of display gardens.



Death Cafes

Attendance 10–30 per session; 4 annually

Virtual and In-person

Open, global conversation series exploring life and death in a reflective, inclusive space.



Boneyard Bookworms Book Club

Attendance 10–20 per session; 4 annually

Virtual and In-person

A community of readers exploring history, science, and culture through engaging discussion.

Partner with Laurel Hill

Your support helps us share stories, preserve history, and bring community together through meaningful experiences. We look forward to collaborating with you this season.

We would love to work with you to design a sponsorship experience that aligns with your goals.

**Contact Nicholas Pytel, Director of Philanthropy
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Laurel Hill

To learn more about Laurel Hill, visit laurelhillphl.com.