



WELLFIELD BOTANIC GARDENS

A Homegrown, World-Class Garden Celebrating Nature, Art, and Community.



Groovin' in the Gardens

Summer Concert Series

Thursdays | June 13—August 15, 2024 | 7-9 p.m.

Sponsorship Opportunities

Be a part of this popular special event series at Wellfield Botanic Gardens! This is an excellent opportunity to highlight your business or organization while showing support for Michiana's most beautiful and scenic attraction. Wellfield welcomed over 90,000 guests through its gates in 2023, engaged hundreds of thousands more through media and outreach, and continued growth that will serve to increase our impact for years to come. Through our 2100+ member households, 4000+ e-newsletter subscribers, our Facebook page with 17,000+ followers, and our widening regional reach, we continue expanding through engaging, experiential events throughout the year. The summer months are truly magical at Wellfield—amazing colors and textures, the sounds of wind through the leaves and the ever-present song of flowing waters across our 36 acres—we are a natural fit for live music out of doors. 2023 concert attendance welcomed over 5000 guests. Join us in a mutual partnership that not only serves your business or organization through increased positive exposure and great benefits, but also serves to grow the community of Elkhart and furthers ***our mission to celebrate the inseparable relationship between water and life, inspire creativity and lifelong learning, foster stewardship of our natural world, and grow community.***

Sample Event Description for the Public

Live music performances provide the soundtrack to magical evenings at Wellfield Botanic Gardens' ***Groovin' in the Gardens Summer Concert Series***. The concert lineup features an eclectic assortment of music by popular artists of the region. Gates open at 6 p.m., concerts begin at 7; get your space early and stroll the beautiful garden trails while listening to nature's symphony before enjoying the concerts as the sun sets. Each Thursday night will feature food offerings and a bar from *Navarre Catering and Events*, as well as ice cream from The Chief Ice Cream or Vanilla Bean Creamery. *Watch our website or Facebook page for specifics*. Food items may be purchased, or you may bring your own picnic dinner to enjoy during the concert. Guests are encouraged to bring their own chairs or a blanket; limited chairs will be available at the venue. Please note: *Alcoholic beverages may not be brought into the Gardens but may be purchased onsite from our caterer*. Ticket pricing includes parking, admission to the garden, and the special opportunity to enjoy Wellfield after hours. Discounted season tickets are available! (over)

Schedule

Thursday Evenings, June 13-August 15 | *June 13, 20, 27; July 11, 18, 25; August 1, 8, 15 (No concert July 4)*

5 p.m. - Garden closes early to the public on concert nights

6 p.m. - Gates re-open for ticket holders | *Tickets may be purchased online or at the gate*

7 p.m. - Concerts begin (shows are approx. 90 minutes long)

Individual & Series Concert Ticket Pricing:

- Wellfield Member Adult: \$10 | Wellfield Member Child (ages 3-12): \$5
- Public Adult: \$15 | Public Child (ages 3-12): \$7
- Under age 3 are free with paid adult (*please select 'free child' ticket option*)
- Series Ticket pricing (available until June 20)—enjoy a 20% discount when you purchase in advance!
 - Public Adult: \$108 | Public Child (3-12): \$50
 - Wellfield Member Adult: \$72 | Wellfield Member Child (3-12): \$36

Lineup

- June 13 – **Paul Decker & the Difference** – A perennial fan favorite, Paul kicks off our Groovin' season!
- June 20 – *Elkhart Jazz Fest Opening Night doubleheader!* **Steven Perry Quartet (7 p.m.) and fan favorite Dave Bennett (8:30 p.m.)**
- June 27 – **High Life** – If you love the Whistle Pigs, you'll love High Life!
- July 11 – **Dawn Burns Groove** – a soul jazz vibe that will warm your spirit, feed your soul, and move your hips. Making their Groovin' debut in 2024!
- July 18 – **Satisfaction – Rolling Stones Tribute Band** – if you love classic rock and the Stones, this band will blow you away.
- July 25 – **Darryl Buchanan's Soul, R&B & Motown** – Michiana's soul man, always a Groovin' favorite!
- August 1 – **Hipposonics** – a top notch local band with a feel for the original energy & passion of songs that touched you from high school through today. Always a crowd favorite!
- August 8 – **Memphis Underground** – Energetic & entertaining 7-piece band playing a mixed groove of Blues, Motown, Rock and Funk, mixed with current music. The combination of soulful and gritty vocals, passionate guitar, and rocking saxophone, make for a great night!
- August 15 – **Bootleg** – bring your country dancin' shoes, as we welcome Bootleg to the Gardens!

See last page for Sponsorship Package Options and form.

2024 Sponsorship Options for *Groovin' in the Gardens*

☐ **Major Sponsor for *Groovin' in the Gardens* - \$5000**

- Name and logo as Major Sponsor on all promotional material
- Verbal recognition at all concert events by emcee
- Name and logo on event page at wellfieldgardens.org
- Dedicated social media postings 5x during concert series run
- Named Major Sponsor on event signage
- 8 VIP Tickets and two Reserved Tables to each concert
- 4 tickets to *Evening in the Gardens* (September 12)
- 2 *Taste of the Gardens* entry/food ticket packages (August 25)

☐ **Stage Sponsor for *Groovin' in the Gardens* - \$3500**

- Name and logo as Stage Sponsor on all promotional material
- Verbal recognition at all concert events by emcee
- Name and logo on event page at wellfieldgardens.org
- Dedicated social media postings 3x during concert series run
- Named Stage Sponsor on event signage
- 4 VIP Tickets and one Reserved Table to each concert
- 2 tickets to *Evening in the Gardens* (September 12)
- 2 *Taste of the Gardens* entry/food ticket packages (August 25)

☐ **Weekly Band Sponsor for *Groovin' in the Gardens* - \$1500 (9 available)**

- Named as Weekly Band Sponsor on all digital promotional material
- Verbal recognition at sponsored concert by emcee
- Name on event page at wellfieldgardens.org for sponsored concert
- Dedicated recognition on social media post for selected concert week
- Two Reserved Tables and up to 10 concert tickets to sponsored concert
- **Circle Date(s) Selected: June 13, 27; July 11, 18, 25; August 1, 8, 15**

Business/Name _____

Primary Contact: _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____ Phone: (____) _____

PAYMENT TOTAL \$_____ Payable to 'Wellfield Botanic Gardens' by Check #_____ or

Credit Card type (circle) VISA / MC / DISC / AMEX Name on Card: _____

Card # _____ Exp: _____ CCV: _____ Billing Zip Code: _____

Please return completed form and payment to:

Wellfield Botanic Gardens, Attn: Eric Garton / 1011 N. Main Street, Elkhart IN 46514

Or email to e.garton@wellfieldgardens.org / Or call 574-266-2006 ext. 102 for additional questions or info.

Thank you for considering supporting Wellfield Botanic Gardens with an event sponsorship – if you have ideas for support/sponsorship that are not listed, reach out. We'll work with you individually to try to meet your goals through partnership.