

FRIENDS OF THE WISSAHICKON

SPONSORSHIP OPPORTUNITIES

FRIENDS OF THE WISSAHICKON

ABOUT THE EVENT

The Friends of the Wissahickon's 100th Anniversary Celebration on November 8th, 2024 will recognize a century of stewardship of Philadelphia's iconic Wissahickon Valley Park.

The park, popularly called "the Wissahickon," is a 2,000-acre urban oasis of dramatic scenery, dense forests, rugged trails and free-flowing streams. Over 50 miles of wooded biking, hiking and equestrian trails wind through a deep gorge surrounding Wissahickon Creek. The region's rich history is represented in the park's many beautiful historic structures, from a 150-year old inn to beloved sculptures and Philadelphia's only remaining covered bridge. The park's watershed protects the drinking water of one in three Philadelphians. Today, the Wissahickon Valley Park is one of the most natural places in the City of Philadelphia and is visited by over two million people each year.

Friends of the Wissahickon (FOW) was founded in 1924 by a handful of local citizens who realized the importance of this special jewel of a green space and its watershed. The early Friends recognized the power of what can be accomplished by turning care into action. Over the last century we've grown into a robust network of more than 3,000 members, neighbors, volunteers, and corporate and civic partners all committed to FOW's enduring mission to "conserve the natural beauty and wildness of the Wissahickon Valley Park and stimulate public interest therein."

The 100th Celebration is the fourth in a series of galas FOW has held over the past 20 years. This celebration will build on the experience of those previous unique events, ensuring a memorable evening for all in attendance. We will honor individuals whose support has been critical to the growth of FOW's capacity and look forward as we usher in the next century of conservation and prosperity for Wissahickon Valley Park.

FRIENDS OF THE WISSAHICKON

100TH ANNIVERSARY COMMITTEE

CHAIRS:

Emily and Ted Daeschler
Alice and Christian Bullitt
Katy and Jason Friedland

MEMBERS:

Cindy and John Affleck
Martha and Will Agate
Sarah and David Andrews
Sarah and Bryan Astheimer
Chrstine and Michael Bamberger
Grey Heck and Kevin Berkoff
Anne-Marie and James Corner
Deb and Jim Crisfield
Gene and Charles Dilks
Kate and Bill Donato
Ricki and Andrew Eistenstein
Nancy and Mike Evans
Stacy and Bayard Fiechter
Hakim Franklin
Pamela and Roderick Gagne
Nina and Christopher Gallagher
Sandy and Tim Greenwood
Andrea Horos
Lisa and Arthur Howe
Denise Kaplan
Fiona Lapham
Janet Lippincott
Nancy Matt
Isabel and Edward McDevitt
Jennifer and Burton McHugh
Savanna and Thomas Miller
Rebecca Morley and Dave Hoskins
Molly Murphy
Suzy and Henry O'Reilly
Susan and Robert Peck
Reni and Ron Philip
Betsy and Jake Ramage
Amanda and Jim Rice
Shuchi Rodgers
Jean Sachs and John Knapich
Kathy and Michael Savage
Anne and Baird Standish
Jenny Sweeney
Laurene and Andrew Topping
Karen and Ernest Tracy
Meredith and Garrett Trego
Kim and Will Whetzel
Christine and Reed Wilmerding

FRIENDS OF THE WISSAHICKON

EVENT REPRESENTATION OPPORTUNITIES

	Presenting $50,000	Lead $25,000	Patron $10,000	Supporter $5,000	Program Book $500-$2,500
Explicit mention by ED at event	✓				
Press Release Inclusion	✓				
Logo representation at event bars	✓	✓			
Additional event representation throughout year	3	2	1		
Number of add ons	7	5	3	1	
Tickets to Anniversary Event	10	6	4	2	
Tickets to Benefactor Party	10	6	4	2	
Program AD size	full-page	half-page	quarter-page	quarter-page	quarter, half, or full-page
Recognition on PR material	✓	✓	✓	✓	
Logo inclusion in Wissahickon Magazine	custom, logo + name inclusion	custom, logo + name inclusion	name + logo	name + logo	
Recognition on 100th Gala website	large	medium	medium	medium	small
On-screen recognition	large	medium	medium	medium	small
Recognition on event material	✓	✓	✓	✓	✓
Recognition in 2024 annual report	✓	✓	✓	✓	✓
Logo inclusion on signage	✓	✓	✓	✓	
Link on FOW website	✓	✓	✓	✓	✓

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FRIENDS OF THE WISSAHICKON

PRESENTING SPONSOR $50,000

Print

- Premier name/logo placement as the presenting sponsor of the 100th throughout 2024
- Your logo included on print invitation sent to mailing list of 3,000+ individuals*
- Press release announcing sponsorship to local and regional media outlets
- Cover logo placement and full-page ad in the event program
- Event signage throughout 100th Anniversary celebration on November 8, 2024
- Ad placement in 4 editions of FOW's newsletter circulated to 6,500 households*
- Company mention as the presenting sponsor in all 100th anniversary celebration press
- Recognition in the 2024 annual report – published June 2025
- Custom print and marketing collateral

Virtual

- Brand inclusion in all e-communications related to the 100th Anniversary and all related events sent to email list of 22,000 active email addresses
- Tagged social media posts including tag on Facebook, Instagram, and LinkedIn
- Name/logo placement in a minimum of 6 editions of FOW's e-newsletter sent to 6,700 targeted email list
- Announcement and link on FOW's website for one year

Experience

- 10 tickets to the full 100th Anniversary celebration on November 8, 2024
- 10 tickets to the Society of Generous Friends Benefactor Party in September at a private home to celebrate our high-level donors, park administration, and sponsors
- Explicit mention by FOW's Executive Director at 100th Anniversary Event
- Two minute speaking opportunity at Benefactor Party

*Benefits contingent upon print deadlines

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FRIENDS OF THE WISSAHICKON

LEAD SPONSOR $25,000

Print

- Press release announcing sponsorship to local and regional media outlets
- Half page ad in event program
- Event signage throughout the Anniversary Celebration on November 8, 2024
- Ad placement in 4 editions of FOW's newsletter circulation to 6,500 households
- Company mention in all 100th Anniversary Celebration press
- Recognition in the 2024 Annual Report - published June 2025
- Custom print and marketing collateral

Virtual

- All e-communications related to the 100th Anniversary celebration sent to email list of 22,000 active email addresses
- Tagged social media posts including tag on Facebook, Instagram, and LinkedIn
- Name/logo placement in a minimum of 6 editions of FOW's e-newsletter sent to 6,700 targeted email list
- Announcement and link on FOW's website for one year

Experience

- 6 tickets to the full 100th Anniversary celebration on on November 8, 2024 or sponsor 6 tickets for FOW volunteers
- 6 tickets to the Society of Generous Friends Benefactor Party in September at a private home to celebrate our high-level donors, park administration, and sponsors

FRIENDS OF THE WISSAHICKON

PATRON SPONSOR $10,000

Print

- Quarter-page ad in the event program
- Name/logo inclusion on event signage at the 100th Anniversary Celebration
- Ad placement in 2 editions of FOW's newsletter circulation 6,500 households
- Recognition in the 2024 Annual Report - published June 2025

Virtual

- All e-communications related to the 100th Anniversary Celebration sent to 22,000 active email addresses
- Name/logo placement in a minimum of 4 editions of FOW's e-newsletter sent to 6,700 targeted email list
- Link on FOW's website for one year

Experience

- 4 tickets to the full 100th Anniversary celebration on on November 8, 2024 or sponsor 4 tickets for FOW volunteers
- 4 tickets to the Society of Generous Friends Benefactor Party in September at a private home to celebrate our high-level donors, park administration, and sponsors

FRIENDS OF THE WISSAHICKON

SUPPORTER SPONSOR $5,000

Print

- Quarter page ad in the event program
- Name/logo inclusion on event signage at the 100th Anniversary Celebration
- Ad placement in 1 edition of FOW's newsletter circulation 6,500 households
- Recognition in the 2024 Annual Report - published June 2025

Virtual

- All e-communications related to the 100th Anniversary Celebration sent to email list of 22,000 people
- Link on FOW's website for one year

Experience

- 2 tickets to the full 100th Anniversary celebration on November 8, 2024
- 2 tickets to the Society of Generous Friends Benefactor Party in September at a private home to celebrate our high-level donors, park administration, and sponsors

FRIENDS OF THE WISSAHICKON

PROGRAM BOOK

Print

- Quarter, half, or full-page ad in the event program
- Recognition in the 2024 Annual Report – published June 2025

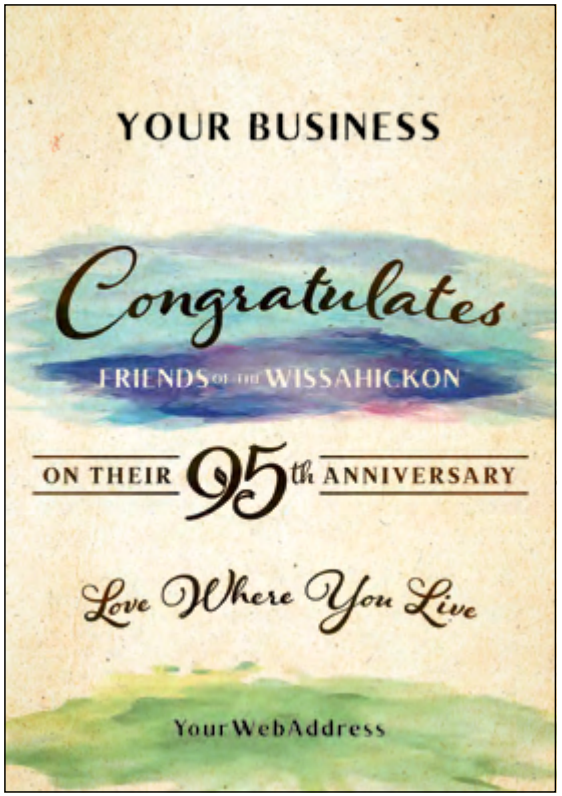
Quarter Page:
$500



Half Page:
$1,000



Full Page:
$2,500



Electronic

- Link on FOW's website for one year

FRIENDS OF THE WISSAHICKON

AVAILABLE ADD-ONS

Sponsorship for any of the following can be added on to any package.
Some sponsors have add-ons available as part of their package.
Custom packages available.

Activities: available at $10,000

- Photo booth
- Whiskey/Cider tasting
- Shuttle
- Other event activities TBD

Bar sponsors: available at $5,000

- Cocktail hour
- Dinner bar

Take-home items: available at $2,500

- Celebrate at-home basket

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EVENT REPRESENTATION OPPORTUNITIES

For Presenting, Lead, and Patron Sponsors, the following events are available for additional print, electronic, and in-person opportunities. Custom packages available.

- Wissahickon Trail Classic - June 1, 2024
- All Trails Challenge - October-December 2024
- Bi-annual Photo Contest - March-October 2024
- Supermega Volunteer Day - April 20, 2024
- 100th Anniversary Community Celebration at Valley Green Inn on May 10th
- Ice Cream Social - August 21, 2024
- Super Saturday Service Day - Saturdays throughout 2024
- Volunteer Recognition Night - November 2024

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2023 FOW REACH

FRIENDS OF THE WISSAHICKON

MEMBERS:
3,050
HOUSEHOLDS

VOLUNTEERS
OVER 1,030
VOLUNTEERS IN 2022

Volunteers contributed over
11,000 hours of service in 2022

NEWSLETTER:
6,500
READERSHIP

E-NEWSLETTER:
6,650
E-NEWS EMAILS

EVENTS
1,922
IN-PERSON & VIRTUAL REGISTRANTS IN 2022

SOCIAL MEDIA

FACEBOOK
23,200
FOLLOWERS

Average organic post reach in 2021: **4,550 engagements**

INSTAGRAM
29,000
FOLLOWERS

WEBSITE VIEWS:
500,000+
OVER 3 YEARS

ONLINE & IN-PERSON ENGAGEMENT:
5,000+
IN 1 YEAR

FOW MAP APP:
10,000+
VIEWS & DOWNLOADS SINCE 2021

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Your sponsorship contribution will make a profound impact on FOW's ability to conserve the Wissahickon Valley Park for current and future generations. Here is a sampling of some of the work we are able to accomplish with the support of our corporate partners:

HABITAT

FOW is fostering ecologically diverse and functional habitats in the Wissahickon Valley Park's forests and watersheds through scientific management principles that respect native flora and fauna.

- Investigating solutions to create greater biodiversity in the flora of the Valley and removing invasive plant species and replacing with native trees, shrubs and wildflowers.
- Collecting habitat data to identify what lives in the Wissahickon and monitoring changes across the park to inform future habitat restoration projects.
- Removing over 8 tons of trash and recycling annually. Litter removal from the Park serves as a pretreatment of the Wissahickon Creek and improves water quality to meet federal and state water quality standards.





ENGAGEMENT

FOW engages individuals of all ages in the Wissahickon Valley Park through volunteering experiences and educational opportunities.

- Engaging our passionate core of volunteers through our independent volunteering program, the #Wissaheroes. Over 320 Wissaheroes have spent over 1,000 hours removing over 13,880 lbs of trash throughout the park.
- Training volunteer Trail Ambassadors to monitor park trails, provide information and assistance to the public, and offer over 100 educational lectures and walks annually, free of charge within the park.
- Connecting Philadelphia's public school kindergartners and first graders to Wissahickon Valley Park through the Little Friends of the Wissahickon program, which encourages them to explore and experience the Valley and Creek.

INFRASTRUCTURE

Strategic capital investment makes the park more accessible and protects its wild beauty and delicate ecosystem.

- Investing nearly $1 million to restore an essential trailhead link and provide an opportunity for meaningful donor recognition through the Valley Green Run Streambank Restoration and Pedestrian Bridge Project.
- Identifying a small parcel of land along Harvey Street in Germantown that offers valuable greenspace and a connective opportunity to the main trail system in addition to removing access barriers.
- Completing the stabilization of the Monster Trail, which improves trail conditions at one of the Park's most popular trailheads. This investment reduces erosion and stormwater runoff and improves the existing forest soils, native forest understory, and water quality.



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Let's be friends.

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SPONSORSHIP CONFIRMATION FORM

Sponsor Name for Recognition:

Investment Level: $

Sponsor contact Information

Name: Title:

Organization:

Address: City: State: ZIP:

Phone: Fax: Website:

Email:

Additional Contact for Benefit Fulfillment (if different from above)

Name: Email:

Guest List (Please provide the name and email of each guest)

Artwork and logos:

Ads and Logos should be in color in the following formats:

Press Quality PDF / Photoshop .JPG or .TIF (high res – 300 dpi) / Illustrator .EPS (convert type to outlines)

Media Contact

Name: Email: