



# *AN EVENING AMONG THE ROSES*

*A CELEBRATION OF THE LGBTQ+  
COMMUNITY AT THE HUNTINGTON*



*SPONSORSHIP PROPOSAL*



# EVENT BACKGROUND



## Date

Friday, June 7, 2024

## Time

6:00 – 10:00 p.m.

## Expected Attendance

550



## Concept

This elegant evening garden party begins at 6pm with an hour-long VIP reception and a live performance. Following the VIP reception, all guests will enjoy hors d'oeuvres, cocktails, dancing and a live performance.

## Audience

550 influential LGBTQ+ business leaders, philanthropists, individuals, and their allies who have an interest in the arts, humanities, and botanical sciences.



# EVENT OVERVIEW



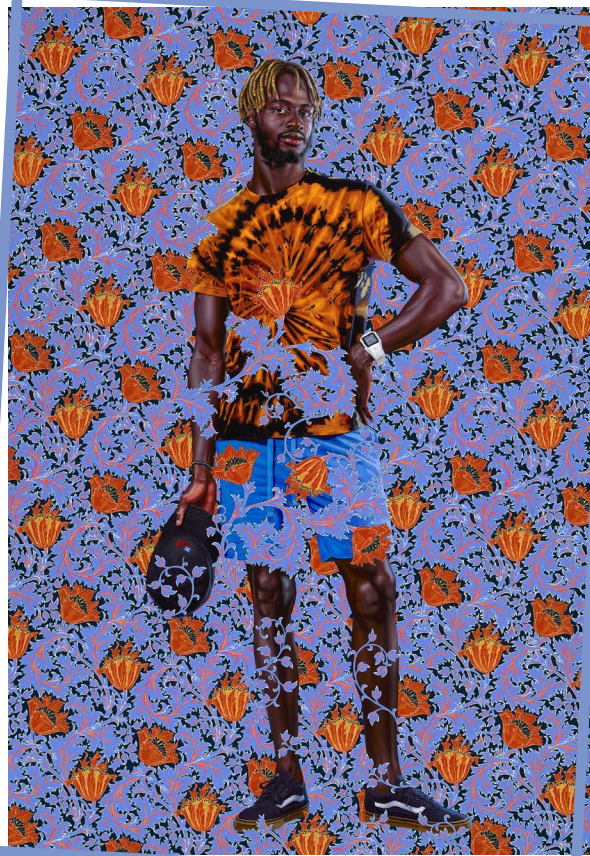
*An Evening Among the Roses* was created in 2014 to say thank you for the countless contributions that The LGBTQ+ community has made to our organization and to bring attention to the issues they face on a local and national level.

Celebrating its 10-year anniversary, the 2024 event will feature special performances and highlight the accomplishments of local organizations that do critical work in support of LGBTQ+ individuals and families. The Huntington is proud to honor our LGBTQ+ staff, donors, artists, writers, scholars, and friends, and their vital impact on our institution.





# DEI AT THE HUNTINGTON



Kehinde Wiley, *A Portrait of a Young Gentleman*, 2021. Collection of The Huntington Library, Art Museum, and Botanical Gardens, and commissioned through Roberts Projects, Los Angeles.

*An Evening Among the Roses* directly contributes to goals in The Huntington's 2019 Diversity, Equity, and Inclusion (DEI) Strategic Plan. In addition to addressing issues of racial equity and social justice, this plan's implementation over the past two years has included:

- ▼ conveying the relevance of our LGBTQ+ collections to contemporary audiences by linking them to today's social issues
- ▼ increasing audience diversity by encouraging engagement from LGBTQ+ groups who have not previously seen themselves reflected in museums
- ▼ allowing new voices into our interpretive processes through collaborative programming with organizations serving the LGBTQ+ community



Installation view of Monica Majoli's work for *Made in L.A. 2020: a version*.

# SPONSORSHIP BENEFITS



## SPONSORSHIP LEVELS & BENEFITS

PLATINUM  
\$50,000

GOLD  
\$25,000

SILVER  
\$10,000

BRONZE  
\$5,000

### VISIBILITY AND RECOGNITION

Industry Exclusivity

✓

Logo recognition on event invitation, marketing materials, and Huntington website

✓

✓

✓

✓

Listing in Huntington Annual Report and other institutional publications

✓

✓

✓

✓

Inclusion in announcements sent to 53,000 members and 360,000 opt-in subscribers

✓

✓

✓

✓

### AT EVENT

VIP Tickets to An Evening Among the Roses

50

25

10

5

Opportunity for a member of the company to make brief remarks from event stage

✓

Sponsor two complimentary tickets for members of a LGBTQ+ community partner to attend the Party

✓

✓

✓

✓

Verbal recognition at event

✓

✓

✓

Logo recognition on event signage and digital screens around Huntington grounds

✓

✓

✓

✓

### ADDITIONAL BENEFITS

Exclusive opportunity to work with The Huntington to create a customized benefits package to meet your company's current goals and objectives

✓

✓



# PREVIOUS SPONSORS



## CONTACT

Marina Kohler  
Director of Donor Engagement

The Huntington  
[mkohler@huntington.org](mailto:mkohler@huntington.org) | (626) 405-3497