



GARDENS
AGLOW
CAPE COD

at Heritage Museums & Gardens

Corporate
Sponsorship

Gardens Aglow

2026 Sponsorship Opportunities

25 Evenings, November 27 - December 27



The smell of roasted marshmallows drifts across the lawn. A wave and a wink from Santa. Children scurry along lit paths in search of Rudolph, and hundreds of thousands of twinkling lights transform a Cape Cod winter evening into something out of a storybook

**...this is Gardens Aglow at Heritage Museums & Gardens,
and it's about to have its biggest season yet.**

Every year, tens of thousands of visitors from across the region step into this glowing wonderland — and your organization's name can be woven right into the experience. As a sponsor, you're not just supporting our mission of exploration, discovery, and learning; you're securing something your team will definitely thank you for: **guaranteed tickets to Cape Cod's favorite holiday tradition**, even on sold out nights, which now happen earlier each year.

"The easiest employee-appreciation gift we give all year and everyone asks for it back."

— 2025 Gardens Aglow Construction Sponsor

Think of Gardens Aglow sponsorship as a single line item that does double duty: real community visibility for your brand from now through the new year, and a ready-made holiday outing for your employees and their families — no planning required on your end. Whether you're rewarding a team, entertaining clients, or simply making sure your logo is seen by 50,000+ neighbors in the season's warmest possible light, there's a sponsorship level built for it.

*Join us for Cape Cod's favorite holiday tradition
and bring your whole team with you.*





Corporate Sponsorship

Attendance Data

2025 Gardens Aglow Attendance: **41,879**

2026 Projected Gardens Aglow Attendance: **56,620** More ticket availability this year!

Where Our Guests Come From

- | | | |
|----------------------|---------------------|------------------------|
| • Sandwich, MA - 13% | • Bourne, MA - 5% | • Harwich, MA - 3% |
| • Plymouth, MA - 9% | • Yarmouth, MA - 5% | • Centerville, MA - 3% |
| • Falmouth, MA - 7% | • Mashpee, MA - 4% | • Dennis, MA - 3% |

Who Visited

- Guests attend in average groups of 4
- Two thirds of attendance is by multi-generational groups

Marketing/Digital Reach

Newsletter Reach: 51,000

Unique Monthly Website Views: 53,000

Social Media Following: 39,000+



"A treasured holiday tradition that truly brings the community together. Every beautifully lit path leads to another magical scene... from the creatively illuminated natural landscape to the historic carousel, vintage auto museum, and roaring fire pits. It's a beautiful, really creative experience that the whole family will absolutely love."

- Ashley P., Gardens Aglow Visitor



**GARDENS
AGLOW**
CAPE COD

Corporate Sponsorship

Why Become a Sponsor?

Sponsoring this time-honored celebration is more than a philanthropic investment in our mission of exploration, discovery, and learning. It's a powerful tool for your business.

The Ultimate Employee Appreciation Gift: Every sponsorship level bypasses the virtual line, giving your team members, clients, and their loved ones guaranteed entry to make cherished memories in our glowing wonderland – sold out to the public or not.

All Sponsors Receive

- Guaranteed Timed Tickets to Gardens Aglow (even on sold out evenings)
- Recognition before Gardens Aglow on our website and e-newsletters
- Recognition during Gardens Aglow on signage throughout the grounds

Other Benefits Can Include

- Access to Heritage during our Main Season for your employees
- Recognition on Gardens Aglow map handouts to each visitor
- Free Admission Day for your employees during our Main Season
- Host an event at Heritage and have your rental fee waived

Give the gift of holiday magic while elevating your brand

Sponsorship Levels

	EVENT SUPPORTER	COPPER LEVEL	BRONZE LEVEL	SILVER LEVEL	GOLD LEVEL	PRESENTING SPONSOR
	\$500	\$1,250	\$2,500	\$5,000	\$10,000	\$20,000
ONLINE/ON-SITE RECOGNITION	✓	✓	✓	✓	✓	✓
GARDENS AGLOW TICKETS	6	8	12	20	50	100
ADMIT 2 MAIN SEASON CORPORATE PASSES	—	1	3	5	10	20
VISITOR MAP RECOGNITION	—	—	✓	✓	✓	✓
FREE ADMISSION DAY FOR EMPLOYEES	—	—	—	✓	✓	✓
HOST AN EVENT RENTAL FEE WAIVED	—	—	—	—	—	✓

Ready to Secure Your Sponsorship?

Certain opportunities and map inclusion placements are limited. Contact Greg Wobst at gwobst@heritagemuseums.org or 774-205-2742 to secure your package before September 15



GARDENS
AGLOW
CAPE COD

Corporate Sponsorship



We are pleased to support Gardens Aglow
at Heritage Museums & Gardens at the following level:

- | | |
|--|--|
| ☐ Presenting Sponsor - \$20,000 | ☐ Bronze Level - \$2,500 |
| ☐ Gold Level - \$10,000 | ☐ Copper Level - \$1,250 |
| ☐ Silver Level - \$5,000 | ☐ Event Supporter - \$500 |

How we wish our business name to be listed in recognition of this sponsorship:

☐ We wish to remain anonymous

Contact _____

Email _____ Phone _____

Address _____

City, State, ZIP _____

Website _____

☐ Check enclosed made payable to: Heritage Museums & Gardens

☐ Please charge my credit card the amount above

Card Number _____

Expiration Date _____ CVV _____

Name on Card _____

Billing Address _____

Payment for Gardens Aglow Sponsorship can be sent to:
Heritage Museums & Gardens, 67 Grove Street, Sandwich, MA 02563
ACH payments also accepted

Please send a high resolution logo (PNG or JPG) to
development@heritagemuseums.org

For questions about your sponsorship
contact Greg Wobst at gwobst@heritagemuseums.org or 774-205-2742



Heritage Museums & Gardens
67 Grove Street · Sandwich, MA 02563 · 508.888.3300
HeritageMuseums.org