Dawn Giovannoli
VP Development

Donna Pearlstein
VP House & Garden Tour

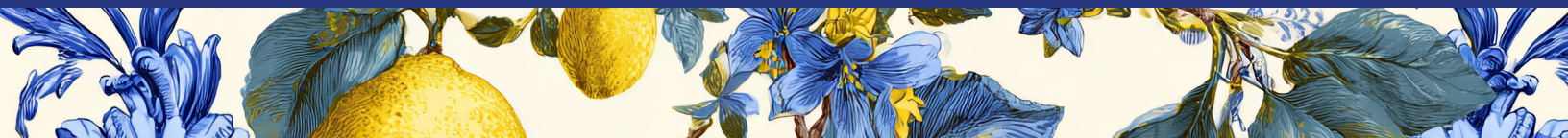
NAPLES GARDEN CLUB
HOUSE & GARDEN TOUR™

La Bella Vita

January 30, 2027

Coastal Architecture & Botanical Beauty

Sponsorship Packet: Annual Benefit | January 30, 2027



NAPLES GARDEN CLUB™

La Bella Vita
January 30, 2027
Coastal Architecture & Botanical Beauty

BECOME A FRIEND OF NAPLES GARDEN CLUB™

The Naples Garden Club™ is a community-minded charitable and educational organization proudly rooted in Naples since 1953.

We are known for our annual signature event, the House & Garden Tour™, which this year will showcase four magnificent estate properties in Port Royal, Aqualane Shores, and Olde Naples.

This highly anticipated event captivates over 800 attendees annually and funds the heart of our mission: the environment and local causes.

Over the years, thanks to generous Sponsors and Partnerships with businesses like yours, we have distributed over $1.8M through our Grants and Scholarship programs to over 60 causes and students in Collier and Lee Counties.

In 2026, based on the generous support of Friends of the Naples Garden Club™, **we distributed nearly $75,000 in Scholarships and Grants.**

Here are just a few of the examples:

- Awarded Six Florida Gulf Coast University (FGCU) Environmental & Science Studies Scholarships.
- Empowerment Farm: Expansion of FGCU's Pollinator Learning Garden, strengthening their Food Forest and providing additional nature-based educational opportunities for hundreds of visitors.
- Supported FGCU's Water School Marine Summer Camp focusing on Mangrove Habitat Restoration.

In addition, we co-host the largest juried Flower Show in SWFL in partnership with Naples Botanical Garden™. The 2027 theme will be "Groovin' in the Garden" held on March 5th and 6th.

This year, we invite you to enjoy **"La Bella Vita"** as a Sponsor, Underwriter, Advertiser or Donor for our **2027 House & Garden Tour™** and become a supporting Friend of the Naples Garden Club™.

Thank you for your consideration and support. We look forward to joining you at the "La Bella Vita" 2027 Naples House & Garden Tour™ held on January 30, 2027.

We would love the opportunity to discuss the enclosed Sponsorship opportunities with you.

Sincerely,

Dawn Giovannoli
VP Development

Donna Pearlstein
VP House & Garden Tour

www.NaplesGardenClub.org

FOUNDED IN 1953

NAPLES GARDEN CLUB™

WWW.NAPLESGARDENCLUB.ORG

MISSION

To provide opportunities for sharing and learning about horticulture, floral design and the environment in a congenial and supportive atmosphere.

SCAN THE CODE to learn about our 70+ years of history!

The Naples Garden Club™ is a non-profit, charitable, and educational organization that fosters community-wide interest in Horticulture, Floral Design, and the Environment.

We are a member of the Florida Federation of Garden Clubs, Inc., and National Garden Clubs, Inc.

In addition to our Grants and Scholarships, we give back to the community by sponsoring:

COMMUNITY PROGRAMS & FUND RAISING EVENTS

NAPLES GARDEN CLUB HOUSE & GARDEN TOUR™

- For more than 70 years, the House and Garden Tour™ is the major fundraiser for the Naples Garden Club™.
- Sponsorships and ticket sales support our scholarship/grant programs, Flower Show, and idea garden, which benefit the Greater Naples Community.
- The event features unique homes and gardens in Port Royal, Aqualane Shores, and Olde Naples.
- Admission includes tour transportation to featured homes, a welcome gift, refreshments, free admission to Naples Botanical Garden™, and a 10% discount at the Jane and Chuck Berger Shop in Naples Botanical Garden™ on the day of the event.
- Become a friend of the Naples Garden Club™ by being a Sponsor. Patron-level, Group, and individual tickets go on sale in October 2026.

Naples FLOWER Show™

- The Naples Flower Show™ is the largest juried flower show in Southwest Florida.
- Naples Garden Club™ and Naples Botanical Garden™ present the annual event.
- This year's theme is "Groovin' in the Garden," which opens with a "Preview Party" on March 4th and show dates on March 5th & 6th, 2027.
- This weekend event attracts approximately 2000 international and local attendees daily.
- This event offers opportunities to share and learn about horticulture, floral design, sustainability, and the environment in a congenial, supportive atmosphere.

THE NAPLES GARDEN CLUB IDEA GARDEN

- Naples Garden Club™ launched "The Idea Garden" in 2010 in cooperation with Naples Botanical Garden™.
- Centrally located in Naples Botanical Garden™ near the Lea Asian Garden and the Scott Florida Garden, it offers a space to inspire and encourage visitors to grow plants, flowers, and vegetables in unusual and creative ways when planting in the Zone 10B environment, emphasizing sustainability.
- The Naples Garden Club Idea Garden fosters appreciation and understanding of native horticulture practices and species through its strong partnership with Naples Botanical Garden™ in mutually beneficial ways to provide opportunities for learning and sharing in our community.
- Perfect for the entire family. Something for everyone with a few chairs to enjoy your surroundings!

THE LEGACY THAT KEEPS GROWING!

NAPLES GARDEN CLUB
HOUSE & GARDEN TOUR™

La Bella Vita

JANUARY 30, 2027

Coastal Architecture & Botanical Beauty

BECOME A 2027 SPONSOR

☐ Presenting Sponsor $50,000 *Exclusive Sponsorship Opportunity* **COMMITTED**

☐ Bella Vita Sponsor $20,000 *Exclusive Sponsorship Opportunity for One Business, Family, or Individual*

- Private Tour of all four homes on the House & Garden Tour™ for 8 people conducted by a member of the Board of the House & Garden Tour™ at a mutually agreed upon time on January 29, 2027
- **Underwriter of the entire Naples Garden Club™ Flower Show**
- Two-page center spread in the House & Garden Tour™ Program and listing as a 2027 Friend of the Naples Garden Club™.
- Exclusive Private Tour of the Naples Flower Show for your group of four, led by a knowledgeable Garden Club member offering insights into the highlights and hidden gems of the Flower Show
- Four tickets to the Preview Party of the Flower Show on March 4, 2027

☐ Tuscany Sponsor $15,000 *Two Sponsorships Available*

- Eight House & Garden Tour™ Passes
- Eight Tickets to attend the Naples Garden Club Flower Show on March 5-6, 2027
- Four Tickets to the Preview Party of the Flower Show on March 4, 2027
- Full Page Ad in the House & Garden Tour Program and listing as a Friend of the Naples Garden Club

☐ Portofino Sponsor $10,000 *Multiple Sponsorships Available*

- Six House & Garden Tour™ passes
- Six tickets to attend the Naples Garden Club™ Flower Show on March 5-6, 2027
- Two tickets to the Preview Party of the Flower Show on March 4, 2027
- Full Page Ad in the House & Garden Tour™ Program and a listing as a 2027 Friend of the Naples Garden Club™

www.NaplesGardenClub.org

BECOME A 2027 SPONSOR (CONTINUED)

☐ Limoné Sponsor $5,000 *Multiple Sponsorships Available*

- Four House & Garden Tour™ Passes
- Four Tickets to attend the Naples Garden Club™ Flower Show on March 5-6, 2027
- Two Tickets to the Preview Party on March 4, 2027
- Half-page ad in the House & Garden Tour Program and a listing as a 2027 Friend of the Naples Garden Club™

☐ Amalfi Sponsor $2,500 *Multiple Sponsorships Available*

- Two House & Garden Tour™ Passes
- Two Tickets to attend our Naples Garden Club™ Flower Show on March 5-6, 2027
- Two Tickets to the Preview Party of the Flower Show on March 4, 2027
- Half Page Ad in the House & Garden Tour™ Program and a listing as a 2027 Friend of the Naples Garden Club™

☐ Capri Sponsor $1,000 *Multiple Sponsorships Available*

- One House & Garden Tour™ Pass
- One Ticket to attend our Naples Garden Club™ Flower Show on March 5-6, 2027
- One Ticket to the Preview Party of the Flower Show on March 4, 2027
- Discounted Ad in the House & Garden Tour™ Program and a listing as a 2027 Friend of the Naples Garden Club™

NAPLES GARDEN CLUB
HOUSE & GARDEN TOUR™

LA BELLA Vita

JANUARY 30, 2027

COASTAL ARCHITECTURE & BOTANICAL BEAUTY

SPONSORSHIP / AD AGREEMENT FORM : BENEFIT EVENT

BUSINESS NAME: _____

WEBSITE URL: _____

SOCIAL MEDIA HANDLE: _____

SPONSORSHIP LEVEL: _____	$_____
UNDERWRITER: _____	$_____
AD SIZE: _____	$_____
IN-KIND TYPE/VALUE: _____	$_____

CONTACT INFORMATION

NAME/TITLE: _____

ADDRESS: _____

PHONE:_____EMAIL:_____

BILLING INFORMATION

NAME/TITLE: _____

ADDRESS: _____

PHONE:_____EMAIL:_____

Responsible Party Signature: _____

Print Name: _____

NAPLES GARDEN CLUB, INC. IS A 501 (C)(3) ORGANIZATION. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800)435-7532 WITHIN THE STATE AND REFERENCING (CH18112). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

EASY ONLINE FORM & PAYMENT

Scan the QR code to complete the advertiser form and to process credit card payments online on our secure website.

Payments by check: please make check payable to: ***Naples Garden Club*** with *memo notation* ***HG&T2027***

Then print and complete this form and mail with check to

Naples Garden Club, PO Box 9062, Naples, FL 34101

QUESTIONS?

Contact: Dawn Giovannoli

Development@NaplesGardenClub.org

WWW.NAPLESGARDENCLUB.ORG

NAPLES GARDEN CLUB
HOUSE & GARDEN TOUR™

La Bella Vita

JANUARY 30, 2027

Coastal Architecture & Botanical Beauty

Advertiser Opportunities

Advertising Rates & Specifications

Tour Program *Placement Opportunities to Promote Your Business!*

TWO PAGE AD*

size

11" W x 8.50" H

***Note: Two Page Ads will have NO color borders Please add bleed of .0125 on each side for trim.**

*****

FULL PAGE AD

size

4.75" W x 7.50" H

with color borders as shown

PREMIUM PLACEMENT

- Two Page Ad Center Spread $1500
  (Reserved for Bella Vita Sponsor)
- Two Page Ad Spread $1350

STANDARD PLACEMENT

- Full Page Ad $900
- Half Page Ad $500

ALL ADVERTISERS RECEIVE

A business listing for the year of the Tour on our Naples Garden Club™ website.

HALF PAGE AD

size

4.75" W x 3.50" H

with color borders as shown

ALL FILE SETUPS

Please supply all ads in camera-ready PDF file formats of 300DPI in CMYK color
The program will be offset-printed on recycled paper stock. All full and half-page ads will have printer-added color borders as colors shown here

******IMPORTANT DUE DATE******

Advertising RATES and ART must be received by December 28, 2026, to be guaranteed in the 2027 Program.

SEND ALL ART WORK TO

Lisa@AbsherDesign.com
for any program artwork related specification or due date questions please contact
Lisa Absher at 239.595.1040 cell

NOTE: Although we will make every effort to quality control submitted ads, we cannot accept responsibility for content errors, omissions, and/or resolution issues in sponsor ads.

www.NaplesGardenClub.org