

# FLOWER PIANO

A collaboration between  
SUNSET PIANO & SAN FRANCISCO BOTANICAL GARDEN  
JULY 13–24, 2017



## A VERY SPECIAL OPPORTUNITY

In July 2015, as part of its 75th anniversary celebration, San Francisco Botanical Garden hosted the inaugural and hugely successful Flower Piano, attracting over 38,000 enthusiastic attendees over 12 days. In 2016 Flower Piano drew an even larger audience of over 41,000 people, local and international press coverage, and extensive social media content and engagement.

Sponsoring Flower Piano is a one-of-a-kind community and employee relations opportunity for a company to engage with a new, truly unique and highly experiential cultural tradition at a beloved San Francisco institution.

Flower Piano is a 12-day long interactive public art installation where 12 pianos are placed at dramatic, picturesque locations throughout the Garden's 55 acres for anyone to play. The only event of its kind in the Bay Area and possibly the world, Flower Piano encourages participation by all levels of artists and dissolves the line between performer and audience. This celebration of nature's power to transform creative expression and experience engenders spontaneous community-building that connects us to each other and nature.

Our goal is to establish Flower Piano as a San Francisco cultural tradition; a creative, participatory experience both for and by our community.

We invite you to become our partner in providing this special program.



*"The sincere talent and goodwill on display were life-affirming, moving, transcendent. My favorite arts event of the year!"*

– Flower Piano 2016 participant



WORKING TOGETHER SINCE 1955



## ABOUT SUNSET PIANO

Sunset Piano is a collaboration of two multi-disciplinary artists who are "dedicated to bringing piano culture and music to a world that needs good things." Mauro Ffortissimo and Dean Mermell have brought pianos to many unusual locations, from the cliffs of the San Mateo coast, to the streets of San Francisco, and Flower Piano at San Francisco Botanical Garden is by far their largest project.

"When you take a piano and you put it in a beautiful setting like this, people are suddenly surprised by it," Mermell says. "Out here, it's really about the music and the way the music interacts with the environment. It becomes part of the wind."

# TOP LINE BENEFITS

- Extensive visibility and brand awareness through the promotion of Flower Piano, including the 12-day program expected to reach more than 41,000 enthusiastic attendees
- Recognition and good will associated with supporting a community-building performance art event like no other, right in the heart of San Francisco
- Affiliation with one of San Francisco’s oldest and most beloved cultural institutions as well as an established local artist collaboration

BENEFIT	Presenting \$20,000	Supporting \$12,000	Cultivating \$5,000
Category Exclusivity & First Right of Refusal	X		
Marketing team to work with sponsor to develop customized onsite activities to meet promotional goals	4 Days	1 Day	
Logo on 5,000 promotional postcards delivered to the Garden’s top community supporters	X	X	X
Logo on 1,000 promotional posters distributed throughout the Bay Area	X	X	X
Logo on 20,000 Flower Piano program brochures distributed on site	X	X	X
Logo on all promotional signage including banners	X		
Signage at 2 piano stations	X	X	
Logo and hyperlink displayed on sponsor page of Flower Piano website	X	X	
Promotional Copy in E-Blasts	3 Newsletters	2 Newsletters	1 Newsletter
Sponsored Social Media Posts	6 Posts	4 Posts	1 Post
Sponsor name included in public relations and press materials	X	X	X
Publicity team to work with sponsor to ensure effective messaging	X		
Inclusion in media partner advertising	X	X	
Invitations to VIP Opening Premier Party	4	2	
Opportunity to host employee engagement event during Flower Piano	X		
Employee Discount on individual membership	X	X	X
VIP Garden Tour	10 People		
Admission Tickets	100	60	20
Discount at the Book Store and Plant Arbor during Flower Piano	X	X	X

## PRESS COVERAGE • JULY, 2016

### Pianos in Full Bloom in SF Botanical Garden

Associated Press

### San Francisco Botanical Garden Blooms with Local Talent for Flower Piano Project

Daily Californian

### Scenes And Sounds From Flower Piano’s Second Year In Golden Gate Park

SFist

### Flower Piano to Appear at SF’s Botanical Garden

Marin Independent Journal

### One Question Q & A: The (Flower) Piano Man

San Francisco Magazine

### Flower Piano on Good Day

Good Day Sacramento

### A Magical, Musical Month at the Botanical Garden

Red Tricycle

