

Friends of Mimosa Hall & Gardens presents

The Great Gatsby NYE Gala

Become a Sponsor

Help make this fundraiser a success by becoming a sponsor.

Patron Levels

Dunwody – \$5,000 (includes table for 8)

Reid – \$2,000 (includes 4 tickets)

Hansell – \$1,000 (includes 2 tickets, \$100 membership, & a bottle of champagne)

Toast – \$600 (includes 2 tickets & \$100 membership)

Friend- \$450 (includes 2 tickets)

Perks of Sponsoring

Helping restore the Neel Reid Gardens for the future enjoyment of all

Your logo on our poster displayed in 20 key businesses in Roswell

Your business promoted at the event

Advertisement on our Facebook page

Tax deduction

Your New Year's Eve plans all sewn up!

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The Great Gatsby NYE Gala

Honorary Awards

Join the Friends of Mimosa Hall & Gardens at the Great Gatsby Gala as we honor the dedicated Roswell benefactors who won these prestigious awards.

The Mimosa Hall & Gardens Champagne Toast Award

This award recognizes an individual who has performed an outstanding service and accomplishment for the betterment of the City of Roswell.

This year's recipient is

Dotty Etris

Executive Director of the Roswell Convention and Visitor's Bureau

The Mimosa Hall & Gardens Phoenix Award

This award is given in recognition of outstanding civic involvement by a Roswell area individual or an institution.

This year's recipient is

Ryan Pernice

Owner, Table & Main, Osteria Mattone, and Coalition Food & Beverage

Sara Harwood, Ph.D.
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FOR IMMEDIATE RELEASE

Great Gatsby New Year's Eve Gala to Usher in New Sustainability-Driven Renovation at Roswell's Newly Acquired Historic Property, Mimosa Hall & Gardens

Friends of Mimosa Hall & Gardens Holding a Gala to Raise Funds For Gardens and New Roof

ROSWELL, GA: Friends of Mimosa Hall & Gardens invites Roswell and Greater Atlanta citizens to a Great Gatsby themed festive benefit gala on New Year's Eve, to generate excitement and funding for the upcoming opening of the 1841 historic Roswell property. The 5-acre gardens are expected to open in 2019. "We're also planning to install a new roof early next year," explains Dr. Sara Harwood, Communications Director for Friends of Mimosa. "The funds raised through this gala will help us meet these goals." Architect Simone du Boise of Cadmus Construction will be implementing restoration designs for the property to integrate solar power into Mimosa Hall's roofline; when completed Mimosa Hall will own the title as ["The Oldest Net Zero Building in the United States!"](#)

The black-tie New Year's Eve Great Gatsby event pays homage to a part of the glitzy and exciting bygone era when architect J. Neel Reid renovated Mimosa's landscape to create formal gardens with a reflecting pool, parterre garden, and 15 garden rooms. To regale the glittering delight of the time, the Great Gatsby Gala will have a live 12-piece brass band to bring cheer as we dance and hail in the new year! Guests donning their snazziest 1920s costumes will enjoy sampling delicious hors d'oeuvres and taking pictures in the vintage-themed photo booth.

Recognition Awards for Involvement in Historic Roswell

Friends of Mimosa will also be presenting two awards to honor individuals who have made a major contribution to Historic Roswell. The Phoenix Award recognizes exceptional civic involvement by a Roswell individual or institution. This year's recipient is **Ryan Pernice**, owner of Table & Main and Osteria Mattone, past president of the Historic Roswell Business Association, and committee member for the Historic District Master Plan.

The Champagne Toast recognizes an individual who has performed an outstanding service for the betterment of the City of Roswell. This year's recipient is **Dotty Etris**, who will be retiring in December after an outstanding 27 years as the Executive Director of the Roswell Convention and Visitor's Bureau.

“We can’t wait to celebrate these incredible people and the fantastic energy they bring to Roswell,” says event chair, Michelle Slater. “This event is going to be a blast - and the fact that you can write off a portion of the ticket on your taxes is really the icing on the cake!”

Raise a glass of champagne to raise the roof!

Come join us for an evening of merriment benefitting the Roswell local community! The gala will get started at 8:00pm in the [DoubleTree on Holcomb Bridge Road](#):

- Many guests will keep the party going after midnight by booking a room in the hotel. Patrons will receive a special discounted rate for the night: the room rate is \$109 which includes breakfast buffet for two. Please use the code “**Mimosa**” when booking.
- A drawing to win a hotel night’s stay at the DoubleTree Hotel will be part of the night’s events.
- Tickets for the Great Gatsby NYE Gala start at \$150, a portion of which is tax deductible, and includes: food, 2 drinks (beer and wine), champagne toast, live music by the [120 East](#) band, dancing and prizes.
- Event Attire: Black-tie. 1920s dress encouraged!

For more information about the Great Gatsby New Year’s Eve Gala event and purchasing tickets, please visit: <https://www.friendsofmimosa.org/events/#nye>

About Mimosa Hall and Gardens: Mimosa Hall was built in 1841 as one of the first permanent homes in Roswell. In 1918, Atlanta architect J. Neel Reid purchased the property and installed 5 acres of formal gardens. Mimosa remained in private hands until last year, when it was purchased by the City of Roswell. Friends of Mimosa Hall & Gardens is fundraising to help the City with the restoration of both the house and the Reid gardens. In August, Friends of Mimosa was awarded the Historic Landscape Preservation grant from the Garden Club of Georgia to restore Reid’s reflecting pool. For more information, visit FriendsOfMimosa.org.

FOMH & G

Friends of Mimosa Hall & Gardens is partnering with the City of Roswell to transform the house and adjoining gardens into an asset for the entire community.

The City of Roswell owns Mimosa Hall. We support the city in revitalizing and restoring this beautiful home and its surrounding gardens. Unique architectural features of this 6300-square-foot house include: a ballroom, original heart of pine flooring in every room, marble flooring in the foyer, a stage in the attic, and the original kitchen hearth in the basement. The Friends of Mimosa Hall and Gardens is a 501(c)(3) organization.

F O M H & G | O V E R V I E W

F O M H & G I O V E R V I E W

The FOMH&G contend that the most compelling and potentially profitable use of the property is to make Mimosa Hall & Gardens a regional travel destination. The regional destination focus along with a fully active schedule will lead to increasing visitation to our Roswell Historic District.

We support indoor public and private house events, including:

- Educational activities such as school programs on site
- Small ensemble concerts and other musical performances
- Food events / wine tastings
- Art shows
- Small group theater
- Lectures
- Conferences
- Corporate events
- Commercial photo shoots and movie filming
- Usage of the upstairs may offer opportunities as permanent office space for:
 - Rowell Historical Society
 - Roswell, Inc
 - Historic Roswell Business Association
 - Roswell Convention & Visitors Bureau
- Other public and private events that bring citizens to the property

We support outdoor garden events, including:

- Art shows, including permanent and/or temporary sculpture placements
- Garden shows and botanical educational events
- Weddings
- Public usage of grounds for picnics, hiking, meditation, nature walks
- Music events
- Recreational activities such as yoga classes
- Food related events
- Other public and private events that bring citizens to the property

Top 5 reasons to partner with Friends of Mimosa

1. Championing green development of our community, aiming for a NetZero energy
2. Recognition as a key sponsor in media coverage & Friends of Mimosa events
3. Recognition on the house or grounds of your team and contribution
4. A local opportunity for volunteering for your employees on an on-going basis
5. As a 501(c)3 organization, your sponsorship of Friends of Mimosa is tax deductible

We support the property being used in concert with other Roswell Historical Properties as often as possible.

Our mission is to champion sustainable preservation of Mimosa Hall and Gardens, where history and culture engage and uplift community

TO DONATE PLEASE VISIT
[FRIENDSOFMIMOSA.ORG/DONATE](https://friendsofmimosa.org/donate)

