



Bands in the Sand

& Beyond for the Bay

Emily Gumbrecht

Chesapeake Bay Foundation

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203-915-5351



emilygumbrecht@gmail.com



[LinkedIn.com/in/emilygumbrecht](https://www.linkedin.com/in/emilygumbrecht)

Abstract

I spent **three months** at Chesapeake Bay Foundation's headquarters learning how the organization's **flagship philanthropy event**, a beach-side concert drawing 1600+ attendees to the Annapolis waterfront, comes together. It taught me everything about **community, conservation** and **systems thinking**.



Bio



The task

Bands in the Sand is one of CBF's most impactful fundraising efforts of the year. It takes many moving parts, dozens of internal and external stakeholders, and months of synchronization across teams to make a success. **As a result, CBF hires an events & promotions assistant each year to jump in full force to the planning process and help get the event across the finish line.**





Attendees

- Target: 1500
- Engage Annapolis, Baltimore, DC communities
- Attract next generation of guests



Sponsors

- 35+, range from individual donors to local businesses to national brands



Volunteers

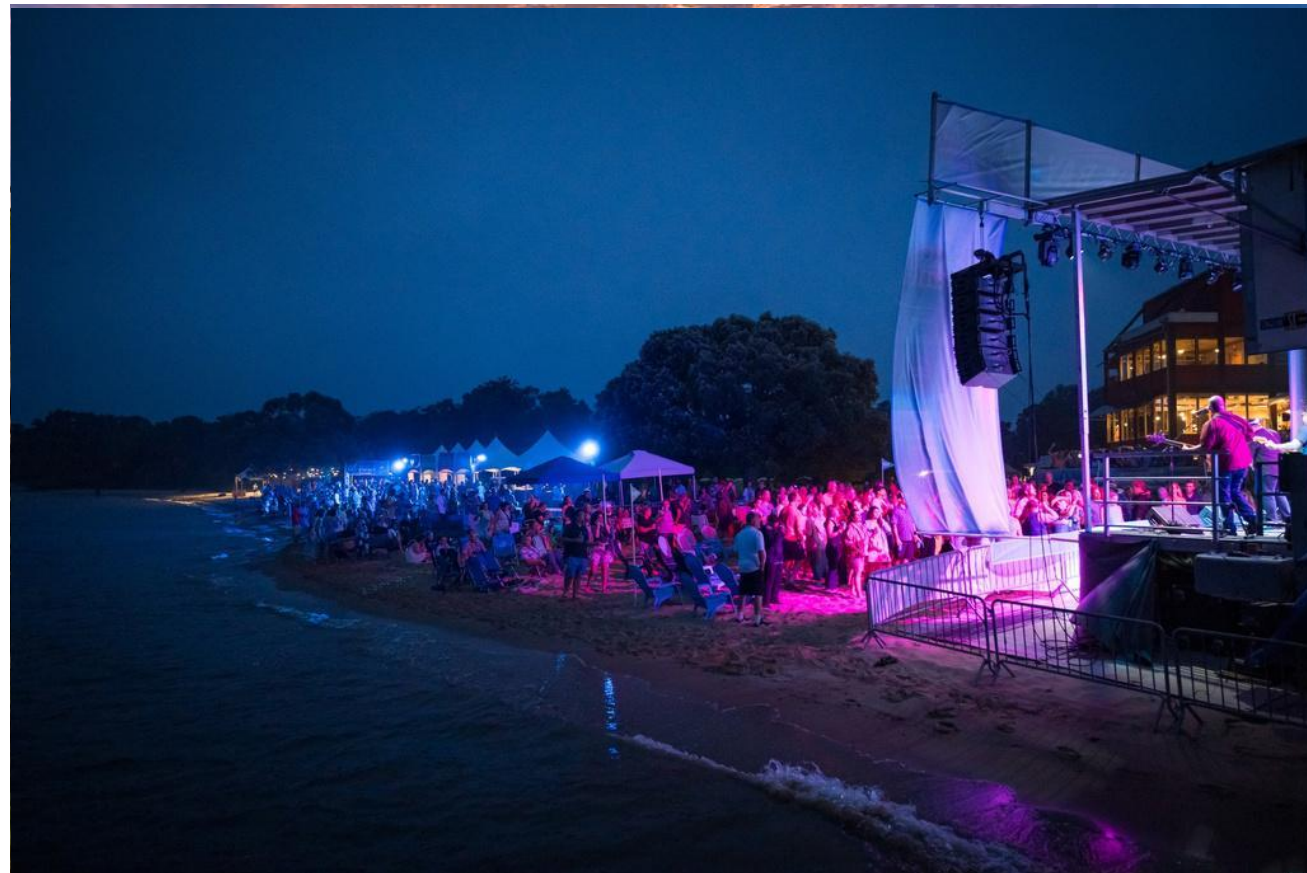
- 80+ with many returning



Vendors

- From 3 bands and 6 on-site restaurants, to vendors handling security, sound & more

Methods



Below are some of the the day-to-day tasks I learned on-the-job this summer:

Communicate

- Ticket issuance & benefit fulfillment for 35+ sponsors
- CRM system updates
- VIP & Committee pass mailings
- Coordinate with CBF gift officers on sponsor outreach
- Fulfillment report support

Prepare

- Research/recommend raffle platforms
- Work with CBF's facilities team to prep building & grounds for event
- Track, organize, & prep 150+ supplies
- Create, approve and print 50+ signs
- Order & pick up food for VIP tent, staff, volunteers

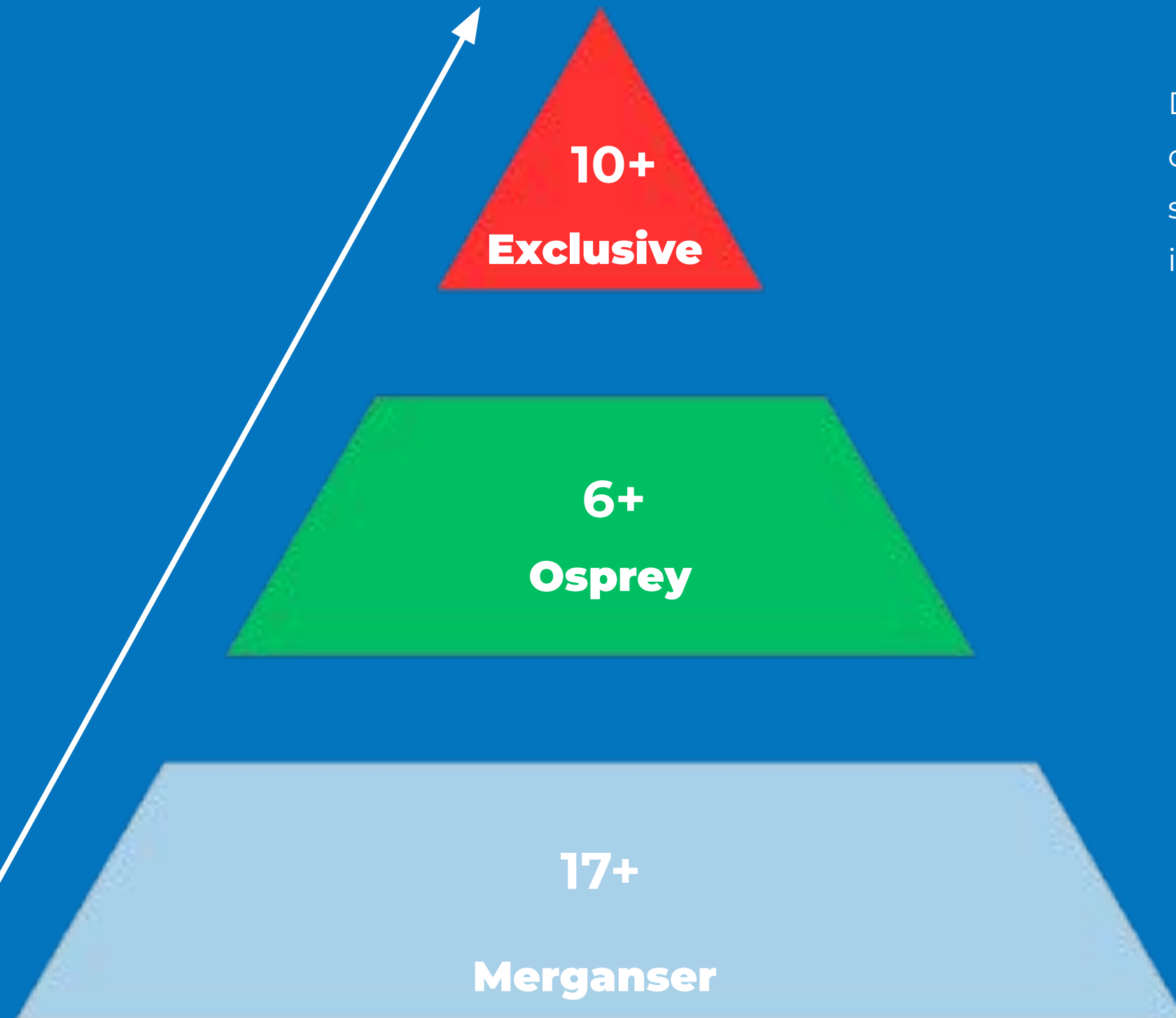
Promote

- Solicit food & raffle donations
- Table at Bay Raiser events
- Contribute to social media series
- Multi-touch promotions campaign with comms team
- Promote concert at events, donor visits & beyond

Execute

- Direct 80+ volunteers across 10+ on-site stations
- Staff will-call desk
- Event setup / breakdown
- Point of contact for internal staff, volunteers & attendees

Sponsorship Approach



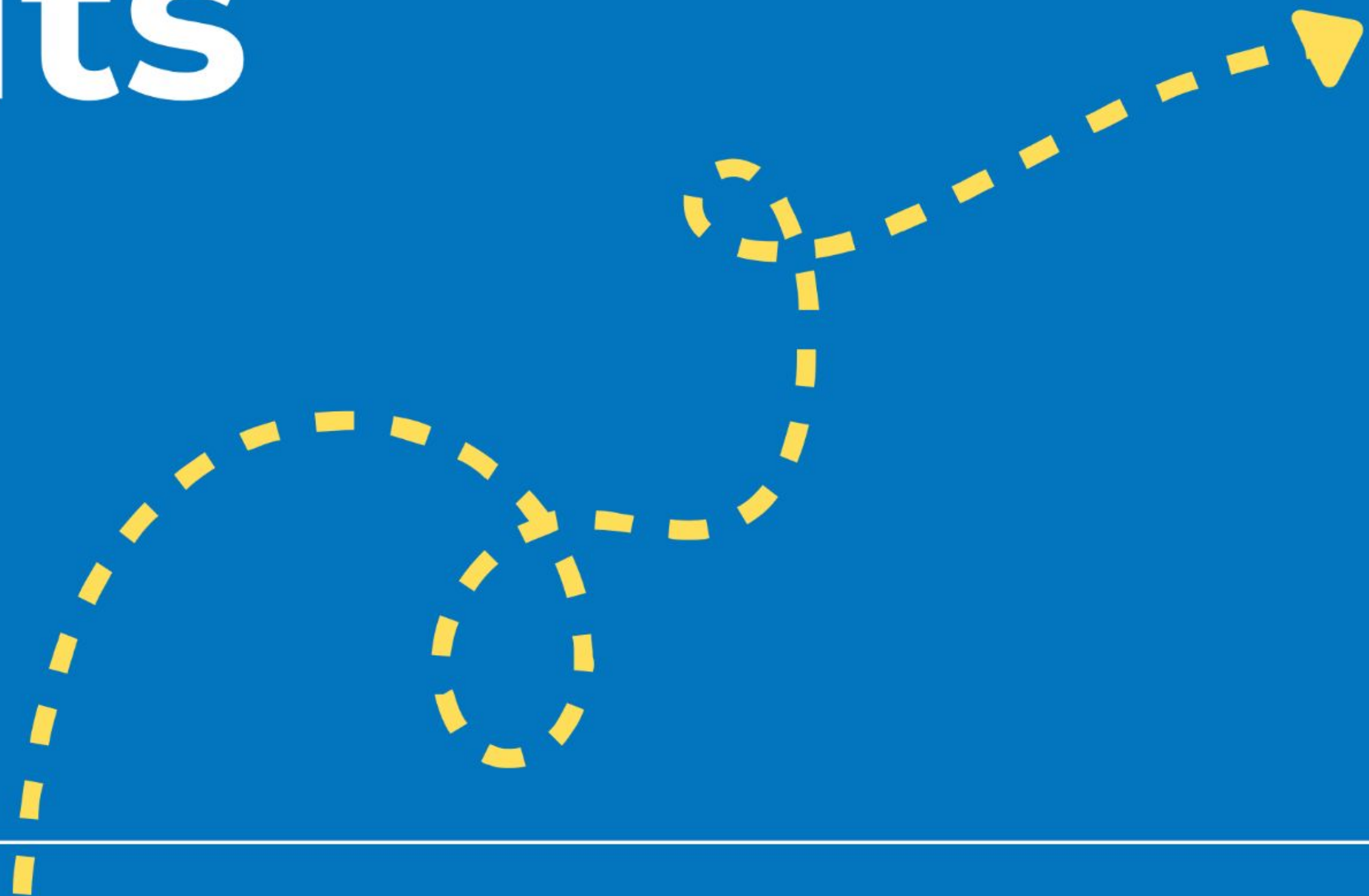
Deep and customized sponsorships, often covering multiple types of support and designed to optimize impact for both CBF and sponsor.

Sponsorship package for \$10,000+ support. Includes extra benefits like full ads, additional signage, additional VIP tickets, parking passes and more.

Sponsorship package for \$5,000+ support. Includes mentions, VIP tickets and more.



Results





\$500,000
raised to save the Bay



Annapolis
SUBARU PROUDLY SPONSORS

Bands IN THE Sand BY THE NUMBERS

225+ lbs.
of invasive blue catfish
removed from the bay.

1,600 guests
danced on
the beach

**Countless Bay-
saving programs**
supported

8,000 oyster shells
added to sanctuary reefs

**Net zero carbon/
nitrogen footprint**

3 acres of trees to be planted generously
funded by HASI

A Systems Lens

Understanding how a system's constituent parts influence each other, and how the system behaves over time and within the context of larger systems.

Expansive connections:

A plant-based & carbon neutral sponsorship approach with HASI



Taking a bite out of blue cat:

Boatyard Bar & Grill and CBF's approach



Activating new advocates:

Layering experiences & touchpoints to reach new Bay champions

Experiences



Donor & sponsor visits
(planned giving, mid-level)

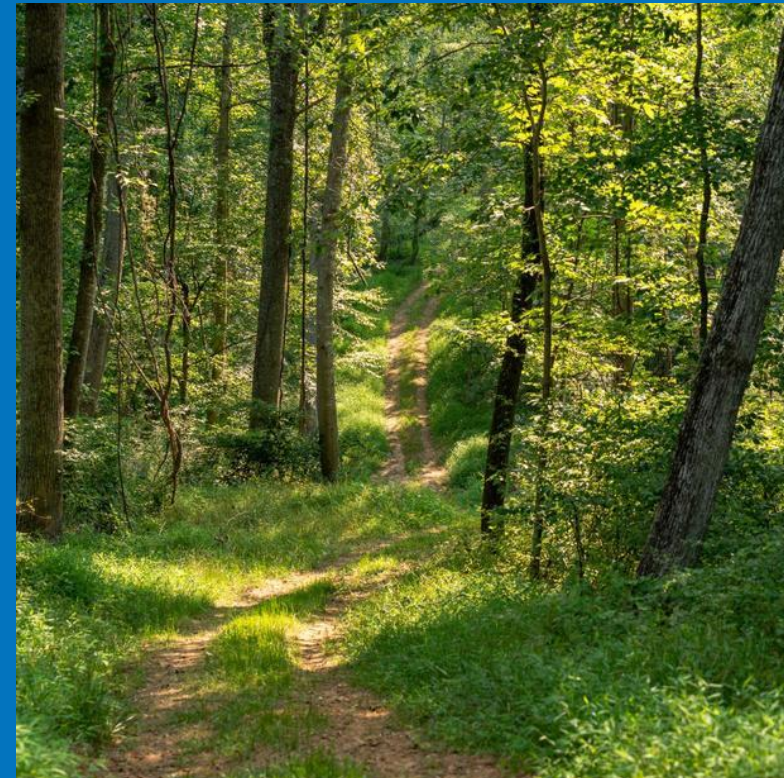
VIENNA, VA & CBF HQ



DC Climate Week

WHARF, DC

Experiences



Regenerative Farming

FLINT HILL, VA



Community & economy

STONINGTON, CT

What's next



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Thank You!

- *Jessica Rubino & CBF team*
- *Gabriella Giordino & C-STREAM fellowship cohort*
- *David Tucker, Taryn Dwan, Daniel Bornstein, Elaine Gallagher, Cathy Carr, Kathryn Everett & more*



Q & A

