

# ANTIQUES & GARDEN FAIR

APRIL 16 – 18, 2010



This spring, antique lovers from around the country will flock to the Chicago area to celebrate the tenth year and exciting return of the Chicago Botanic Garden's renowned Antiques & Garden Fair.

The Garden's Antiques & Garden Fair stands as one of the nation's finest antiques and decorative arts events. More than 100 American and European dealers offer distinctive garden antiques, exquisite furnishings, unique ornaments, and botanical art. A much-anticipated Preview Evening is held in conjunction with the three-day Fair.

The Fair heralds spring at the Garden with fresh, colorful surprises—and for its tenth year, a remarkable new visual delight. This year, the Fair will include local florists and landscapers designing and displaying exquisite floral booths and gardens that showcase color, vivid imagination, and inspiration.

Configured in special pavilion tents, the Fair is woven throughout the Regenstein Center, allowing thousands of visitors to wander aisles of treasures, garden antiques, furnishings, art, and décor.

The Fair attracts upscale, well-educated dealers, designers, and individuals from around the country. Shoppers enjoy decorating, gardening, and entertaining. The Fair also attracts serious long-time collectors, along with young adults decorating their first homes and gardens.

The Antiques & Garden Fair is the perfect venue to reach well-educated, high-income lovers of antiques, decorative arts, interior design, gardening, and entertaining. Sponsors gain visibility and brand awareness at the Fair from a wide variety of marketing activities and signage including press releases, print and radio advertising, direct mail, Preview Evening invitations, and interior and exterior banners and signage. The Preview Evening on Thursday, April 15, provides sponsors with a unique opportunity to reach an audience of the most passionate and dedicated designers, decorators, and collectors.



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## PRESENTING SPONSOR – \$100,000

### Significant Placement for Logo or Name

- On all print and radio advertising
- On all collateral print pieces including table tents, direct mail, membership buckslips, save-the-date postcard, Preview Evening invitations, and general admission ticket
- On all appropriate signage including entryway banners and Lake Cook Road banners before and throughout the exclusive Preview Evening and three-day Fair
- On the Antiques & Garden Fair web page during February, March, and April

### Recognition

- In all Garden-generated media, including editorial content in the new *Member Magazine and Program Guide* and press releases
- Corporate name on the donor wall and in the annual report

### Special Benefits

- Exclusive sponsor presence on one four-color print advertisement in a major print vehicle
- Complimentary full-page ad with premium placement in the new *Member Magazine and Program Guide*
- Opportunity to entertain guests in the VIP area at the Preview Evening
- Thirty exclusive Preview Evening and 50 general admission tickets

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## MAJOR SPONSOR – \$50,000

### Significant Placement for Logo or Name

- On select print and radio advertising
- On select collateral print pieces that may include Fair table tents, direct mail, membership buckslips, save-the-date postcard, Preview Evening invitations, and general admission ticket
- On entryway banners before and throughout the Fair and the exclusive Preview Evening
- On the Antiques & Garden Fair web page during February, March, and April

### Recognition

- In all Garden-generated media, including editorial content in the new *Member Magazine and Program Guide* and press releases
- Corporate name on the donor wall and in the annual report



### Special Benefits

- Complimentary full-page ad with premium placement in the new *Member Magazine and Program Guide*
- Opportunity to entertain guests in the VIP area at the Preview Evening
- Twenty exclusive Preview Evening and 30 general admission tickets

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## SUPPORTING SPONSOR – \$25,000

### Significant Placement for Logo or Name

- On select print and radio advertising
- On select collateral print pieces that may include Fair table tents, direct mail, membership buckslips, save-the-date postcard, Preview Evening invitations, and general admission ticket
- On entryway banners before and throughout the Fair and the exclusive Preview Evening
- On the Antiques & Garden Fair web page during February, March, and April

### Recognition

- In Garden-generated media, including editorial content in the new *Member Magazine and Program Guide* and press releases
- Corporate name on the donor wall and in the annual report

### Special Benefits

- Complimentary half-page ad in the new *Member Magazine and Program Guide*
- Opportunity to entertain guests in the VIP area at the Preview Evening
- Ten exclusive Preview Evening and 20 general admission tickets

