

FAMILY PROGRAMS 2008



The Chicago Botanic Garden provides the perfect place for families to discover together the wonders of the natural world. Through a combination of family classes, self-guided tours, drop-in activities and summer camps, Family Programs at the Garden allow parents, grandparents and children to experience all the Garden has to offer in a fun, kid-centered way.

The Events

Family program materials and activities include the following:

Eye Spy and Bingo

These light-hearted games encourage kids to search for landmarks, plants and animals while the whole family enjoys a trip through the Garden.

Family Guide

This colorful, interactive map highlights family-friendly areas of the Garden with fun facts and activities. The map also provides clues for the summer bingo and fall eye-spy activities.

Weekend Family Classes

With offerings like “Pizza Gardens” and “Worm Worlds,” families flock to these classes that provide parents with a much-needed out-of-the-house activity during the indoor months.

Drop-in Activities at the Fruit & Vegetable Garden

Every weekend from June to October, parents and kids dance like butterflies, “pollinate” flowers, and see roots growing at free guided activities at the Garden’s Fruit & Vegetable garden. Afterwards, families can enjoy a free plant giveaway and the interactive Discovery Cart.

Camp CBG

Regularly sold out months ahead of time, Camp CBG is one of the most popular summer camps in the Chicago region. Here, kids ages 2 to 12 spend their summers learning and discovering across the Garden’s beautiful campus. Classes range from My First Garden and Big Bad Bugs to Advanced Photography and Microscopic Life.

FAMILY PROGRAMS 2008



The Attendees

While demographics of family program participants tend to reflect those of the typical Garden visitors – higher income adults with college degrees and their children – the recent season has seen a greater participation of grandparents and other members of the extended family.

The Opportunity

For companies looking to build brand loyalty with parents and children, Family Program sponsorship offers a multi-faceted approach. Logo placement on the family guide, family program brochure and Eye Spy and Bingo activities allow for extended exposure to parents and children during their entire Garden visit. A sponsored activity in the Fruit & Vegetable Garden builds positive associations with your brand among a young audience. Recognition with Camp CBG puts your name in front of thousands of high-income parents. Combined, they provide for a maximum of exposure to a coveted demographic.

The Sponsorship

Presenting:	\$75,000
Major:	\$50,000
Supporting:	\$35,000