

# FAMILY PROGRAMS

## JANUARY – DECEMBER



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 Event**

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 meanders through the Garden.

#### **Weekend Family Classes**

Families flock to classes such as Pizza Gardens and Worm Worlds, which provide parents and children a much-needed, out-of-the-house activity from November through April.

#### **Drop-in Activities at the Regenstein Fruit & Vegetable Garden**

Every weekend from June to October, parents and kids dance like butterflies, “pollinate” flowers, and see roots growing during free guided activities at the Regenstein Fruit & Vegetable Garden. Afterward, 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 Bug Brigade to Forensic Investigators and Amazing Adaptations.

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### The Attendees

While demographics of family program participants tend to reflect those of 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 among parents and children, family programs sponsorship offers a multifaceted approach. Logo placement on the Eye Spy and Bingo activities allows for extended exposure to parents and children during their entire Garden visit. A sponsored activity in the Regenstein 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:	\$25,000

