

MODEL RAILROAD GARDEN

MAY – OCTOBER



The Exhibition

Offering visitors young and old a trip across America, the Model Railroad Garden is the Chicago Botanic Garden's most beloved destination for the young and the young-at-heart.

The Setting

Watch 15 classic G-gauge model trains cross bridges and trestles and pass through miniature scenes of America's best-loved landmarks – Wrigley Field, Cape Cod, Napa Valley, Yosemite National Park, Mt. Rushmore, the Statue of Liberty, and more. It's all set amid astonishing gardens created with miniature plant varieties, as well as landmarks handcrafted from natural materials such as twigs, bark, acorns, and pebbles.

The Attendees

Since its premiere in 1999, the Model Railroad Garden has become a family favorite, with more than 85,000 visitors returning from May to October every year.

The Opportunity

The Model Railroad Garden is the perfect setting to reach children, parents, and grandparents. A winding path surrounded by trains, trestles, and tracks encourages families to spend hours savoring the sights and sounds of 15 different trains and over 20 different landmarks. The Model Railroad Garden offers great opportunities for product and logo displays and brand visibility and awareness through signs, advertising, printed material, and signage on model trains, bridges, mini-billboards, and trestles.

The Sponsorship

Presenting	\$200,000
Major	\$50,000
Supporting	\$25,000
Friend	\$10,000
Three-year presenting sponsor	\$475,000
Model Railroad Garden naming opportunity	\$2,000,000