

WORLD ENVIRONMENT DAY

JUNE 5



For the third year, the Garden will host a day dedicated to conservation in association with the United Nations Environment Programme. In 2008, there was an extremely successful conversation about climate change; in 2009, the dialogue focused on urban agriculture. This year, the focus will be on how we as individuals can conserve the environment through the actions we take in our daily lives, both at home and in the workplace. As the Garden welcomes approximately 8,500 visitors on a typical Saturday in June, this message will have significant impact. The event has also drawn excellent media coverage in previous years.

The Events

World Environment Day, celebrated on every continent around the world, is an important annual event at the Chicago Botanic Garden. The Garden event brings out families and multigenerational crowds to discover new and meaningful ways to take care of the earth and our natural resources. The focal point of the day will be a keynote presentation in the Garden's auditorium.

Family activities include Science Sleuths, demonstrations by scientists inside the new Daniel F. and Ada L. Rice Plant Conservation Science Center, tours of the green roof gardens, recycling activities, plant container recycling, organic vegetable garden demonstrations, plant giveaways, worm composting, and much more.

At the Visitor Center, there will be a small Farmers' Market featuring fresh produce from the Garden's community gardening programs located throughout the Chicago area. In addition, the Garden Café will feature items made with this local produce, and the Garden Shop will offer special conservation-focused merchandise and books.

Garden scientists and ecologists will also discuss restoration efforts that are ongoing in different areas of the Garden. Families will be able to join Garden walks throughout the woodlands and the prairie.

At the Regenstein Center, there will be an open house for the Regenstein School of the Chicago Botanic Garden which will feature all adult education classes, including classes focused on conservation.

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The Setting

World Environment Day takes place throughout the entire Garden, from the Plant Conservation Science Center to the Dixon Prairie to McDonald Woods to the Esplanade. In particular, visitors are invited to experience conservation science firsthand within the remarkable Plant Science Center, which has received the U.S. Green Building Council's gold rating for Leadership in Energy and Environmental Design (LEED). (Families can hop on the solar-powered shuttle to travel between the Visitor Center and the Plant Science Center.)

Getting the Word Out

The Garden will advertise its World Environment Day event in major local media to drive strong awareness and attendance. As a worldwide leader in conservation science, the Garden works tirelessly to generate greater understanding and action among the general public for protecting and preserving the environment.

The Opportunity

World Environment Day offers sponsors powerful recognition opportunities through this important annual event at the Chicago Botanic Garden. Sponsors will be in good company as part of a group of corporations committed to conservation, sustainability, and environmental stewardship.

The event provides sponsors with unique branding opportunities encompassing an excellent demographic extending across the greater Chicago region. Attendees come to the Garden to learn, participate, and celebrate, and they are receptive to companies associated with this event who show a commitment to the environment.

Most important, World Environment Day sponsorship enables the Garden to continue its mission of promoting the understanding, enjoyment, and conservation of plants and the natural world.

The Sponsorship

Major: \$25,000
Supporting: \$12,500