

# SPONSORSHIP, NATURALLY



CHICAGO BOTANIC GARDEN

A PLACE OF



WONDER



Delivering the “wow” factor for marketing and branding initiatives is the bedrock of the Garden’s sponsorship program. Light years from a typical shopping mall, sports bar, entertainment complex or reality TV program, the Garden offers a clutter-free, stunningly beautiful environment where your brand will be noticed.

Garden visitors are loyal, high-income, well educated consumers who understand the important role sponsors play in the Garden’s future. So come to the Garden and get ready to connect with more than 800,000 annual visitors and 300 million consumers who read or hear about the Garden every year through newspapers, magazines, radio, TV and the web.



# CAPTURING AMERICA'S MOST SOUGHT-AFTER AUDIENCES



The Chicago Botanic Garden is truly an American treasure, recognized as one of the world's leading public gardens. With 23 individual gardens, three native habitats, outstanding facilities, and dozens of special events year-round, the Garden attracts a highly diverse group of visitors from around the world, across America and from every neighborhood and community in Chicago.

*Crain's Chicago Business* consistently lists the Garden as one of the top 25 attractions in the Chicago metropolitan area and in the top ten for attendance among cultural institutions. The Chicago Botanic Garden boasts the largest membership and second largest visitorship of any botanic garden in the United States.

- 61% of visitors are from Chicago's northern suburbs
- 73% of visitors have a bachelor's or graduate degree
- 60% of visitors are women
- 45% of members have annual incomes over \$75,000, 21% over \$100,000, and 6% over \$150,000
- 81% of members travel regularly
- 74% of members are investors
- 50% of visitors are under 50 years old
- 86% of members own single-family homes
- The Garden's web site receives more than 5,476,000 hits a year
- More than 95% of visitors rate their experience at the Garden as Very Good or Excellent
- More than 98% of visitors expect to return to the Garden in the near future

*Our 47,000 member households and 800,000 annual visitors have incredible purchasing power. So, if you brand it, they will come.*

# BUILDING BRANDS, NATURALLY.



There are dozens of ways the Chicago Botanic Garden can assist you with engaging and motivating a target audience or conducting a brand-aligned activity.

### **Brand-building and awareness**

- Launch special promotions
- Hold product demonstrations
- Conduct market research
- Generate and qualify leads
- Stage brand comparisons
- Activate contests and sweepstakes
- Offer sampling opportunities
- Reinforce movie or retail promotions
- Host media events

### **Product launches**

- Jumpstart an influencer campaign
- Use stunning settings for product events and commercial shoots
- Highlight collateral distribution and displays
- Offer family-friendly exhibit opportunities
- Stage perfume, cosmetic or beauty product introductions

### **Onsite hosting**

- National sales meetings
- Mini-trade shows
- Family or employee days
- National conferences
- Annual meetings
- Client entertainment
- Staff training sessions and meetings

### **Public education and information**

- Outreach with inner-city neighborhoods and urban audiences
- Associate with life changing education, certificate and training programs
- Explore strategic philanthropy

# GOING GREEN, NATURALLY



As a recognized and respected leader in environmental stewardship, the Chicago Botanic Garden provides a unique opportunity for your company to demonstrate a commitment to the natural world.

Garden researchers and educators work in Chicago, the United States and throughout the world to save endangered and rare plant species, to control or eliminate invasive plants, to bring gardens to urban residents and to educate the next generation of environmental stewards and scientists.

**Recent initiatives have included:**



- Millennium Seed Bank Project, preserving the tall grass prairie
- Plants of Concern, monitoring rare plants
- Urban Rooftop Gardening, promoting city greening



- Land Management Intern Program, training interns to conserve the nation's public lands
- Plant Evaluation, assessing plant hardiness and sustainability



- Habitat Restoration, renewing natural environments
- Australian Intern Exchange, building cultural bridges through conservation



- Environmental education programs, fostering an interest in environmental sciences among a diverse group of middle- and high-school students

READY TO



GROW?



It's easy to put the beauty, awe and wonder of the Chicago Botanic Garden to work for you and your consumers. Just call 847-835-8342 to talk with us about sponsorship. Visit our web site at [ohwow.org](http://ohwow.org) to learn more about the Garden and the many ways you can reach consumers enjoying the Garden during the spring, summer, fall and winter.

Our experienced sponsorship team will listen, learn and then develop a targeted program that efficiently and effectively meets your marketing, sales and promotional goals and objectives.

*We'll make it easy, naturally.*

