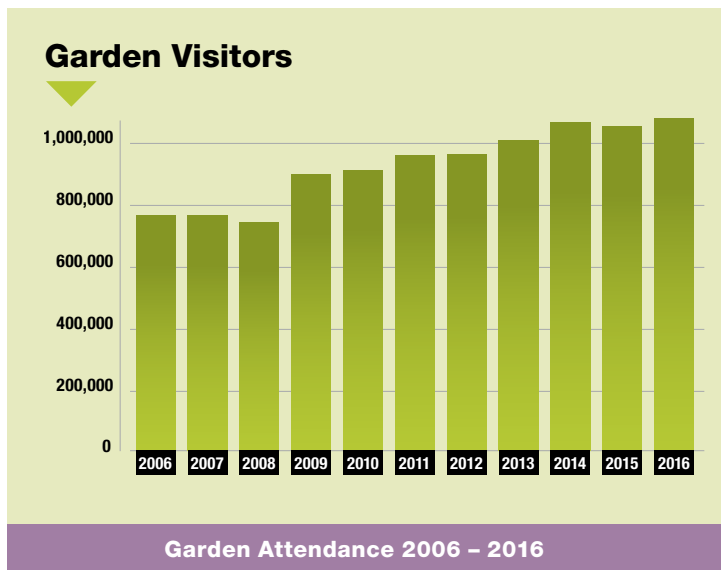


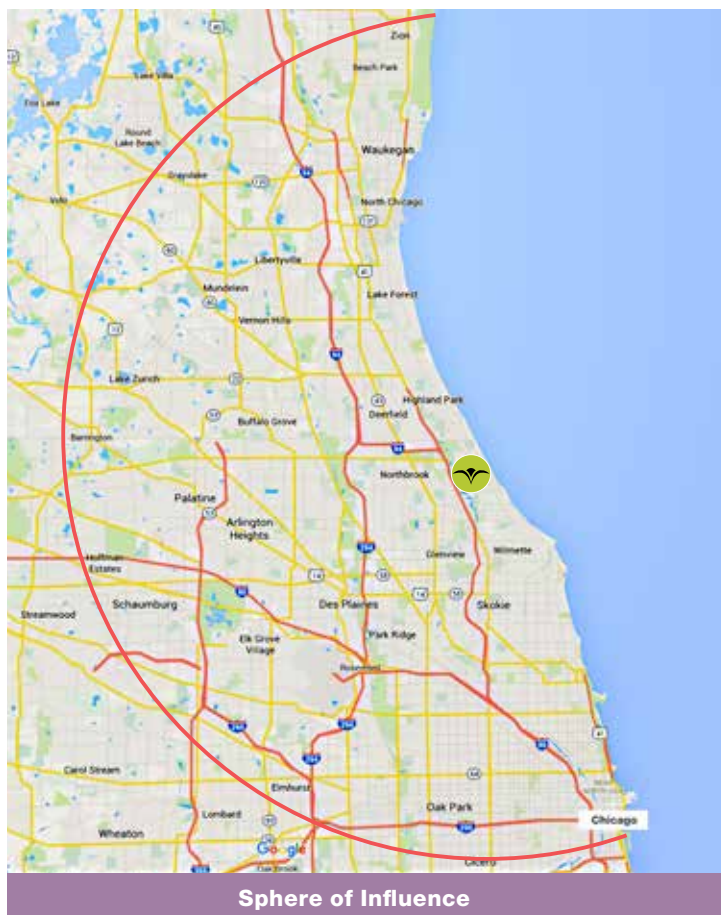
# Audience Demographics

Reach a highly desirable audience that is deeply engaged with the Chicago Botanic Garden.



## Growing and Inquisitive Audience

- 1 million visitors annually
- 2.4 million website visits annually
- 90,000 monthly email recipients
- 55,000 quarterly member magazine recipients
- 115,000 Facebook likes
- 21,000 Twitter followers
- 40,000 Plant Information questions answered annually



## Active, Engaged Member Base

- 51,000 member households
- 80% live within 15 miles of the Garden
- 72% renew annually
- 44% visit 2.5 times per year
- 17% visit more than 10 times per year
- 14% visit 6–9 times per year



CHICAGO BOTANIC GARDEN

1000 lake cook road

glencoe, illinois 60022

(847) 835-5440

chicagobotanic.org

# Partnership Opportunities

Partner with the Chicago Botanic Garden on one or more of our unique programs and events.



## Highlights of Annual Visitor Programs and Events

- *All Aboard!*
- American Flower Show Series
- Autumn Brews
- Bike the Garden
- Evenings
- Fall Bulb Festival
- Farm Dinners
- Gala at the Garden
- Garden Chef Series
- Grapevines & Wines
- Model Railroad Garden
- Night of 1,000 Jack-o'-Lanterns
- Orchid Show
- Spooky Pooch Parade
- Tuesday Morning Music
- Wonderland Express
- World Environment Day

## Corporate Partners Representative List

Abbott

AbbVie

Allstate

American Airlines

Astellas Pharma US, Inc.

Ball Horticultural

Bank of America

Baxter International Inc.

Beam Suntory

BMO Harris Bank

Bonterra Organic Vineyards

ComEd

Discover Financial

Food Network Magazine

Grainger

HSBC-North America

Honeywell Building Solutions

ITW

JP Morgan Chase

Lakeshore Beverage

Make it Better

Midwest Foods

Northern Trust

NorthShore University

HealthSystem

Shire

UL

Walgreens

Winston & Strawn



CHICAGO BOTANIC GARDEN

1000 lake cook road

glencoe, illinois 60022

(847) 835-5440

chicagobotanic.org