

Night of 1,000 Jack-o'-Lanterns



October

The Event

Night of 1,000 Jack-o'-Lanterns invites a new kind of Halloween fun to the Chicago Botanic Garden. This unique, all-ages, nighttime event lights up the Garden for ten nights with more than 1,000 hand-carved jack-o'-lanterns, 80 of them more than 150 pounds. The large, elaborately carved pumpkins are created by professional artists and arranged in artful, illuminated displays. There are themed areas along the route, which, in the past, have included Día de los Muertos, Monsters in Love, Chicago Musicians, and the Solar System.

The Setting

The pumpkins are lit with LED lights and placed along a paved walking trail that winds through several Garden areas, including the Regenstein Fruit & Vegetable Garden and by the Model Railroad Garden: Landmarks of America. The 30- to 45-minute experience also features entertainment and seasonal fare for sale, such as apple cider doughnuts, hot cider, and ales. Nighttime at the Garden provides a completely different experience than a typical day at the Garden.

The Attendees

Night of 1,000 Jack-o'-Lanterns reaches a wide audience including families and millennials. These visitors live and work primarily on the North Shore and in the Chicago metropolitan area. Estimated event attendance over the ten nights is 40,000.

The Opportunity

Night of 1,000 Jack-o'-Lanterns allows sponsors to reach people who enjoy unique experiences and are open to new ideas and products. Sampling and product exposure are ideal at this time. Sponsor recognition opportunities include logo placement on signs to promote the event in advance, as well as exposure on the Garden's website, and sampling/exposure on-site during the ten-evening event.

The Sponsorship

Presenting: \$50,000

Major: \$25,000

Supporting: \$15,000

On-site: \$5,000



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