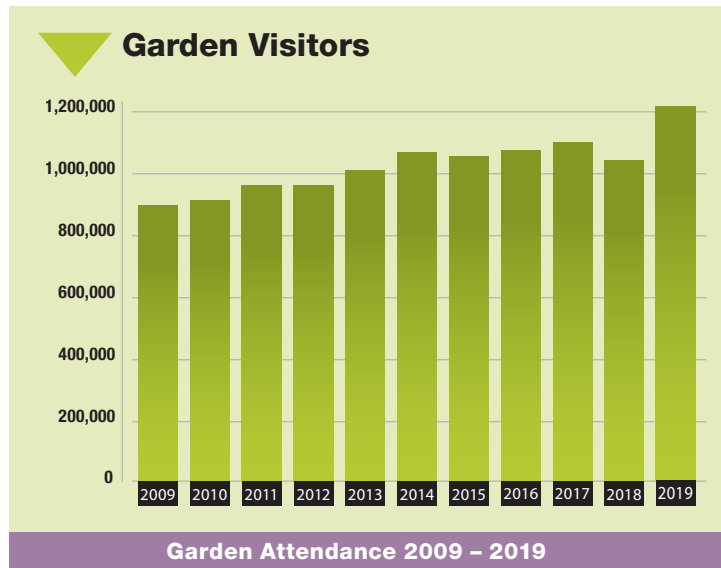


# Audience Demographics

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



## Growing and Inquisitive Audience

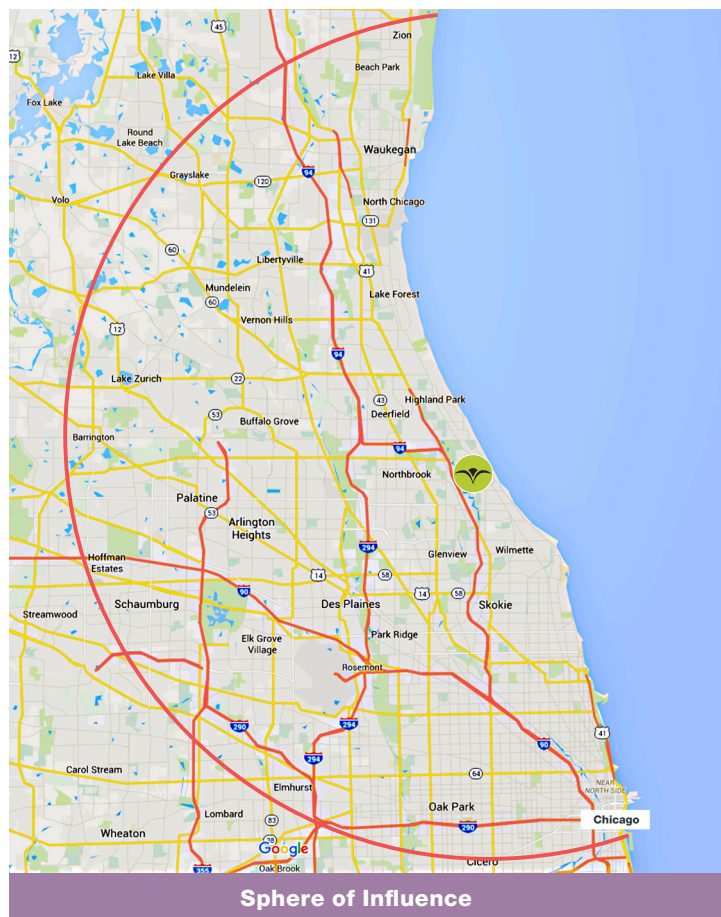
- More than 1 million visitors annually
- 15 million page views annually
- 240,000 monthly email recipients
- 55,000 quarterly member magazine recipients
- 150,000 Facebook likes
- 28,900 Twitter followers
- 84,700 Instagram followers
- 40,000 Plant Information questions answered annually

## Active, Engaged Member Base

- 52,000 member households
- 80% live within 15 miles of the Garden
- 62% have an average income of \$100,000+
- 72% renew annually
- 60% visit 2 or more times per year
- 15% visit more than 10 times per year
- 12% visit 6–9 times per year

## Broad Nonmember Base

- 91 Net Promoter score
- 94% of visitors come for events, festivals, or other Garden activities
- 75% of visitors come to be inspired and to experience fascinating and beautiful things
- 64% of visitors come to relax, unwind, reflect, and contemplate
- 64% of visitors come from a distance of 10+ miles from the Garden



CHICAGO BOTANIC GARDEN

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glencoe, illinois 60022

(847) 835-5440

[chicagobotanic.org](http://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

- American Flower Show Series
- Autumn Brews
- Evenings
- Fall Bulb Festival
- Farm Dinners
- Garden Chef Series
- Lightscape
- Model Railroad Garden
- Night of 1,000 Jack-o'-Lanterns
- Orchid Show
- Spooky Pooch Parade
- Summer Dinner Dance
- Tuesday Morning Music
- Science Festival

## Corporate Partners Representative List

Abbott  
AbbVie  
Allstate  
American Airlines  
Ball Horticultural  
Bank of America  
Barilla America, Inc.  
Bartlett Tree Experts  
Baxter International Inc.  
Beam Suntory  
BMO Harris Bank

Coca-Cola  
ComEd  
Discover Financial  
Food Network Magazine  
Grainger  
HSBC-North America  
ITW  
JPMorgan Chase & Co.  
Lakeshore Beverage  
Midwest Foods  
Northern Trust

NorthShore University  
HealthSystem  
Plante Moran  
Reed Smith  
Takeda  
UL  
Walgreens  
Winston & Strawn

