An Enchanting, After-Dark, Illuminated Trail at the Chicago Botanic Garden

The Experience

Lightscape, the captivating holiday light show at the Chicago Botanic Garden, transforms a one-mile outdoor path into an enchanting, after-dark, illuminated trail, inspired by both the holiday season and the winter splendor of the gardens themselves.

A sold-out hit for our visitors in 2019, the Lightscape returns in 2020 with 80 percent new light and sound installations to make the event an exciting and fresh experience for everyone, including return visitors.

November 20, 2020 – January 3, 2021

Trip Advisor ★★★★★
“From the 7-year-old to the grandparents, we all had a wonderful time. You are enveloped in sights and sounds, creating a magical, ethereal feeling”

WGN
“A dazzling debut. Lightscape sparkles.”

Chicago Tribune
“A series of captivating light-based set pieces.”
The Setting
Set in Glencoe, Illinois, on Chicago’s upscale North Shore, the Lightscape trail encompasses the most beloved areas of the 385-acre site, including the Japanese and English Walled Gardens. Curated art installations enhance each area’s natural beauty, and include sure-to-inspire mistletoe moments under the stars. Along the pathway, marshmallow-toasting fire cauldrons and refreshment stands are popular stops that please guests of all ages.

The Visitors
Lightscape visitors include an attractive demographic mix of the Chicago Botanic Garden’s current individual and family members and corporate sponsors, along with an entirely new audience of guests from the greater Chicago area and beyond. More than 170,000 visitors attended the event; and while families with children make up a substantial share of the 5,500 nightly visitors, millennials and people of all ages also come to celebrate and share the holiday season through the multisensory Lightscape experience at the Garden.

The Opportunity
Sponsors will have the opportunity to engage with the Lightscape target audience through advance event promotion across the Garden’s website and social media channels, as well as on-site with event visitors. Opportunities for on-site activation will include tasteful branding integration in event collateral and signage, as well as at select hosted points and experiences along the trail. Additional benefits, based on level of sponsorship, may include presale ticket access, invitations to a preview evening and reception, early admission, private on-site hospitality (food and beverage), custom event merchandise, and complimentary ticket packages.

The Sponsorship
Presenting: $150,000
Category (Exclusive): $100,000
Partner: $50,000
Supporting: $25,000
Daily (on-site per day): $7,500