



November 11, 2022 – January 8, 2023

**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 consistently sold-out hit for our visitors in its three years, Lightscape returns for the 2022-23 season with 80 percent new light and sound installations to make the event an exciting and fresh experience for everyone, including return visitors.



Tripadvisor ★★★★★

“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.”

NBC Nightly News

“A labyrinth of light...one heck of an experience.”

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 Garden. 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 235,000 visitors attend the event; and while families with children make up a substantial share of the more than 5,000 nightly visitors, millennials and people of all ages also come to celebrate and share the holiday season through the multi-sensory 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, private on-site hospitality (food and beverage), and complimentary ticket packages.

The Sponsorship

Exclusive Presenting: \$200,000
 Lead (Non-Exclusive): \$100,000
 Major: \$75,000
 Partner: \$50,000
 Supporting: \$25,000
 Daily (on-site per day): \$7,500