



# American Flower Show Series

Year-round



## The Events

The American Flower Show Series, a year-round premier national horticultural program, brings together amateur and expert gardeners, along with educators, to offer exhibitions and programs that focus on America's favorite plant groups. It began in July 1973 when the first flower show was held at the Chicago Botanic Garden, and the shows have flourished here ever since. A few highlights include the Illinois Orchid Society Spring Show & Sale in March, the Cactus and Succulent Society of Greater Chicago Show and Sale in July, and one of the country's best bonsai shows, the Mid-America Bonsai Show & Sale in August.

## The Setting

The American Flower Show's displays are held in the Regenstein Center, an indoor facility centrally located at the Garden. The shows are held on the weekend and offer plant enthusiasts the opportunity to learn from the experts, enter their plants into competitions, buy unique plant materials, and attend lectures. The flower shows held at the Garden continue to be a key part of public programming.

## The Attendees

The flower shows will attract a diverse group of attendees who love plants and will draw from the North Shore and the Chicago region. Guests will be introduced to the irresistible beauty and wonder of the flower world, including table top arrangements, floral designs, educational exhibitions, photography, artistic crafts, plants for sale, and horticulture exhibitions. These attendees are receptive and loyal to companies that appreciate the beauty and importance of nature and show a commitment to the planet.

## The Opportunity

Sponsors gain visibility and brand awareness at the flower shows from a wide variety of marketing activities and signage, including website recognition, press releases, and interior and exterior signage. The coming year promises to be full of enriching, plant-packed programming from the 20 groups that make up the American Flower Show Series.

## The Sponsorship

Presenting: \$30,000

Supporting: \$15,000



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