



The Program

Budburst is the Chicago Botanic Garden's signature citizen science program. Launched in 2007, Budburst aims to help researchers understand the impacts of climate change on plants and ecosystems by crowd-sourcing data about the location, timing, and other details of plant life cycles and events. Today, Budburst is a regional and national nature-based science program built to engage people of all ages with the natural environment—promoting learning, wellness, empowerment, and more.

Budburst is an interactive program that is accessible through a website, available both in English and Spanish, and a mobile app. Through partnerships with local community-based organizations, schools, park districts, forest preserves, and other botanic gardens, Budburst is bringing the joy and excitement of community science to people across the region and the nation. With particular emphasis on school partnerships, Budburst supports STEM learning for students of all ages. Teachers and students participate in real-world research, providing firsthand field-science experiences, and making the concept of climate change clear and personal. Budburst offers custom curricula, educator professional development, and freely available data that can transform the way STEM is taught in schools.





The Setting

Budburst can be used anywhere and anytime with its accessible app and a large database of plant species information. Participants can submit observations of plants as they walk through the Chicago Botanic Garden or any natural area. Participants can also create a location in their backyard or schoolyard where they can make regular observations of plants as well as the animals that depend on them throughout the growing season.



The Audience

Budburst aims to engage more than 100,000 community scientists over the next five years with representation from all 50 states and Canada. In 2020, Budburst reached 16,459 registered users—an audience of engaged individuals, educators, community organizations, and nonprofits—all of whom contributed data on the plants in their neighborhoods. Data-collection guidelines are accessible to both children and adults, so Budburst is adaptable to a wide audience.

The Opportunity

Major sponsors gain visibility and brand awareness through integrated logo recognition on Budburst's website, linked through the Garden's website. Major sponsors will also be included in select promotional signage of Budburst at the Garden. This opportunity is well aligned with companies with strong sustainability, youth education, and/or STEM education missions.

Sponsors will have the opportunity to support broader projects such as the Plants & Climate Change Project, a long-term research question-oriented project. Within a given project, individuals may participate in challenges often seasonally designed to excite and encourage users to submit data and check back to learn more. As an example, Fall into Phenology is a challenge that is part of the larger Plants & Climate Change research project. Challenge Sponsors will be featured on the website during the Challenge terms, while Project Sponsors will be featured on the website throughout the gift term.

The Sponsorship

Major Sponsor of Budburst: \$25,000

Project Sponsor: \$15,000

Challenge Sponsor: \$5,000



CHICAGO BOTANIC GARDEN

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chicagobotanic.org

One of the treasures of the Forest Preserves of Cook County