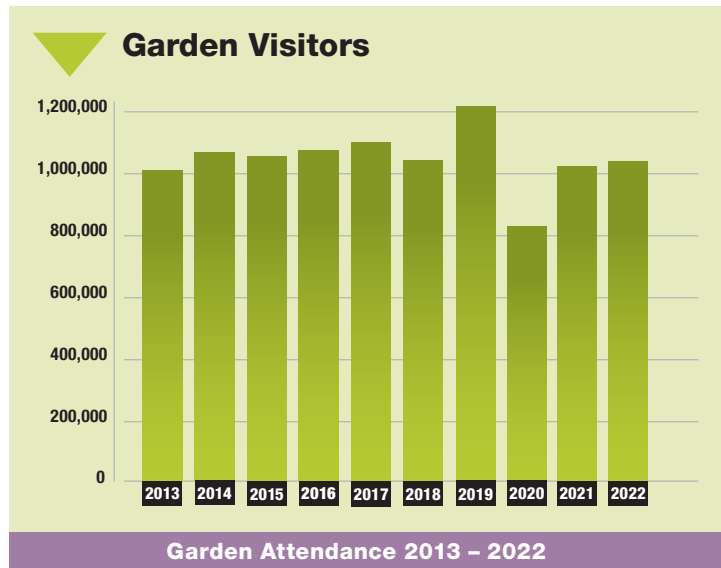


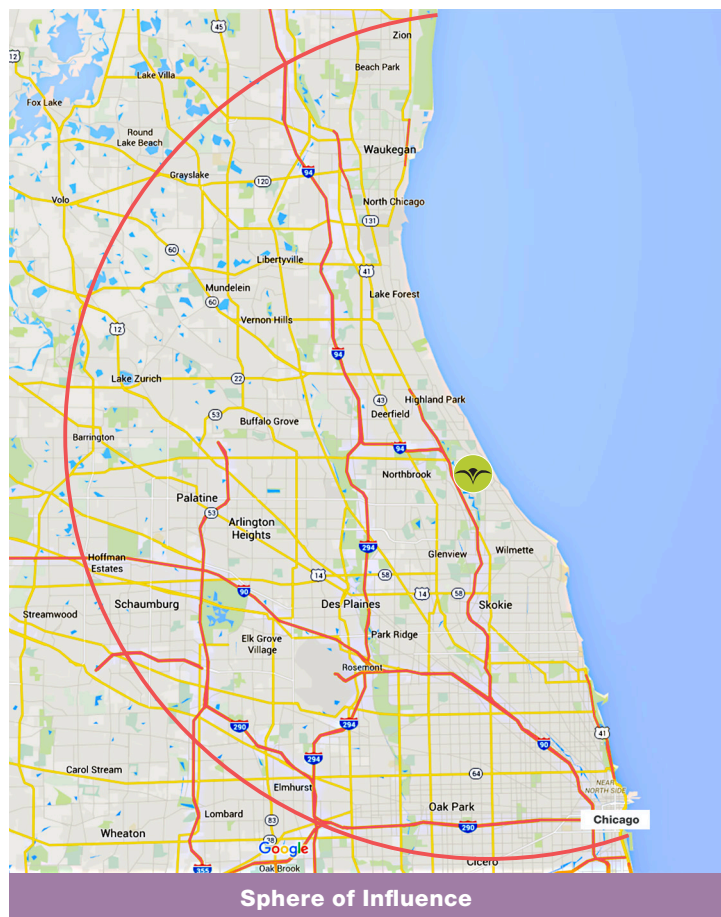
Audience Demographics

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



Growing and Inquisitive Audience

- More than 1,170,000 visitors in a typical year
- 14.5 million page views annually
- 446,000 monthly email recipients
- 170,000 Facebook followers
- 29,900 Twitter followers
- 111,000 Instagram followers
- 56,000 Plant Information questions answered annually



Active, Engaged Member Base

- 60,000 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

1000 lake cook road

glencoe, illinois 60022

(847) 835-5440

chicagobotanic.org

Partnership Opportunities

Partner with the Chicago Botanic Garden on one or more of our unique programs and events.



Highlights of Visitor Programs and Events

- American Flower Show Series
- Budburst
- Early Childhood Programs
- Fall Bulb Festival
- Farm Dinners
- Garden Chef Series
- Lightscape
- Lightscape Preview
- Love in Bloom
- Model Railroad Garden
- Morning Music
- Music on the Esplanade
- Night of 1,000 Jack-o'-Lanterns
- Orchid Show
- Plant Giveaway
- Seasons at the Garden
- Wellness

Corporate Partners Representative List

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

Coca-Cola
ComEd/Exelon
Diageo Americas
Discover Financial
Food Network Magazine
Grainger
Horizon Therapeutics
HSBC-North America
ITW
Jenner & Block
JULIE, Inc.

Lakeshore Beverage
North Shore Gas
NorthShore University HealthSystem
Scott Byron & Co.
Takeda
UL
Ventas, Inc.
Walgreens Boots Alliance
Winston & Strawn



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