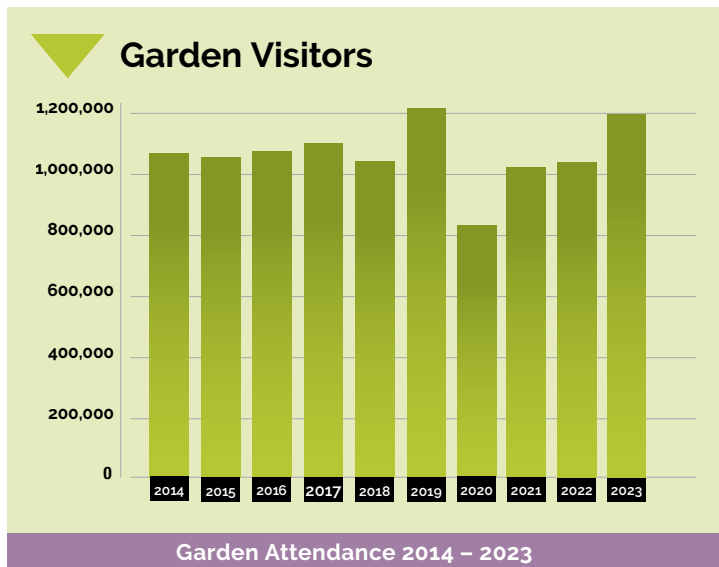




chicago botanic garden

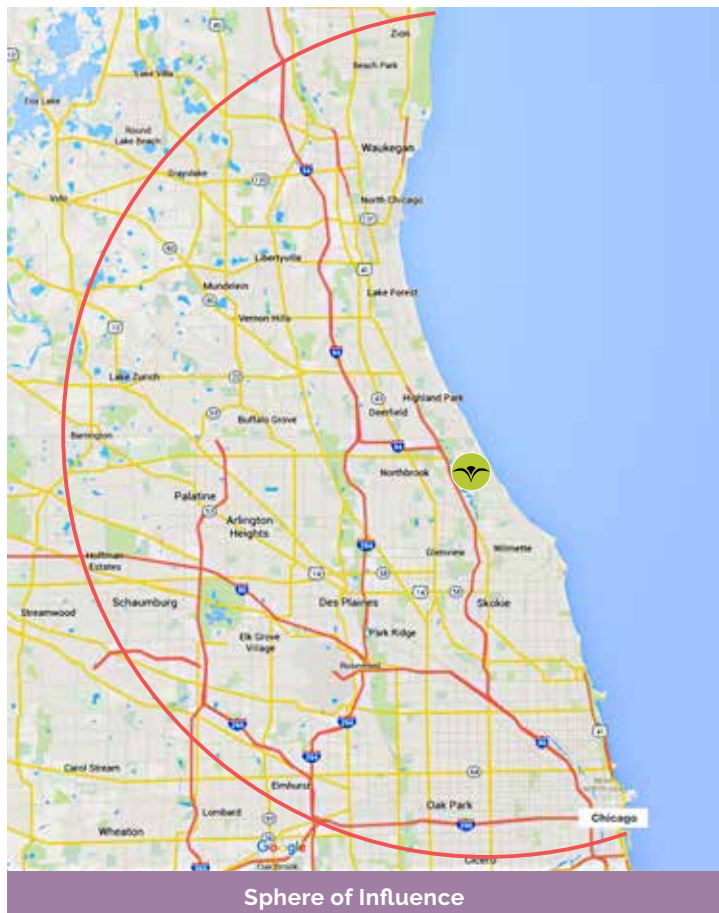
# Audience Demographics

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



## Growing and Inquisitive Audience

- More than 1.2 million visitors in a year
- 14.5 million page views annually
- 446,000 monthly email recipients
- 176,000 Facebook followers
- 29,700 X followers
- 120,000 Instagram followers
- 65,000 Plant Information questions answered annually



## Active, Engaged Member Base

- 65,000 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

# Partnership Opportunities

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



## Highlights: Annual Visitor Programs and Events

- American Flower Show Series
- Early Childhood Programs
- Fall Festival & Bulb Sale
- Garden Chef Series
- Lightscape
- Lightscape Preview
- Lost & Found
- 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  
Amgen, Inc.  
Ball Horticultural  
Bank of America  
Barilla America  
Bartlett Tree Experts  
Baxter International Inc.  
Beam Suntory

BMO  
Chicago Trading Company  
Coca-Cola  
ComEd/Exelon  
Diageo Americas  
Discover Financial Services  
Endeavor Health  
Grainger  
ITW  
J.P. Morgan Private Bank

JULIE, Inc.  
Lakeshore Beverage  
Midwest Foods  
Mondelez International  
North Shore Gas  
Takeda  
UL  
Ventas, Inc.  
Walgreens  
Winston & Strawn



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**PLANTS. PEOPLE. PLANET.**

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*One of the treasures of the Forest Preserves of Cook County*