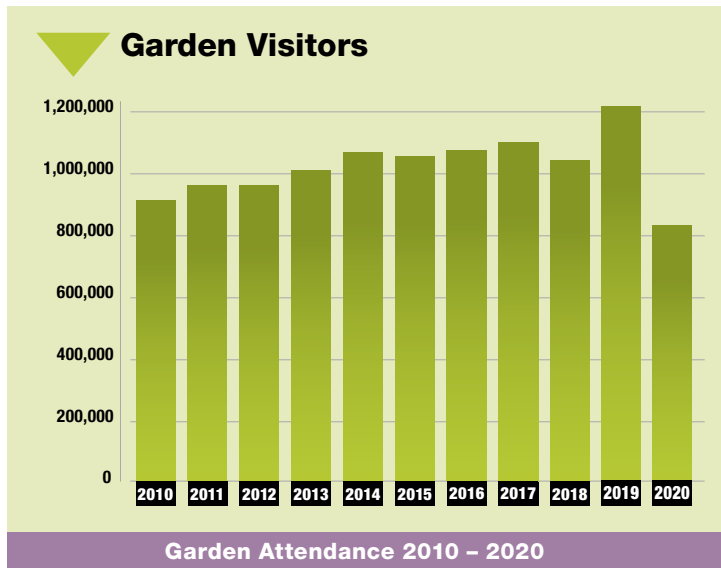


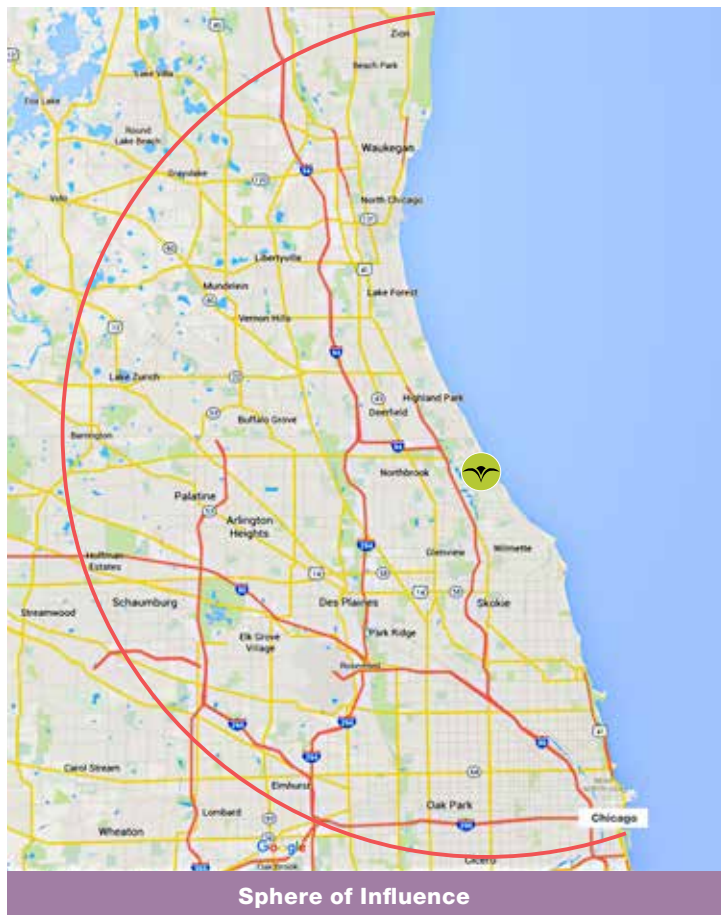
Audience Demographics

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



Growing and Inquisitive Audience

- More than 800,000 visitors annually
- 15 million page views annually
- 240,000 monthly email recipients
- 152,600 Facebook likes
- 29,200 Twitter followers
- 89,300 Instagram followers
- 40,000 Plant Information questions answered annually



Active, Engaged Member Base

- 53,000 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 Annual Visitor Programs and Events

- American Flower Show Series
- Autumn Brews
- Evenings
- Fall Bulb Festival
- Farm Dinners
- Garden Chef Series
- Lightscape
- Lightscape Preview
- Model Railroad Garden
- Night of 1,000 Jack-o'-Lanterns
- Orchid Show
- Plant Giveaway
- Science Festival
- Seasons at the Garden
- Spooky Pooch Parade
- Tuesday Morning Music
- Tram Tours
- Youth and Family Programs

Corporate Partners Representative List

Abbott	Beam Suntory	Lakeshore Beverage
AbbVie	BMO Harris Bank	Midwest Foods
Accenture	Coca-Cola	Northern Trust
Allstate	ComEd	NorthShore University HealthSystem
American Airlines	Discover Financial	Plante Moran
Ball Horticultural	Food Network Magazine	Takeda
Bank of America	Grainger	UL
Barilla America, Inc.	HSBC-North America	Walgreens
Bartlett Tree Experts	ITW	Winston & Strawn
Baxter International Inc.	JPMorgan Chase & Co.	



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