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
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
AbbVie
Accenture
Allstate
American Airlines
Ball Horticultural
Bank of America
Barilla America, Inc.
Bartlett Tree Experts
Baxter International Inc.

Beam Suntory
BMO Harris Bank
Coca-Cola
ComEd
Discover Financial
Food Network Magazine
Grainger
HSBC-North America
ITW
JPMorgan Chase & Co.

Lakeshore Beverage
Midwest Foods
Northern Trust
NorthShore University HealthSystem
Plante Moran
Takeda
UL
Walgreens
Winston & Strawn