



The Event

In 2022, the Chicago Botanic Garden will mark its 50th birthday with Flourish: The Garden at 50, a series of experiences that celebrate the Garden's extraordinary growth. What began as an "impossible dream" is now 28 gardens and four natural areas in Glencoe, 16 community garden and farm sites in Chicago, world-class horticulture and garden design, an internationally recognized plant conservation science research program, and best-in-class nature-based learning programs. Art installations created specifically for the Garden from Chicago, national, and international artists will connect visitors with nature in new ways. Performances and pop-up events throughout the Garden will surprise and delight visitors. An exhibition in the Greenhouse Galleries will take visitors back in time and transport them to an imagined future for the Garden.

The Setting

All summer long, playful and innovative installations and displays, will bring joy to our visitors as they explore the Garden and our Windy City Harvest urban agriculture sites in the city. Featuring original installations, including ones by the acclaimed artists Patrick Dougherty and Faheem Majeed, among eight other original installations from local, national and international artists. [Link here for a full list of artists.](#) These installations will be situated in various locations throughout the Garden and will activate these places in new and innovative ways. The goal of the artists' works is to illuminate and expand visitors' engagement with our space, nature, and the power of plants.

The Attendees

The Garden typically welcomes more than one million visitors each year who come for the beauty of the grounds and the diverse year-round programming. Our members (53,000) are loyal to the Garden and its mission. Our visitors, who represent every age and many cultural backgrounds, are drawn from the Chicago region, with heavy representation from the North Shore suburbs. Visitors are receptive and loyal to companies that appreciate the beauty and importance of nature and show a commitment to the planet.

The Opportunity

Sponsors gain visibility and brand awareness in a festive atmosphere throughout the busiest season over the 135-day run. Opportunities for visibility include a wide variety of marketing activities, including integrated logo recognition on creative digital marketing pieces delivered via email and social media, interior and exterior event signage, and other avenues. Additional opportunities may include onsite activations. Take your place in Garden history as we begin the journey into the next generation of horticulture and scientific excellence together.

The Sponsorship

Presenting: \$150,000
(exclusive sponsor installation)

Major: \$75,000

Supporting: \$25,000 - \$50,000

On-site: \$7,500