

# Get Growing Weekend

May 18 – 20



## The Event

Come and celebrate the beginning of the growing season in Chicago at the Get Growing Weekend, presented for the first time in 2018 at the Chicago Botanic Garden. This event will provide our visitors with the opportunity to buy the best plants for our region and learn how to plant and grow successful gardens. The Garden will feature tried and true plants as well as unusual specimens to appeal to a wide variety of garden lovers. The Get Growing Weekend will include a spring marketplace with vendors offering garden-related items such as gardening tools, gloves, and containers as well as demonstrations with practical tips on plant selection and planting. As a special feature, we will have composed planters for sale designed by horticultural celebrities, professionals, and our talented Woman's Board members.

## The Setting

Set in the heart of the Garden surrounded by a profusion of spring blooms such as tulips and flowering crabapples that herald the start of the growing season, the Garden's Esplanade offers the perfect setting for this new festival.

## The Attendees

The Get Growing Weekend is a great way to kick off the Garden's busy season of programs for our more than 1,000,000 annual visitors. The weekend will be perfect for all ages with activities that appeal to a wide variety of experience and interest. The event will draw crowds from throughout the Chicago region and it attracts visitors with an interest in gardening, locally grown produce, active and healthy lifestyles, nature, and arts and crafts.

## The Opportunity

The event offers sponsors unique branding opportunities and interactions with an upscale crowd from the Chicago region. Attendees come to shop and celebrate the season. They have a keen interest in new products, sampling, and purchasing. The Get Growing Weekend builds on an appreciation of nature, being active, savoring local foods, and the wonder of spring.

## The Sponsorship

Presenting \$25,000

Supporting \$10,000

On-site (*per day*) \$5,000



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