



CHICAGO BOTANIC GARDEN  
**Model Railroad Garden**



**May-October**

**The Exhibition**

Offering visitors young and old a trip across America, the Model Railroad Garden: Landmarks of America is the Chicago Botanic Garden's most beloved destination for the young and the young-at-heart. The Garden's admission fee includes this popular attraction.



**The Setting**

Watch 18 classic G-scale model trains cross bridges and trestles and pass through miniature scenes of America's best-loved landmarks—Wrigley Field, Cape Cod, Napa Valley, Yosemite National Park, Mount Rushmore, the Statue of Liberty, and more. It's all set amid astonishing gardens created with miniature plant varieties, as well as landmarks handcrafted from natural materials such as twigs, bark, acorns, and pebbles.



## The Attendees

The Model Railroad Garden is a family favorite with visitors of all ages returning from May to October every year. 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 (57,000) 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

The Model Railroad Garden is the perfect setting to reach children, parents, and grandparents. A winding path surrounded by trains, trestles, and tracks encourages families to spend hours savoring the sights and sounds of 18 different trains and more than 40 different landmarks. The Model Railroad Garden offers great opportunities for product and logo displays, as well as brand visibility and awareness, through signs, advertising, printed material, and signage on model trains, bridges, mini-billboards, and trestles.

## The Sponsorship

Presenting: \$50,000

Major: \$25,000

Supporting: \$10,000

Three-year presenting sponsor: \$125,000

Model Railroad Garden naming opportunity: \$1 million



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[chicagobotanic.org](http://chicagobotanic.org)