



### The Experience

Night of 1,000 Jack-o'-Lanterns brings unique Halloween fun to the Chicago Botanic Garden. More than 1,000 hand-carved jack-o'-lanterns—80 of them weighing more than 150 pounds—light up the Garden for ten nights during this fantastic, all-ages, nighttime event. The large, elaborately carved pumpkins are created by professional artists and arranged as illuminated displays. Featured pumpkins include images of superheroes, celebrities, and Chicago-inspired themes.



### The Setting

Night of 1,000 Jack-o'-Lanterns provides a rare opportunity to experience the Garden after hours. All pumpkins are lit with LED lights and placed along a paved walking trail, where visitors enjoy an evening stroll that winds throughout the Garden. Seasonal fare and beverages—such as apple cider donuts, hot cider, and ales—are available for purchase. The evening takes on a festive air, with live pumpkin carvers and customized entertainers along the path at this family-friendly event.

## The Visitors

More than 40,000 visitors come to experience Night of 1,000 Jack-o'-Lanterns during its run, including an attractive demographic mix of the Garden's individual and family members, and an entirely new audience of guests from the greater Chicago area and beyond. The audience includes people of all ages, including families with children and millennials, who come to celebrate the fall season.



## The Opportunity

Night of 1,000 Jack-o'-Lanterns is an excellent opportunity for sponsors to reach people who enjoy unique experiences and are open to new ideas and products. The event is an ideal venue for sampling and product exposure. Sponsor recognition opportunities include logo placement on signs and advance event promotion, as well as on the Garden's website, and on-site sampling/exposure during the ten-evening event. Additional benefits, based on the level of sponsorship, may include presale ticket access, private on-site hospitality, and complimentary ticket packages.

## The Sponsorship

Presenting: \$50,000

Major: \$25,000

Supporting: \$15,000

On-site: \$5,000