



October 12 – 16 and 19 – 23

Hand-carved pumpkins light up the night



The Experience

Night of 1,000 Jack-o'-Lanterns invites a new kind of Halloween fun to the Chicago Botanic Garden. This unique, all-ages, nighttime event lights up the Garden for ten nights with more than 1,000 hand-carved jack-o'-lanterns, 80 of them more than 150 pounds. 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

All pumpkins are lit with LED lights and placed along a paved walking trail that winds through several Garden areas, including the Regenstein Fruit & Vegetable Garden. The one-hour walking experience also features entertainment and seasonal fare for sale, such as apple cider donuts, hot cider, and ales. The evening takes on a festive air, with costumed entertainers and live carving demos.

The Visitors

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



The Opportunity

Night of 1,000 Jack-o'-Lanterns allows sponsors to reach people who enjoy unique experiences and are open to new ideas and products. Sampling and product exposure are ideal while guests enjoy themselves outdoors. Sponsor recognition opportunities include logo placement on signs and advance event promotion, as well as on the Garden's website, and sampling/exposure on-site 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



CHICAGO BOTANIC GARDEN