



Mid-May – September
Wednesday – Sunday

The Setting and Program

The popular, seasonal Plant Giveaway program, located at the Regenstein Fruit & Vegetable Garden, has timeless appeal to visitors of all ages. This garden is one of the most beautiful and inviting settings to learn about the 400 varieties of fruits and vegetables grown each year and how to use them. Each Wednesday through Sunday, from mid-May through September, visitors can take seeds or seedlings grown in our world-class production greenhouses home to plant. These complimentary seeds or seedlings are a treat for all skill levels, from the beginning gardener to the most experienced. Offerings are hand-selected each year to provide a wide selection of herbs and vegetables, from newly released to heritage varieties. Weather permitting, the Giveaway takes place over 102 days, weekdays, from 11 a.m. to 3 p.m. and weekends from 11 a.m. to 4 p.m.

More than
22,000 visitors
receive plants



The Attendees

More than 22,000 visitors receive plants through the Plant Giveaway program over the course of the season. 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 65,000 members are connected deeply to the Garden and its mission. Our visitors, who represent every age and cultural background, are drawn from the Chicago region, with heavy representation from the North Shore suburbs. Our visitors are receptive and loyal to companies that appreciate the beauty and importance of nature and show a commitment to the planet.

The Opportunity

For companies looking to interact with lovers of gardening, food, drink, entertaining, and healthy lifestyles, the Plant Giveaway program is an ideal venue for product sampling, placement, and presentations of gardening products and services related to food. Visitors come to discover unique plant varieties and new ideas to transform their garden, kitchen, and diet. The Plant Giveaway offers an exceptional opportunity for one-on-one engagement with people who appreciate seasonally fresh and local food, growing, preserving, and cooking concepts.

The Sponsorship

Presenting: \$20,000

Major: \$10,000

On-site: \$5,000



chicago botanic garden

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One of the treasures of the Forest Preserves of Cook County