

Asia in Bloom: The Orchid Show



February 10 – March 25, 2018



The Event

Asia in Bloom: The Orchid Show brings light and warmth to the Garden in the winter by creating a dazzling and exotic indoor display of nature's most spectacular tropical plants. The Orchid Show showcases more than 10,000 unusual and stunning plants from around the world in a seven-room display area. This is the only large-scale orchid show in the Chicago metropolitan region. The programming includes special events for families and schoolchildren, as well as educational opportunities to engage visitors in the beauty, diversity, history, and importance of orchids and their conservation. The Orchid Show provides an oasis of beauty and vibrant color during the height of winter and offers a respite from the cold winter months.

The Setting

The Orchid Show's display is spread throughout seven rooms in the Regenstein Center, primarily centered around the three Greenhouses. Imaginative and creative arrangements feature original designs by our Garden designers. Unique opportunities are available to entertain guests or clients in this gorgeous setting.

The Attendees

The Orchid Show attracts a diverse group of attendees, representing every age and multicultural background and drawing from the Chicago region with heavy representation from the North Shore suburbs. These attendees are receptive and loyal to companies that appreciate the beauty and importance of nature and show a commitment to the planet.

The Opportunity

Sponsors gain visibility and brand awareness at the Orchid Show from a wide variety of marketing activities and signage, including press releases, social media, direct mail, and interior and exterior signage. The Orchid Show provides sponsors with a unique opportunity to reach an audience of the most passionate and dedicated supporters of the Garden and horticultural excellence. Additional opportunities to entertain in this one-of-a-kind display area will also be available.

The Sponsorship

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| Presenting | \$75,000 |
| Major | \$35,000 |
| Supporting | \$10,000 |
| On-site | \$5,000 |



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