



chicago botanic garden

# The Orchid Show: Feelin' Groovy



**February 7 – March 22, 2026**

## The Event

The Orchid Show: Feelin' Groovy brings warmth and joy to winter at the Garden, transporting visitors back to the Flower Power era with an immersive display of orchids that features bright colors, funky patterns, and all of the favorites of the 1960s and 1970s. Think rainbows, macrame, beaded curtains, and of course, flowers to remind us of the power of plants to make the world a brighter place. Exhibits feature more than 10,000 stunning orchids and other tropical plants, creating an unforgettable exhibition for almost 90,000 visitors to experience. This is the only large-scale orchid show in the Chicago metropolitan region. The programming includes educational displays that bring the wonder and beauty of orchids to life. Visitors can also explore the show on select evenings during Orchids After Hours, taking in a different atmosphere at night, with food and drink available for purchase.

## The Setting

The Orchid Show spreads throughout eight rooms in the Regenstein Center. Imaginative and creative designs by Garden staff reflect our appreciation of the indoor beauty of tropical plants. Unique opportunities are available to entertain guests or clients in this gorgeous setting—a vibrant oasis during the height of winter.





## The Attendees

The Orchid Show attracts a diverse group of attendees, representing every age and cultural background. It draws from the Chicago region with heavy representation from the North Shore suburbs and the Garden's dedicated member base of more than 58,000 households. Orchids After Hours has become a favorite for couples looking for a date night or a special evening out. 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 brand awareness leading up to the Orchid Show and continuing over the 44-day run. Visibility includes a wide variety of marketing activities including integrated logo recognition on visually stunning digital marketing pieces delivered via email and social media, interior and exterior event signage, and other institutional communications. The Orchid Show provides sponsors with a unique opportunity to reach an audience of the most passionate and dedicated supporters of the Garden and to support horticultural excellence. Additional opportunities may include VIP entertainment and table activations at the entrance amid a unique display of orchids.



## The Sponsorship

Presenting: \$50,000

Major: \$25,000

Supporting: \$10,000

On-site: \$5,000



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1000 Lake Cook Road, Glencoe, Illinois 60022 U.S.A.  
chicagobotanic.org (847) 835-5440

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