



ATLANTA BOTANICAL GARDEN



SPONSORSHIP OPPORTUNITY GUIDE



Earth Goddess

welcome to the Garden!

Since 1976, the Atlanta Botanical Garden has served the community as a beloved urban oasis, a dynamic center for learning, and a year-round destination for family-friendly fun. The Garden is one of the top cultural attractions in the southeastern United States, enriching the local landscape with vibrant programming that draws more than 750,000 visitors annually.

Every season presents new opportunities to enjoy ever-evolving horticultural displays, blockbuster exhibitions of outdoor sculpture, educational enrichment, extended evening hours, and so much more. Atlanta's temperate climate ensures that there is always something blooming—and whenever members and guests visit throughout the year, they are certain to feel recharged and rejuvenated, surrounded by the beauty of nature.

The **MISSION** of the Atlanta Botanical Garden is to develop and maintain plant collections for display, education, research, conservation and enjoyment.

The **VISION** of the Atlanta Botanical Garden is to be an iconic destination and global leader, dynamically connecting people with plants in support of a thriving planet.



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the Garden by the numbers

760,593

Garden guests in both
Atlanta and Gainesville

43,435

member households from
2,719 zip codes



Atlanta Blooms!



School visits

25,114

children served through on-site
and outreach programming

100%

of admission and programming fees
covered for Title I schools



Adult classes

1,585

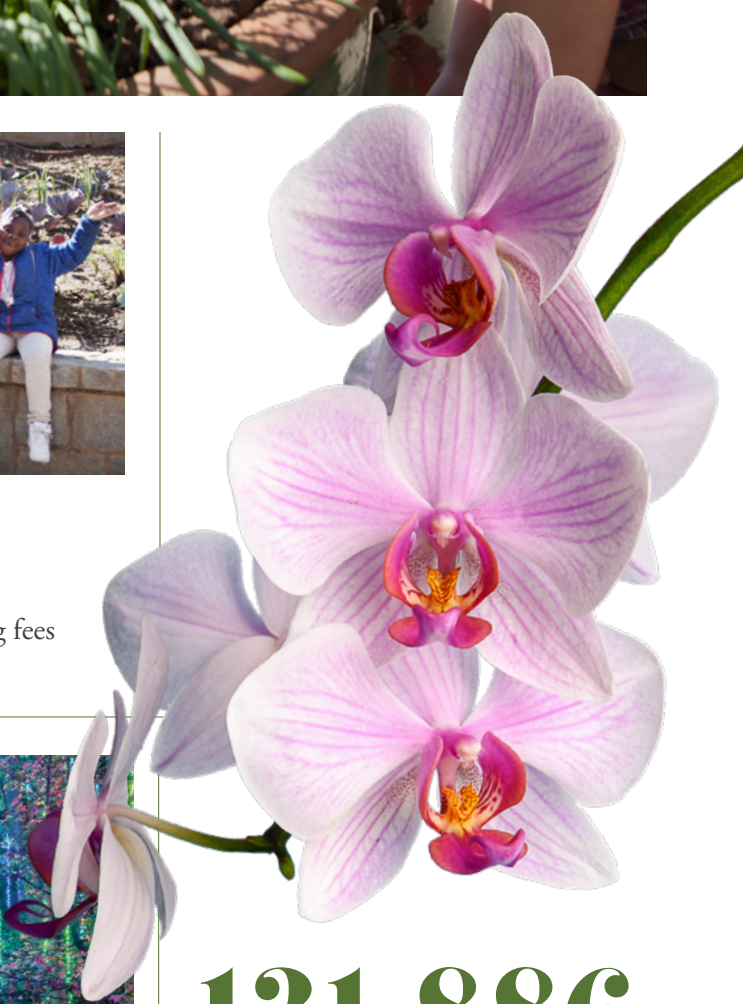
adults participating in
Garden classes and lectures



Garden Lights, Holiday Nights

50

miles of string lights
in the 11th annual
Garden Lights, Holiday Nights



131,886

plants in the Garden's permanent
collections representing
11,904 taxa and 8,314 species

audience



GENERAL GARDEN VISITOR DEMOGRAPHICS

Gender	65% female
Average age	44
Diversity	42% people of color
Average HHI	\$100,000
College educated	50%

GARDEN LIGHTS, HOLIDAY NIGHTS VISITOR DEMOGRAPHICS

Gender	75% female
Average age	49
Diversity	51% people of color
Average HHI	\$98,000
College educated	46%

A nationally recognized garden experience

In 2021, the Atlanta Botanical Garden was honored to win the prestigious peer-designated **Award for Garden Excellence**, presented by the American Public Gardens Association, for achieving the highest standards in horticultural displays, collections, and sustainability efforts.

APGA President Brian Vogt praised the Atlanta Botanical Garden’s “collections-driven approach, ensuring a unique regional style and compelling presentations.” Awards Committee Chair Harry Jongerden noted “the Atlanta Botanical Garden’s excellence across all public garden attributes from its beautiful, environmentally-informed garden displays to its commitment to regional plant conservation efforts.”

“It’s a garden that does it all, and it inspires us all in the public garden world.”

– Harry Jongerden,
American Public Gardens
Awards Committee Chair

paid media impressions

ORCHID DAZE	3,852,499
ATLANTA BLOOMS!	11,514,067
TROLLS: SAVE THE HUMANS	91,951,485
COCKTAILS IN THE GARDEN/FEST-OF-ALE	2,708,334
SCARECROWS IN THE GARDEN	2,142,087
GARDEN LIGHTS, HOLIDAY NIGHTS	20,887,540
GAINESVILLE GARDEN	10,303,106

digital assets

	FOLLOWERS	IMPRESSIONS
FACEBOOK (ATLANTA)	242,190	35,638,923
FACEBOOK (GAINESVILLE)	13,601	1,628,036
INSTAGRAM	129,785	10,166,829
TWITTER	23,372	313,632
EMAIL DATABASE	381,024 contacts 11,977,003 impressions 43.96% open rate	

WEBSITE	5,924,750 pageviews 4,972,113 unique pageviews
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exhibition sponsorship

There's always something new to experience in the Garden! Annual exhibitions provide unique opportunities for sponsors to reach a diverse and affluent audience from metro Atlanta and beyond. From immensely popular summer exhibitions such as *Chihuly in the Garden* and *Imaginary Worlds* to the perennial wintertime favorite, *Garden Lights, Holiday Nights*, your sponsorship directly supports the Atlanta Botanical Garden's mission.





Garden Lights, Holiday Nights

Garden Lights, Holiday Nights

November – January | Deadline: Sept. 1
Opportunities \$50,000 – \$300,000

200,000+ annual attendance
20,887,540 paid media impressions

For nine weeks each year, the Atlanta Botanical Garden is transformed into a stunning winter wonderland of lights and music. From the dazzling spectacle of Nature's Wonders, the world's largest synchronized "curtain of lights" to the traditional delights of the Holiday Train Garden and the Poinsettia Tree, *Garden Lights, Holiday Nights* is at the heart of our community's annual celebrations. Voted Atlanta's favorite holiday tradition year after year, *Garden Lights, Holiday Nights* has welcomed well over one million guests to the Garden over the past decade.

Custom benefit packages may include:

- Logo recognition on exhibition signage, publicity, paid advertising, website and marketing collateral, and in the Garden's *Clippings* newsletter (online and mailed to 40,000+ member households)
- Logo recognition on exhibition emails to the Garden's proprietary list of more than 380,000 unique email addresses, and the printed exhibition guide (70,000)
- Recognition on the Garden's social media channels
- On-site logo recognition on Title Wall and kiosk signage in the Hardin Visitor Center
- On-site marketing activations
- Complimentary tickets to *Garden Lights, Holiday Nights*
- Opportunities for client/employee entertainment during *Garden Lights, Holiday Nights*
- Complimentary daytime Garden guest passes
- Complimentary facility rental space
- Invitations for exclusive premiere events
- Employee discounts on tickets or memberships
- Arbor Circle membership
- Industry exclusivity



Sol del Citron, Chihuly in the Garden

art in the Garden

May - October | Deadline: March 1
Opportunities \$50,000 – \$300,000

350,000 – 400,000 annual attendance
60 – 80 million paid media impressions

Art in the Garden is the collective name for the Atlanta Botanical Garden's summer art exhibitions. Each year, the Garden presents the work of internationally renowned artists in exhibitions designed to reveal the magical interplay between horticulture and fine art. Installations such as the vibrant blown glass of Dale Chihuly, the fanciful creations of Mosaïcultures Internationales de Montréal and the whimsical, wooden trolls of Thomas Dambo memorably activate the Garden's one-of-a-kind outdoor setting. In addition to experiencing world-class exhibitions, visitors are treated to a full slate of summer Garden events including **Cocktails in the Garden**.

Custom benefit packages may include:

- Logo recognition on exhibition signage, publicity, paid advertising, website and marketing collateral, and in the Garden's *Clippings* newsletter (online and mailed to 40,000+ member households)
- Recognition on the Garden's social media channels
- On-site marketing activations
- Opportunities for client/employee entertainment during exhibition
- Complimentary Garden guest passes
- Complimentary facility rental space
- Invitations for exclusive premiere events
- Employee discounts on tickets or memberships
- Arbor Circle membership
- Industry exclusivity



Scarecrows in the Garden

October | Deadline: August 1
Opportunities \$25,000 – \$50,000

60,000 – 70,000 annual attendance
2 – 3 million paid media impressions

Playful, comical, and occasionally spooky scarecrows take center stage at the Garden in October. This month-long exhibition features creations designed by local artists, designers, landscape architects, and community groups. This fall tradition also includes **Fest-of-Ale** events featuring craft beers and live music, as well as **Goblins in the Garden**, a Halloween-themed family event held annually on the last Sunday of October.

Custom benefit packages may include:

- Logo recognition on exhibition signage, the Scarecrows in the Garden webpage, and in promotional materials and advertising
- Recognition in select social media posts
- On-site marketing activation
- Opportunity to create custom Scarecrow with prominent placement near Garden entrance
- Complimentary Garden guest passes
- Facility rental discount
- Employee discounts on membership and tickets



Orchid Daze

February - April | Deadline: December 1
Opportunities \$25,000 – \$50,000

60,000 – 70,000 annual attendance

The Atlanta Botanical Garden is home to one of the largest orchid collections at any public garden in the world. Each February, *Orchid Daze*, the Garden's annual indoor plant exhibition, features inventive art installations that enhance the breathtaking blooms in the collection. Visitors love the warmth of the tropical displays in contrast to the cool winter weather.

Custom benefit packages may include:

- Logo recognition on the *Orchid Daze* page on the Garden website, promotional materials and email, and on-site signage
- Recognition in select social media posts
- On-site marketing activation
- Complimentary Garden guest passes
- Facility rental discount
- Employee Discounts on membership and tickets



Atlanta Blooms


March - April | Deadline: January 1
Opportunities \$25,000 – \$50,000

60,000 – 70,000 annual attendance

Celebrate the arrival of spring with hundreds of thousands of daffodils, crocuses, hyacinths, tulips and more throughout the months of March and April when Atlanta Blooms! Garden visitors are delighted to see the Garden awake from its winter rest in a riot of color and textures.

Custom benefit packages may include:

- Logo recognition on the *Orchid Daze* page on the Garden website, promotional materials and email, and on-site signage
- Recognition in select social media posts
- On-site marketing activation
- Complimentary Garden guest passes
- Facility rental discount
- Employee Discounts on membership and tickets

A large, ornate dragon sculpture made of greenery and flowers, with people gathered around it in a garden setting. The dragon is the central focus, constructed from dense green foliage and accented with orange and red flowers. It has large, spread wings and a long, curved neck. In the foreground, a group of people are standing and talking, while others are seated at a table. A red golf cart is parked nearby. The background is filled with lush green trees and a clear sky.

event sponsorship

Garden events offer sponsors and guests enjoyable opportunities to engage socially, from elegant festivities such as the annual Garden of Eden Ball to casual drop-in events including Cocktails in the Garden.





Garden of Eden Ball

Garden of Eden Ball

Late September | Deadline: July 1
Opportunities \$12,500 – \$50,000
(Underwriting sponsorships may also be available)

400 annual attendance

One of Atlanta's most highly anticipated social events, the Garden of Eden Ball is a not-to-be-missed gala! This fabulous evening begins with cocktails at sunset and continues with a sumptuous dinner followed by dancing in a spectacular tented ballroom on the Great Lawn. As the Atlanta Botanical Garden's premier fundraising event, this stylish affair attracts community, business and social leaders in support of the Garden's mission.

Custom benefit packages may include:

- Seating at the Garden of Eden Ball
- Recognition on Garden of Eden Ball website, Ball invitation, and Ball program
- On-site marketing opportunity via gift package distribution to guests
- Complimentary Garden guest passes
- Employee discounts on memberships or Garden admission
- Facility rental discount
- Industry exclusivity



Atlanta Botanical Garden Flower Show

Atlanta Botanical Garden Flower Show

Biannually in February, even years

Opportunities \$2,500 – \$25,000

Deadline: April 1, all materials / Dec. 1, onsite materials

5,000 annual attendance

The Garden is the ideal setting for this beautiful biannual event where we bring together hundreds of exhibitors, floral enthusiasts, and garden guests for three days in February—to experience the Flower Show in all its glory, to explore the Fuqua Orchid Center's annual *Orchid Daze* exhibition, and to enjoy the splendor of spring unfolding in Atlanta.

Custom benefit packages may include:

- Logo recognition on Flower Show event signage, website, promotional materials and emails
- Recognition in the Flower Show Exhibitor's Guide and Visitor's Guide
- Recognition in select social media posts
- On-site marketing activation
- Complimentary tickets to the Flower Show
- Invitations to Flower Show Preview Party
- Complimentary Garden guest passes



Cocktails in the Garden

Thursday – Saturday, May – September

Deadline: March 1

Fest-of-Ale

Thursday – Saturday, October

Deadline: August 1


Opportunities \$5,000 – \$50,000

13,500 average monthly attendance

Atlanta's favorite outdoor cocktail party, Cocktails in the Garden, is the perfect night out in the twilight hours of spring and summer. In the fall, Fest-of-Ale shines a spotlight on local craft beers including our own seasonal Garden Beer created in collaboration with Wild Heaven brewery. Featuring a revolving menu of themed specialty cocktails and live music, both Cocktails in the Garden and Fest-of-Ale offer great options for date nights or after-work gatherings, allowing guests to enjoy the Garden's current exhibitions in a gorgeous setting.

Custom benefit packages may include:

- Logo recognition on the Cocktails in the Garden/Fest of Ale pages on the Garden website, promotional materials and email, and on-site signage
- Recognition in select social media posts
- On-site marketing activation
- Complimentary Garden guest passes
- Facility rental discount
- Employee discounts on membership and tickets

A group of diverse children are gathered around a wooden table, looking at and touching various plants. In the foreground, a hand holds a small potted plant with green and white variegated leaves. Another plant with red and green variegated leaves is in the lower right. The background is blurred, showing more people and an outdoor setting.

program sponsorship

The Garden's mission-driven programs connect people with plants in a variety of compelling ways. From promoting healthy lifestyles and plant-forward cuisine to encouraging community outreach and access, your sponsorship support makes a difference for people from all walks of life.





Edible Garden & Outdoor Kitchen Programs

Opportunities \$25,000 – \$50,000

Attendance varies by program

Designed to highlight plants as nutritious, sustainable food sources, the Edible Garden and the Outdoor Kitchen provide the backdrop for a number of the Garden's most popular programs. Complimentary cooking demonstrations, adult education cooking classes, and two highly popular chef series, **Well-Seasoned Chef** and **Fresh Plates**, all take place in the Garden's Outdoor Kitchen. Much of the produce grown in the Edible Garden is used on-site while the remainder is donated for distribution through food pantries throughout metro Atlanta.

In addition to cooking and healthy lifestyle programs, the Garden offers edible celebrations including the annual **Vanilla Sunday** and **Chocolate Covered Weekend** festivals, to give visitors fun opportunities to learn about the origins of their favorite treats.

Custom benefit packages may include:

- Logo recognition on on-site signage, webpages for Edible Garden/Outdoor Kitchen programs and events, and promotional and educational materials
- Recognition in select social media posts
- Tickets to dinners in the Well-Seasoned Chef series or Fresh Plates Chef series
- On-site marketing activation
- Complimentary Garden guest passes
- Facility rental discount
- Employee discounts on membership and tickets



Plant. Eat. Repeat.

Opportunities \$25,000 – \$50,000

**26 community gardens and urban farms +
Online audiences via streaming video**

Plant.Eat.Repeat. is the Garden's flagship urban agriculture outreach program. Working in partnership with the Food Well Alliance, the purpose of this program is to increase access to healthy food. Many of the areas the program serves are considered to be food deserts where fresh produce is not readily available. It currently provides support and expertise to 26 community gardens and has also expanded into

Custom benefit packages may include:

- Logo recognition on Plant. Eat. Repeat. webpage, mailings, emails and promotional materials
- Recognition at sponsored gardens and community gardening workshops
- Complimentary Garden guest passes
- Facility rental discount
- Employee discounts on membership and tickets



Explore Membership Program

Opportunities \$25,000 – \$50,000

4,000 member households

Explore is an initiative focused on community engagement. Launched in 2017, this collaboration provides deeply discounted memberships to households of employees at four partner organizations—Atlanta Public Schools, City of Atlanta, Grady Health System, and MARTA—offering teachers, nurses, bus drivers, public safety officers, sanitation workers, and other hard-working individuals access to unparalleled opportunities to enjoy nature at the Garden.

Custom benefit packages may include:

- Logo recognition on Explore webpage, mailings, emails and promotional materials
- Signage for on-site registration events at the partner locations
- Complimentary Garden guest passes
- Facility rental discount
- Employee discounts on membership and tickets



Children's Education Initiative & Family Programs

Opportunities \$5,000 – \$100,000

35,000 children

The Garden offers STEAM enrichment programming that builds on classroom learning, connecting K-12 students and teachers with plants and the natural world. Aligned with statewide Georgia Standards of Excellence for each grade level, the Children's Education Initiative (CEI) is focused on outreach to students at under-resourced Title I schools throughout the Atlanta metro area. CEI serves approximately 17,000 elementary, middle and high school students and their teachers annually. CEI programs range from Kinder in the Garden (introducing the Garden to thousands of kindergarteners from Atlanta Public Schools) to Garden Experiences (field trip tours and school-based classroom experiences). For older students, Southern Seeds nurtures project-based partnerships with local high schools, and a High School Internship program offers paid opportunities for students from Title I schools to explore careers in horticulture and conservation.

In addition to CEI programs, the Garden offers on-site Family Educational Programs. Families love exploring nature at Atlanta's urban oasis, and their visits are even more memorable thanks to the captivating array of programs for young children and their caregivers. Each year, approximately 18,000 children and their caregivers enjoy the fun, inspirational, and highly interactive programs throughout the week, May through September, that are offered free with Garden admission.

Sponsorships are available for each component of the Children's Education Initiative as well as for specific Family Education Programs. Custom benefit packages may include:

Custom benefit packages may include:

- Logo recognition on Education Programs webpages, emails, on-site signage, self-guided tour materials, and take-home student resources
- Facility rental discounts
- Complimentary Garden tickets
- Invitations to special events
- Employee discounts on membership and tickets



conservation program sponsorship

Conservation and research are central to the mission of the Atlanta Botanical Garden. At the Garden's Southeastern Center for Conservation, a growing team of conservation scientists and researchers focuses on developing innovative strategies to protect rare and endangered plants, working in conservation laboratories, greenhouses, and nurseries, and in fragile ecosystems across the Southeast region. Your sponsorship of these programs contributes to a healthier, greener planet for future generations.





Science Café

Opportunities \$5,000 – \$25,000

60 - 200 attendees per presentation

Free to Garden guests and members, Science Café offers fascinating science and conservation talks featuring expert speakers from the Southeast and across the United States. This popular summer evening event is held on select Thursdays, throughout the year. Topics involve conservation, botany, plant-animal interactions, plant-human relationships, and other related fields.

Custom benefit packages may include:

- Logo recognition on Science Café promotional materials including website, YouTube channel, emails, direct mail and on-site signage
- Facility rental discounts
- Complimentary Garden tickets
- Invitations to special events
- Employee discounts on membership and tickets



Southeastern Center for Conservation

Opportunities \$10,000 – \$50,000

The Atlanta Botanical Garden works in partnership to conserve imperiled plants and natural communities. Through a multi-faceted approach that blends rigorous field-based plant rescue and habitat rehabilitation with state-of-the-art molecular research, Garden scientists collaborate with natural resource managers, student interns, and citizen-scientists on native plant conservation efforts across the Southeast. Sponsorships can be directed to fund research to save a plant from extinction, provide resources for seed banking of critically endangered species, protect native plants or fuel other vitally important initiatives.

Custom benefit packages may include:

- Logo recognition in Conservation Center Gallery
- Recognition in Garden publications
- Private tour for 10 with a conservation scientist
- Facility rental discounts
- Complimentary Garden tickets
- Employee discounts on membership and tickets

A photograph of a garden courtyard. In the center is a large, ornate fountain with a blue and white sculpture on top. The fountain has multiple tiers and water is cascading down. In the foreground, there are manicured green hedges. To the right, there is a wooden bench with pink and white patterned cushions. In the background, there is a large brick building with many windows. Some people are standing near the building. In the bottom right corner, there is a small table with orange chairs, a vase of flowers, and lit candles.

Corporate membership

Corporate Membership at the Atlanta Botanical Garden provides companies a way to support one of Atlanta's most treasured outdoor spaces and enjoy exceptional benefits including Garden access for employees, volunteer and team building opportunities, executive benefits for client entertaining and much more!





A Corporate Membership at the Atlanta Botanical Garden helps the Garden grow in many ways while providing excellent opportunities for employee and client engagement through Garden access; team building and volunteer

activities; as well as discounts on tickets and event spaces. Corporate members also receive executive-level memberships as well as recognition for supporting the work and collections of the Atlanta Botanical Garden.

Corporate Membership Benefits	CONTRIBUTION LEVEL		
	\$5,000	\$10,000	\$25,000
DAYTIME ADMISSION			
Complimentary single-use guest passes for daytime admission (including Cocktails in the Garden)	100	200	200
Matching number of complimentary single-use guest passes donated to community organization in your company's name	100	200	200
Option for company to purchase additional daytime admission tickets at discounted group price	✓	✓	✓
FREE ADMISSION FOR EMPLOYEE AND ONE GUEST			✓
GARDEN LIGHTS ADMISSION			
Complimentary tickets to <i>Garden Lights, Holiday Nights</i>	6	8	20
Discount for additional tickets to <i>Garden Lights, Holiday Nights</i>	\$5 off		
Early Access for <i>Garden Lights, Holiday Nights</i> ticket purchases	✓	✓	✓
MEMBERSHIP			
Discount for personal or gift memberships for employees/clients	15%		
Invitations for two guests to Exclusive Garden Special Events	1	2	4
One Arbor Circle membership (value \$2,500)*			✓
ADDITIONAL			
Recognition on Garden website	✓	✓	✓
Facility rental discount (subject to availability and date restrictions)	25%	50%	Complimentary
Volunteer opportunity or behind-the-scenes tour for up to 20 employees or guests		✓	✓

* Multiple memberships may be substituted at an alternative membership level for a total value of equal or lesser than \$2,500

Thank you for your consideration!

Let's bring our partnership to bloom. To learn
more and discuss your custom benefits, contact:

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ATLANTA BOTANICAL GARDEN

