

March Morpho Mania®

Sophia M. Sachs Butterfly House • March 1–31, 2012

Sponsorship Opportunity



MISSOURI BOTANICAL GARDEN

The wildly popular March Morpho Mania returns to the Sophia M. Sachs Butterfly House in 2012. Every visitor to the Tropical Conservatory during the month of March will be delighted as they immerse themselves among more than 3,000 lustrous Blue Morpho butterflies.

This event has become more popular and attracted bigger audiences every year. Over 20,000 visitors enjoyed this spectacular event in 2011. Visitors can follow clues on a scavenger hunt map and explore the animals, plants, and customs of the Morphos' native Costa Rica through drop-in youth programs. Morpho Mania is a fun and exciting way for visitors to learn more about Morphos as well as the Butterfly House's positive impact on the El Bosque Nuevo butterfly farm in Costa Rica.

At the Butterfly House, based in Faust Park in Chesterfield, butterflies fly freely in an 8,000-square-foot conservatory and delight guests as they flutter about and light on a shoulder or a child's palm.

The enchanted environment is the perfect setting for the Butterfly House to fulfill its mission to foster a greater understanding of the relationships between animals and plants in the environment in order to promote the conservation and restoration of natural habitats.

The Butterfly House has been a division of the Missouri Botanical Garden since 2001. Nearly 125,000 people visit each year, and more than 17,000 children take part in educational events.

March Morpho Mania

Presenting Sponsor — \$10,000

- Recognition as the Presenting Sponsor of the event
- Complimentary one-year Corporate Partner membership at the Supporter level, with all associated benefits and privileges
- 100 admission passes to the Butterfly House
- 50 admission passes to the Missouri Botanical Garden
- Opportunities to distribute a product or information about your organization to visitors who shop at the Garden Gate Shop, Little Shop Around the Corner, and Madame Butterfly Gift Shop
- Company logo on the Garden's event webpage
- Company logo in the Garden's *Bulletin* (sent to more than 37,000 member households)
- Company name/logo in the members' e-gram (sent to more than 18,000 members) and public e-gram (sent to more than 5,000 e-mail addresses)
- Company name/logo in members' postcard (sent to more than 37,000 member households)
- Company name/logo in event press releases distributed to 200 media outlets
- Company name/logo featured on a 30'x10' event banner displayed on the Butterfly House during the month of the event
- Recognition in the Missouri Botanical Garden's annual report
- Authorization to display signs at your business announcing your Garden partnership
- The opportunity to host a private corporate event at Emerson Terrace at the Butterfly House on a mutually agreed upon date (catering and related costs not included)

To discover and share knowledge about plants and their environment in order to preserve and enrich life.

mission of the Missouri Botanical Garden

Supporting Sponsor — \$5,000

- Recognition as an event sponsor
- Complimentary one-year Corporate Partner membership at the Supporter level, with all associated benefits and privileges
- 50 passes to the Butterfly House
- 25 passes to the Missouri Botanical Garden
- Company name on the Garden's event webpage
- Company name in the Garden's *Bulletin* (sent to more than 37,000 member households)
- Company name in the members' e-gram (sent to more than 18,000 members) and public e-gram (sent to more than 50,000 e-mail addresses)
- Company name in members' postcard (sent to more than 37,000 member households)
- Company name in event press releases distributed to 200 media outlets
- Recognition in the Missouri Botanical Garden's annual report
- Authorization to display signs at your business announcing your Garden partnership

Contributing Sponsor — \$2,500

- Recognition as an event sponsor
- 25 passes to the Butterfly House
- 15 passes to the Missouri Botanical Garden
- Company name on the Garden's event webpage
- Company name in the Garden's *Bulletin* (sent to more than 37,000 member households)
- Company name in the members' e-gram (sent to more than 18,000 members) and public e-gram (sent to more than 50,000 e-mail addresses)
- Company name in members' postcard (sent to more than 37,000 member households)
- Company name in event press releases distributed to 200 media outlets
- Recognition in the Missouri Botanical Garden's annual report
- Authorization to display signs at your business announcing your Garden partnership



When you partner with the Missouri Botanical Garden, your sponsorship gift delivers great returns! Our sponsors enjoy:

A High Profile

Put your company's name in front of tens of thousands of event participants. Event partners are listed on banners, on the Butterfly House's website, in programs and advertising, and more!

The Garden seizes every opportunity to tell its 37,000 members and the public at large of its event sponsors' generosity. It also provides opportunities to raise awareness about your company's products or purpose.

Great Perks for Employees

Enjoy free admission passes to the Butterfly House, free general admission passes to the Garden, opportunities to host a company event at the Butterfly House, invitations to corporate events at the Garden, and more.

When you partner with the Missouri Botanical Garden, you support an institution that:

Educates.

The Garden's family of attractions sparked the imagination of over 90,000 children in 2011 and supported more than 2,500 math and science educators.



Inspires.

The tranquil Garden and its family of attractions invite visitors into an environment of serenity and natural beauty.



Saves.

Through comprehensive plant science and conservation initiatives and a local focus on living green, the Garden truly is changing the world by restoring ecosystems, slowing plant extinction, conducting research that works to stabilize our global climate, and enlisting others to join the effort.



Meet our Membership

Corporations that partner with the Garden are connecting with people of influence and wherewithal in a prominent, historic, and beautiful venue.

A glimpse of our 37,000 membership households:

Where they live

- 54 percent live in St. Louis County
- 17 percent live in St. Louis City
- 21 percent live primarily in counties on the perimeter of the metropolitan area

Their education

- 47 percent have postgraduate degrees
- 32 percent have bachelors' degrees

What they earn

- 14 percent report an annual income exceeding \$150,000
- 23 percent report an annual income exceeding \$100,000
- 19 percent report an annual income of at least \$75,000
- 25 percent report an annual income of at least \$50,000

Their lifestyles

- 94 percent of members own their own home
- 95 percent are internet savvy
- 83 percent enjoy events as a vital benefit of Garden membership
- 75 percent list among their interests gardening, reading, hiking, and travel

For more information, contact Kristine Gruver, Corporate Relations Manager, at (314) 577-0217 or corporate@mobot.org.

 MISSOURI BOTANICAL GARDEN

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