



CORPORATE PHILANTHROPY AND THE MISSOURI BOTANICAL GARDEN  
PRESENTING SPONSORSHIP OPPORTUNITIES IN 2012

The Missouri Botanical Garden needs your corporate financial support to remain a vibrant cultural attraction and world-leading plant science institution. Corporate support is essential because it demonstrates that those organizations which drive the local economy value the Garden, a healthy planet, and opportunities to learn and grow.

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## THE BENEFITS OF CORPORATE SPONSORSHIP

Corporate contributions support a beloved local cultural attraction with a global impact. In turn, the Garden gives its corporate sponsors a level of recognition and additional benefits that few other promotional efforts can match.

### WITH YOUR SUPPORT, THE GARDEN ACCOMPLISHES GREAT THINGS.

Nearly one million people a year experience the Missouri Botanical Garden and its family of attractions, which include Shaw Nature Reserve in Gray Summit and the Sophia M. Sachs Butterfly House in Chesterfield.

The combined sites provide a number of opportunities for community members to engage, explore, discover, and unwind.

In addition to strengthening cultural life and educational opportunities, the Garden is also a source of local pride. The Garden conducts the most productive and respected plant research program in the world—work that supports critical progress on issues such as global climate change, hunger, and managing disease.

Your contributions make possible the Garden's ongoing work in providing a place of respite, education, and world-changing scientific work.

## A MOST MEMORABLE YEAR

The Missouri Botanical Garden hosts special exhibits that create tremendous buzz and increase Garden visitation exponentially. 2012 will be one of those years.

The Garden will celebrate Chinese art and culture in 2012. In May, the centerpiece of this celebration opens: *Lantern Festival: Art by Day, Magic by Night*, a display of 26 Chinese silk lantern installations, some as tall as three stories, for a first-time-in-the-United-States blockbuster showing.

The Lantern Festival is presented by Emerson. Additional opportunities include sponsoring the performance stage, Chinese marketplace, or one of the 26 lantern installations.

Visitors will experience the Garden at night every Thursday through Sunday from May 26 to August 19. The exhibit will begin before guests even exit their vehicles with a 137-foot-long illuminated dragon lantern standing guard at the entry boulevard.

When a similar show appeared in Canada recently, the American Bus Association gave the exhibit top honors on a list of the 100 best places for group travel in North America. The Garden expects a similar response.

Events in 2012 will reflect the Garden's celebration of China and provide unprecedented opportunities for your company to receive public recognition.



# SPONSORSHIP OF EVENTS AT THE GARDEN OFFERS GREAT BENEFITS.

Through your corporate sponsorship, the Garden reaches parents, executives, art enthusiasts, university students, educators, retirees, gardeners, and conservationists. We connect you to the region's most educated, affluent, and socially engaged residents. (See demographic data on Garden members on page 12.)

In addition to publicly recognizing your generosity and giving you the opportunity to share products or information with consumers, Garden sponsorship also offers benefits to share with your employees. All sponsorship opportunities include:

**RECOGNITION** The Garden publicly acknowledges sponsors at every opportunity. Sponsors are mentioned on the Garden's website (nearly one million visits each month), in

a quarterly magazine to members (37,000 households), on signage at the Garden, and in news releases specific to the sponsored event.

Sponsors may also be acknowledged on billboards and through radio, mobile marketing, television, social media, and newspaper advertising. Your company can also display signs announcing your partnership with the Garden for you to use where your customers will notice.

## SPECIAL ACCESS TO THE GARDEN

Sponsors receive benefits for admission to festivals and floral shows, admission to the Garden and its family of attractions, VIP access, and use of Garden facilities for a corporate event (free or reduced rate, depending on level of sponsorship).

## NETWORKING OPPORTUNITIES

Presenting sponsors also receive one-year complimentary memberships to the Garden's Corporate Partners Program and a seat on the Corporate Council. The Council is a leadership opportunity to meet other executives and help shape the future of the iconic Missouri Botanical Garden.



**LANTERN FESTIVAL**  
**OPENING WEEKEND MAY 26-28**



# WEEKEND CELEBRATIONS: LANTERN FESTIVAL OPENING WEEKEND JAPANESE FESTIVAL | BEST OF MISSOURI MARKET

## LANTERN FESTIVAL OPENING WEEKEND MAY 26–28

Lantern Festival kicks off over Memorial Day weekend with a three-day festival-under-the-stars. The amazing lantern displays will be joined by a Grand Parade featuring a 70-foot-long, 24-legged traditional Chinese dragon, special tours of the Margaret Grigg Nanjing Friendship Garden, traditional dancers, Shanghai acrobats, dancing lions, and Chinese cuisine. Each night will include a ceremony that culminates in the striking of a gong to illuminate the lanterns.

Lantern Festival Opening Weekend is expected to attract more than 35,000 people over three days in 2012.

### PRESENT LANTERN FESTIVAL OPENING WEEKEND—\$50,000

In addition to extensive recognition benefits, the presenting sponsor will receive six tickets to the May 25 Lantern Festival premiere and the opportunity to visit the Garden to witness the construction of these awe-inspiring lanterns.

*\*For a full list of benefits, please see the grid on pages 18–19.*





**JAPANESE FESTIVAL** SEPTEMBER 1-3

# WEEKEND CELEBRATIONS: LANTERN FESTIVAL OPENING WEEKEND

## JAPANESE FESTIVAL | BEST OF MISSOURI MARKET

### JAPANESE FESTIVAL SEPTEMBER 1–3

From the moment the sake barrel breaks during opening ceremonies until the last sumo wrestler leaves the stage, this weekend at the Garden is a wildly popular and always festive celebration of everything Japanese.

The festival, with the beautiful 14-acre Japanese Garden at its center, attracts an average of more than 41,000 people over three days. It celebrates the history, culture, and people of Japan through taiko drumming, martial arts demonstrations, a Japanese marketplace, Japanese cuisine, ice sculpting, bon odori festival dancing, Bunraku puppet theater, and more.

#### PRESENT THE JAPANESE FESTIVAL—\$75,000

This festival is the most highly publicized annual event on the Garden calendar and offers companies great exposure to a diverse audience.

The presenting sponsor will have input in developing an extensive and tailored media campaign promoting Japanese Festival and your support. Your company will also receive 250 Garden general admission passes, 250 tickets to the Japanese Festival, tickets for Teahouse Island tours and Bunraku performances, and more.

*\*For a full list of benefits, please see the grid on pages 18–19.*





**BEST OF MISSOURI MARKET OCTOBER 5-7**

# WEEKEND CELEBRATIONS: LANTERN FESTIVAL OPENING WEEKEND JAPANESE FESTIVAL | BEST OF MISSOURI MARKET

## BEST OF MISSOURI MARKET OCTOBER 5–7

The outdoor Best of Missouri Market® is a celebration of the best the state has to offer. Growers, chefs, artists, bakers, craftspeople, florists, jewelers, potters, and sculptors bring their wares to the Market to create a shopping experience unduplicated in the Midwest.

The festive weekend has become the unofficial kickoff of the holiday shopping season for more than 25,000 people. Many converge before dawn to be the first to sample the goods at the Market and see what's new among the 140-plus vendors. They enjoy live music, great food, and a Kids Corner that features cow-milking, barnyard animals, and activities for the whole family.

### PRESENT BEST OF MISSOURI MARKET—\$50,000

Presenting the the Market offers several opportunities to be mentioned in live radio and television interviews. Your company's name will also appear on a billboard along a major highway, on your ad in the Market directory, and on the official Market t-shirt.

*\*For a full list of benefits, please see the grid on pages 18–19.*



FLORAL SHOWS: ORCHID SHOW

GARDENLAND EXPRESS: HOLIDAY FLOWER & TRAIN SHOW



## **ORCHID SHOW** JANUARY 28–MARCH 25

Each winter, about 34,000 people escape the gray and chilly days of winter with a visit to the popular and historic Orchid Show. This magical display of rare exotic blooms provides a once-a-year glimpse of the Garden's world-class orchid collection. In 2012, a moon gate, silk lanterns, and other accents among the orchids will begin the celebration of Chinese arts and culture.

### **PRESENT THE ORCHID SHOW—\$25,000**

The Orchid Show features an exclusive premiere for the Garden's upper-level members and donors on February 2 and members-only preview on February 3. These events offer additional opportunities for a sponsor to be recognized and associated with the elegant beauty of the show.

The presenting sponsor receives 100 Garden general admission passes, 100 tickets to the Orchid Show, and 20 tickets to the February 2 premiere.

*\*For a full list of benefits, please see the grid on pages 18–19.*



**ORCHID SHOW**  
JANUARY 28–MARCH 25

FLORAL SHOWS: ORCHID SHOW

GARDENLAND EXPRESS: HOLIDAY FLOWER & TRAIN SHOW

**GARDENLAND EXPRESS:  
HOLIDAY FLOWER & TRAIN SHOW**  
NOVEMBER 23–JANUARY 1, 2013

This festive holiday floral exhibit is as much a part of families' traditions as hanging ornaments and baking cookies. More than 46,000 people visit this exhibit in the indoor floral display hall at Ridgway Visitor Center. They love the lush greenery and bright poinsettias surrounding a display that features eight tiny trains meandering through miniature communities and outdoor scenes.

**PRESENT GARDENLAND EXPRESS:  
HOLIDAY FLOWER & TRAIN SHOW—\$25,000**

Gardenland Express also features an exclusive premiere for the Garden's upper-level members and donors on November 27 and a members-only preview on November 28. Both events offer additional opportunities for sponsors to be visible and hospitable in conjunction with this holiday floral show.

The presenting sponsor receives 100 Garden general admission passes, 100 tickets to Gardenland Express, and 20 tickets to the November 27 premiere.

*\*For a full list of benefits, please see the grid on pages 18–19.*



**GARDENLAND EXPRESS:  
HOLIDAY FLOWER & TRAIN SHOW**  
NOVEMBER 23–JANUARY 1, 2013

## ESPECIALLY FOR MEMBERS

More than one million people visit the Garden and its family of attractions each year. Among them is a very special group of people who support the Garden's work through membership. They are essential to the Garden and anchors in the cultural community.

Take a look at our 37,000-household membership base. They are:

**EDUCATED** Forty-seven percent have postgraduate degrees; an additional 32 percent have bachelor's degrees.

**ABLE TO SPEND** Fourteen percent of our member households report earning more than \$150,000 a year. An additional 23 percent earn more than \$100,000 annually, and an additional 19 percent earn at least \$75,000 each year.

**ESTABLISHED** Ninety-four percent of members own their own homes. Seventy-one percent live in St. Louis City or County. The vast majority of remaining members live in a community on the perimeter of the metropolitan area.

**ENGAGED** Ninety-five percent of the Garden's members are internet savvy. They count among their interests traveling, hiking, reading, and gardening.

The Garden hosts several events each year exclusively for members. Presenting sponsors will have the opportunity to reach this most impressive audience.



## FAMILY EVENTS: EGGSTRAVAGANZA | GHOULS IN THE GARDEN BREAKFAST WITH SANTA



### EGGSTRAVAGANZA MARCH 31

Spring comes early at the Missouri Botanical Garden! The annual egg hunt—and photos with Bunny the Garden rabbit—attracts more than 1,600 member parents and children to enjoy a morning of fun.

The presenting sponsor is featured in member publications and communications. Your company will also receive 25 Garden general admission passes and 10 tickets to Eggstravaganza.



### GHOULS IN THE GARDEN OCTOBER 28

Amid the lovely landscape of the Missouri Botanical Garden is a 19th century mausoleum, the final resting place of Garden founder Henry Shaw. What better place to gather for the holiday in which we shed everyday identities to become vampires, mummies, witches, and ghouls? More than 1,500 Halloween revelers come to Ghoul in the Garden each year to roam the grounds and pick up treats. This holiday favorite has been expanded to allow families who are not members to participate.

The presenting sponsor is featured in member publications and communications. Your company will also receive 25 Garden general admission passes and 10 tickets to Ghoul in the Garden.



### BREAKFAST WITH SANTA DECEMBER 1–2

In the hectic days of the holiday season, Santa takes time to visit the Garden in his iconic red costume and big white beard. Each day of the event includes a breakfast buffet, a take-home craft, music, and time to share a holiday wish list with Santa.

The presenting sponsor is featured in member publications and communications. Your company will also receive 25 Garden general admission passes and 10 tickets to Breakfast with Santa.

### **PRESENT ALL THREE MEMBERS' EVENTS—\$13,500** **PRESENT ANY SINGLE MEMBERS' EVENT—\$5,000**

The Garden promotes these events heavily to members. Sponsors enjoy acknowledgements through social media, e-mail, the *Bulletin*, and postcard communications. Sponsors also receive invitations to participate in these special events.

*\*For a full list of benefits, please see the grid on pages 18–19.*

# BUTTERFLY HOUSE EVENTS: MARCH MORPHO MANIA OCTOBER OWLS AND ORCHIDS



**FUN FOR FAMILIES AT THE BUTTERFLY HOUSE**  
Some events are too much fun to be contained to a day or a weekend. St. Louis families love these Garden events and their featured butterflies.

## **MARCH MORPHO MANIA MARCH 1–31**

Something magical happens when 3,000 lovely Blue Morpho butterflies are released en masse in the conservatory of the Sophia M. Sachs Butterfly House. Crowds are captivated. March Morpho Mania™ has become increasingly popular in its early years and grown to attract more than 20,000 people during the month. This month-long event is a wonderful opportunity for a sponsor and delivers an important message on preserving our natural world, highlighting a conservation partnership between the Butterfly House and a rain forest preserve in Costa Rica.

### **PRESENT MARCH MORPHO MANIA—\$10,000**

The presenting sponsor's logo is featured on a 30-foot banner outside the Butterfly House for the entire month of March. Your company can also enjoy an exclusive butterfly release—an unforgettable experience.

*\*For a full list of benefits, please see the grid on pages 18–19.*



**MARCH MORPHO MANIA  
BUTTERFLY HOUSE MARCH 1–31**

# BUTTERFLY HOUSE EVENTS: MARCH MORPHO MANIA OCTOBER OWLS AND ORCHIDS

## **OCTOBER OWLS AND ORCHIDS**

OCTOBER 1–31

October Owls and Orchids combines a spectacular and colorful orchid display with an infusion of nearly 2,000 owl butterflies. The conservatory stays open during evening hours to share with visitors the beauty and fascinating behavior of the butterflies. At dawn and dusk, they move through the conservatory at top speeds in clusters of at least a dozen, showing off the undersides of their wings, which resemble an owl's eye. In the event's first year, more than 12,000 people participated.

### **PRESENT OCTOBER OWLS AND ORCHIDS—\$10,000**

The presenting sponsor's logo is featured on a 30-foot banner outside the Butterfly House for the entire month of October. Your company can also enjoy an exclusive butterfly release—an unforgettable experience.

*\*For a full list of benefits, please see the grid on pages 18–19.*



**OCTOBER OWLS AND ORCHIDS**  
**BUTTERFLY HOUSE OCTOBER 1–31**



## MEET THE GARDEN'S YOUNG FRIENDS

Among the Garden's membership is a group dedicated to ensuring a strong future for the Garden and broader cultural community. They are Young Friends of the Missouri Botanical Garden, an organization of 2,000 young professionals who often serve as Garden volunteers and host special events to engage their peers in the Garden's mission. Over 200 young professionals attend each event.

Events planned for 2012 include:



## TRIVIA NIGHT—GARDEN STYLE FEBRUARY 18

This is classic trivia Garden style, with special categories such as botanical drinks and rock songs with lyrics involving plants. Silent auction items such as gift certificates from local businesses and behind-the-scenes Garden tours are also available.

The presenting sponsor receives 25 Garden general admission passes and a table for 10 at Trivia Night.



## FEST-OF-ALE OCTOBER 19

Local brews are the perfect accompaniment to a crisp fall evening at the Garden. This popular Young Friends gathering features beer tastings from a variety of local breweries, appetizers, live music, and great networking.

The presenting sponsor receives 25 Garden general admission passes and 20 tickets to Fest-of-Ale.

**PRESENT ONE YOUNG FRIENDS' EVENT—\$5,000**

**PRESENT BOTH YOUNG FRIENDS' EVENTS—\$8,000**

*\*For a full list of benefits, please see the grid on pages 18–19.*

## **GREEN HOMES AND GREAT HEALTH FESTIVAL SEPTEMBER 29**

Help your family live green—and live healthier! Celebrate sustainable living as you explore ways to maintain a healthy you and a healthy planet. Talk one-on-one with physicians about a variety of health issues and prevention tips. Enjoy yoga, tai chi, free health screenings, and more.

Learn from expert workshops about the many ways that plants, air, water, soil, and energy sustain our homes, our health, and our living Earth. Visit over 100 green product and service exhibitors. Enjoy local foods, live music, solar car races, and shopping at the Green Marketplace.

### **PRESENT THE GREEN HOMES AND GREAT HEALTH FESTIVAL—\$15,000**

The presenting sponsor's logo will be featured on a Metro Art in Transit bus for one year and on the event t-shirt. The presenting sponsor company can also enjoy an in-company lunch-and-learn with a Garden sustainability expert.

*\*For a full list of benefits, please see the grid on pages 18–19.*



**GREEN HOMES AND GREAT HEALTH FESTIVAL SEPTEMBER 29**

<b>PRESENTING SPONSORSHIP BENEFITS IN 2012</b>	<b>\$75,000 JAPANESE FESTIVAL</b>	<b>\$50,000 BEST OF MISSOURI MARKET</b>	<b>\$50,000 LANTERN FESTIVAL OPENING WEEKEND</b>	<b>\$25,000 HOLIDAY FLOWER AND TRAIN SHOW</b>	<b>\$25,000 ORCHID SHOW</b>	<b>\$15,000 GREEN HOMES AND GREAT HEALTH</b>
Designation as Presenting Sponsor	✓	✓	✓	✓	✓	✓
Listing in the Garden's <i>Bulletin</i>	✓	✓	✓	✓	✓	✓
Listing in the members' e-gram and public e-gram	✓	✓	✓	✓	✓	✓
Listing on relevant social media updates	✓	✓	✓	✓	✓	
Listing in members' postcard	✓	✓	✓	✓	✓	✓
Listing in event press releases	✓	✓	✓	✓	✓	✓
Recognition in the annual report	✓	✓	✓	✓	✓	✓
Company listed on the Garden website event page	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Authorization to display signs at your business	✓	✓	✓	✓	✓	✓
Product or information distribution	✓	✓	✓	✓	✓	✓
Prominence in event marketing plan	✓	✓	✓	✓	✓	
Exclusive mention in media interviews	✓	✓	✓			
Logo/name included in all event collateral	✓	✓	✓	✓	✓	✓
Logo/name on event advertising	✓	✓	✓	✓	✓	
Full-page ad in event program	✓	✓	✓	N/A	N/A	N/A
Company featured on event banner	✓	✓	✓	✓	✓	✓
One-year Corporate Partner membership and benefits	SHAREHOLDER	UNDERWRITER	UNDERWRITER	INVESTOR	INVESTOR	SUPPORTER
Corporate profile in <i>Bulletin</i>	✓	✓	✓			
Garden general admission passes	250	100	100	100	100	150
Butterfly House general admission passes						
Event tickets	250*	100	75*	100*	100*	N/A
Host a company event on Garden grounds for only the cost of catering (time and date to be mutually agreed upon with the Garden and Catering St. Louis)	✓					

\*Tickets to subsidiary event components are also included. See event overview for details.

	<b>\$10,000</b> OCTOBER OWLS AND ORCHIDS	<b>\$10,000</b> MARCH MORPHO MANIA	<b>\$5,000</b> BREAKFAST WITH SANTA	<b>\$5,000</b> GHOULS IN THE GARDEN	<b>\$5,000</b> EGGSTRA- VAGANZA	<b>\$5,000</b> TRIVIA NIGHT— GARDEN STYLE	<b>\$5,000</b> FEST- OF-ALE
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓
	✓	✓					
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓	✓	✓
	LOGO	LOGO	NAME	NAME	NAME	NAME	NAME
	✓	✓					
	✓	✓					
	✓	✓	✓	✓	✓	✓	✓
	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	✓	✓					
	SUPPORTER	SUPPORTER					
	50	50	25	25	25	25	25
	100	100					
	N/A	N/A	10	10	10	TABLE OF 10	10



We hope you have found the perfect opportunity in 2012 to strengthen your company's position in the community while you strengthen the community itself. We also work with corporations that seek other ways to support the Garden, including:

- Providing special project support for education, plant science and conservation, or horticulture programs.
- Becoming part of the Garden's Corporate Partners Program and Corporate Council (details at [www.mobot.org/corporate](http://www.mobot.org/corporate)).
- Matching employee contributions to the Garden.

For more information about sponsoring an event, call (314) 577-0217 or send an e-mail to [corporate@mobot.org](mailto:corporate@mobot.org).

Your support helps save at-risk species and protects habitats close to home and around the world. On behalf of the Missouri Botanical Garden and our one shared planet, thank you.



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

*-mission of the Missouri Botanical Garden*