



Sponsor
the 2012
Orchid Show



MISSOURI BOTANICAL GARDEN

2012 ORCHID SHOW: JANUARY 28 THROUGH MARCH 25

The Event

The Missouri Botanical Garden has a collection of orchids that rivals the best in the world.

The collection includes several rare and endangered species and requires special environmental conditions to thrive. It is maintained outside of public view all but two celebrated months of the year.

Every February and March, the best of the best of this prized orchid collection are put into an artful and ever-changing floral display that attracts nearly 40,000 people in eight weeks.

The Opportunity

The 94th annual Orchid Show opens on January 28. As presenting sponsor of the show, your company will connect with Garden members at the event they tell us is their favorite. Put your company name before this affluent, educated, and engaged group in a setting in which the weight of winter is temporarily suspended for the intoxicating and fragrant beauty of orchids.



About the Collection

The first plants of the Garden's collection arrived in 1876 as a gift from the Minister of Brazil to Garden founder Henry Shaw; descendants of those plants are in the collection today.

In 1923, legendary horticulturist George H. Pring brought to the Garden 5,000 *Cattleyas* from an expedition in Panama and Colombia. The flower remains a vibrant part of the collection. Its blooms are traditionally used in the queen's bouquet at the Veiled Prophet Ball and summertime parade.

In the mid-1920s, as the Garden's research program expanded in Central America and hence the orchid collection grew in St. Louis, the city began to suffer the effects of industrial smoke and smog. In 1926, to protect the orchids, the Garden bought land in Gray Summit, Missouri, intending to move the collection there. Improvements in the city's air quality made the move unnecessary, and today, that land is Shaw Nature Reserve.

The Garden's orchid collection has grown to 8,000 plants and remains one of the largest in the United States. It is housed in 11,000 square feet of the Garden's greenhouse space. The Orchid Range is divided into three separate greenhouses to simulate the various climates where orchids grow in the wild.

The 2012 Orchid Show will kick off the Garden's Year of China, featuring a Moon Gate, silk lanterns, and other Chinese accents among the orchids.

Please join the Garden in presenting this spectacular floral show to the St. Louis community.



Opportunities

PRESENTING SPONSORSHIP: \$25,000

- Exclusive mention as Presenting Sponsor.
- Logo/name displayed prominently in all collateral, signage, advertising, and mention in media interviews, when possible.
- A total of 100 Orchid Show tickets.
- A total of 20 tickets to the Orchid Show Premiere on Thursday, February 2.
- A total of 100 general admission passes to the Missouri Botanical Garden.
- Benefits available to sponsors at the \$15,000, \$10,000 and \$5,000 levels. (*see back page*)

PRESENTING AND PREMIERE SPONSORSHIP: \$30,000

- Presenting Sponsor benefits, plus
- Exclusive sponsor presence at the Orchid Show Premiere, a special evening for over 500 of the Garden's upper-level patrons on Thursday, February 2.
- Listing on the Premiere invitation, mailed to 2,000 of the Garden's top donors.
- Exclusive product promotion at the Premiere.
- A total of 150 tickets to the Orchid Show.
- A total of 40 tickets to the Orchid Show Premiere.
- A total of 150 general admission passes to the Missouri Botanical Garden.
- Benefits available to sponsors at the \$15,000, \$10,000 and \$5,000 levels.

DETAILS

WHAT: 2012 Orchid Show

WHEN: January 28 to March 25, 2012

SPECIAL DATES: Exclusive Premiere February 2
Members' Preview February 3

WHERE: Orthwein Floral Display Hall, Ridgway Visitor Center
at Missouri Botanical Garden

HOURS: 9 a.m. to 3 p.m. Mondays through Fridays
9 a.m. to 5 p.m. weekends

THEME: Year of China

FEATURES: 800 blooming orchids and Chinese accents in lush,
tropical display

Additional Sponsorship Opportunities

\$15,000 SPONSORSHIP

- Logo/company name displayed and in print advertising.
- Mention in print and broadcast interviews, when possible.
- Opportunity to host a private reception during the Orchid Show; catering costs not included.
- A total of 75 Orchid Show passes.
- A total of 10 tickets to the Orchid Show Premiere on Thursday, February 2.
- Benefits available to sponsors at the \$10,000 and \$5,000 levels.

\$10,000 SPONSORSHIP

- Logo/company name included with name in event collateral and on website.
- Opportunity to provide bag stuffers for the Garden's retail outlets, including the Garden Gate Shop, Little Shop Around the Corner, and Madame Butterfly Shop.
- Opportunities for product giveaways at selected times.
- A total of 50 Orchid Show passes.
- A total of six tickets to the Orchid Show Premiere on Thursday, February 2.
- Benefits available to sponsors at the \$5,000 level.

\$5,000 SPONSORSHIP

- Designation as an official sponsor.
- Company name listing on event collateral, including the building banner, on-site signage, rack cards, and other communication pieces.
- Company name listing in news releases distributed to 200 media outlets.
- Company name listing in the Garden's *Bulletin* magazine, sent to 37,000 member households.
- Company name listing on the Garden's website event page.
- 25 Orchid Show admission passes.
- Two tickets to the Orchid Show Premiere on Thursday, February 2.

 MISSOURI BOTANICAL GARDEN

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