

Best of Missouri Market

October 4–6, 2013



MISSOURI BOTANICAL GARDEN

Nearly 25,000 people will converge at this open-air market October 4 through 6 to celebrate—and take home—the best of what Missouri offers. Vintners, growers, chefs, artists, bakers, craftspeople, florists, jewelers, potters, and sculptors bring their wares to the Market to create a shopping experience like no other.

About the Best of Missouri Market

More than 120 vendors from the bi-state region bring their best to the lovely Missouri Botanical Garden during this fall weekend. They invite shoppers to stop and sample the salsa, sip the regional wine, try the decadent gooey butter cake, and much more.

It is a tasting, touching, trying-on, and taking-home celebration.

The Market has something for everyone. Children can decorate pumpkins, meet barnyard animals, and create paper hats. The people-watchers can settle in with a slice of homemade pie and listen to live music.

For those who want to slip away for a quiet moment, the Garden offers 79 acres of autumn serenity.

About Sponsorship

Sponsor the Market and enjoy recognition during the weekend and beyond, admission passes to share with colleagues and customers, and the opportunity for media exposure. The Market has long enjoyed attention from television, newspaper, and radio. The Garden has made the Market a virtually zero-waste event by using only recyclable and compostable food containers along with dedicated volunteers and visitor education programs.

Sponsorship of the Market offers opportunities to be mentioned in radio and television interviews. Your company's name will also appear in print materials, on banners, and the official Market t-shirt.

Market Details

Friday, October 4

6 to 9 p.m. First Look Friday evening

Saturday, October 5

8 to 9 a.m. Members' only early-bird shopping and refreshments

9 a.m. to 5 p.m. Market and Kid's Corner open

Sunday, October 6

9 a.m. to 5 p.m. Market and Kid's Corner open

Admission: \$12 adults, \$5 children, or for Garden members, \$5 adults, children free

The first weekend of October in St. Louis means one thing to many thousands of loyal and local shoppers: Best of Missouri Market®.

Get noticed during this festive weekend.

Connect with consumers who are in the mood to discover new products and spend. Sponsor the 2013 Market.

Sponsorship Opportunities

Sponsors of Best of Missouri Market benefit on two fronts. First, they are recognized through a tremendous promotional campaign. Second, they enjoy the opportunity to communicate directly with Market-goers.

Promotional campaign

Market media coverage begins in August with regional newspapers and magazines telling readers to mark their calendars. It intensifies in early September with radio stations announcing the Market.

By late September, virtually every local television network has featured the Market, as have most of the radio stations and newspapers in the metropolitan area. Reporters interview event organizers, attempt recipes featured at the Market, or simply promote the event in their "best of" coverage.

In 2012, the media value of the event was estimated at \$140,000. The Garden uses media opportunities to promote the event and acknowledge Market sponsors. The Garden also recognizes Market sponsors in communications to its nearly 43,000 member households.

Communication with consumers

Your company can deliver its message to an engaged audience at the Market. Build your database with a register-to-win promotion. Provide product samples at an outdoor booth or in bag stuffers at the Garden Gate Shop. Put your name in front of nearly 25,000 people on signs, maps, banners, and fliers.



Sponsor the Best of Missouri Market.

Gold Sponsor - \$15,000

Sponsorship Benefits

- Sponsor name/logo displayed on the Best of Missouri Market 6' x 20' sponsorship banner, prominently displayed one month before the Market to be viewed by 50,000-plus visitors
- Name/logo on Best of Missouri Market t-shirts
- Name/logo prominently displayed as a Best of Missouri Market Gold Sponsor
- 10' x 10' display booth for product sampling
- Promotional item distribution to Market attendees
- Authorization to display signage at your business highlighting your support of the Best of Missouri Market
- Recognition in the Missouri Botanical Garden's annual report
- Listing in on-site and direct mail promotions including brochures, exhibit maps, and membership publications
- Full page, black-and-white ad in the Market Directory distributed to all Market attendees (Ad artwork deadline is July 1, 2013)
- Corporate listing in the Garden's quarterly membership publication, the *Bulletin*, sent to nearly 43,000 households (*Bulletin* Fall Issue deadline is July 1, 2013)
- Sponsor name highlighted on the Missouri Botanical Garden website (300,000 unique visitors per month and over one million monthly page views)
- 80 admission passes for the Best of Missouri Market
- Complimentary one-year Missouri Botanical Garden Corporate Partner membership at the Investor level and all benefits associated with membership

Silver Sponsor \$10,000

Sponsorship Benefits

- Sponsor name/logo displayed on the Best of Missouri Market 6' x 20' sponsorship banner, prominently displayed one month before the event to be viewed by 50,000-plus visitors
- Name/logo on Best of Missouri Market t-shirts
- 10' x 10' display booth for product sampling
- Promotional item distribution to Market attendees
- Authorization to display signage at your business highlighting your support of the Market
- Recognition in the Missouri Botanical Garden's annual report
- Listing in on-site and direct mail promotions including brochures, exhibit maps, and membership publications
- Half page, black-and-white ad in the Market Directory distributed to all Market attendees (Ad artwork deadline is July 1, 2013)
- Sponsor listing in the Garden's quarterly membership publication, the *Bulletin*, sent to nearly 43,000 households (*Bulletin* Fall Issue deadline is July 1, 2013)
- Sponsor name highlighted on the Missouri Botanical Garden website
- 50 admission passes for the Market
- Complimentary one-year Missouri Botanical Garden Corporate Partner membership at the Supporter level and all benefits associated with membership

Bronze Sponsor - \$5,000

Sponsorship Benefits

- Name/logo on Best of Missouri Market t-shirts
- Authorization to display signage at your business highlighting your support of the Market
- Recognition in the Missouri Botanical Garden's annual report
- Listing in on-site and direct mail promotions including brochures, exhibit maps, and membership publications
- Half page, black-and-white ad in the Market Directory distributed to all Market attendees (Ad artwork deadline is July 1, 2013)
- Sponsor listing in the Garden's quarterly membership publication, the *Bulletin*, sent to nearly 43,000 households (*Bulletin* Fall Issue deadline is July 1, 2013)
- Sponsor name highlighted on the Missouri Botanical Garden website
- 30 admission passes for the Best of Missouri Market

Market Friend Sponsor - \$2,500

Sponsorship Benefits

- Authorization to display signage at your business highlighting your support of the Market
- Sponsor name listed as a Friend of the Best of Missouri Market in the Garden's quarterly membership publication, the *Bulletin*, sent to nearly 43,000 households
- Listing in on-site and direct mail promotions including brochures, exhibit maps, and membership publications
- Quarter page, black-and-white ad in the Market Directory distributed to all Market attendees (Ad artwork deadline is July 1, 2013)
- 15 admission passes for the Best of Missouri Market



For more information, contact
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 MISSOURI BOTANICAL GARDEN

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