



*Partner with the Garden to  
Bring the Fascinating  
Desert World to St. Louis*

*Sponsor the 2013 Desert Show:  
Plants and People of the Western U.S. Deserts*



MISSOURI BOTANICAL GARDEN

The Missouri Botanical Garden is a cultural icon, in part because it brings to St. Louis the stories of distant people through their traditions, art, and plants.

This is your invitation to partner with the Garden and sponsor the inaugural Desert Show: *Plants and People of the Western U.S. Deserts* in 2013.

*Plants and People of the Western U.S. Deserts* will transport visitors to the desert through an artistic display of cacti and other succulent plants in the context of traditional Navajo life. The Garden anticipates welcoming at least 20,000 people to the show's debut year.

The show is an exceptional opportunity to raise awareness about the important uses of desert plants and the extreme vulnerability of their ecosystem. Arid region plants also hold special historical significance for the Garden.

### ***History of Cacti at the Garden***

The Garden's affection for the cactus is woven into its earliest days. Dr. George Engelmann, who advised founder Henry Shaw as he planned the Garden, was a respected and widely published expert on cacti. The Garden inherited Engelmann's collection of cacti when he died, beginning a storied history.

Beginning in 1913, visitors to the Garden saw cacti on display year-round in the Desert House, a conservatory that stood south of the Climatron® until 1994. When the conservatory closed, the collection of more than 700 plants was moved out of public view and cared for in Garden greenhouse space. Specimens from this rare and historic collection will be on display again during the Arid Regions Show.

### ***About Desert Regions***

Arid and semi-arid regions comprise a third of the earth's land surface. Plants in these regions fascinate us with their ability to thrive at the extremes of heat with minimal moisture.

As conditions become even more extreme, plants face the threat of extinction; we face the possibility of losing sources of food, textiles, dye, and more. *Plants and People of the Western U.S. Deserts* will also feature ethnobotanical artifacts—elements that introduce the economic and cultural uses of desert plants.

## DETAILS

**What:** Edge of Survival: Desert Plants and Culture

**When:** June 29–August 4, 2013

**Special Date:** Exclusive Members' Preview  
June 28

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

**Hours:** 9 a.m. to 5 p.m. each day

**Theme:** People and Plants of the  
Southwestern United States

**Features:** Hundreds of cacti and succulent  
plants displayed with elements of  
Navajo culture

**Projected attendance:** Over 20,000

### ***Sponsor the 2013 Desert Show: Plants and People of the Western U.S. Deserts***

*Plants and People of the Western U.S. Deserts* is a new opportunity for the Garden to engage and inspire the community through the connection between plants and people worldwide.

Please join us as a sponsor.



# SPONSOR OPPORTUNITIES

## ***Presenting Sponsorship: \$25,000***

- Exclusive mention as Presenting Sponsor.
- Sponsor logo/name displayed prominently in all collateral, signage, advertising, and mention in media interviews, when possible.
- Opportunity to host a private reception during *Plants and People of the Western U.S. Deserts*; catering costs not included.
- A total of 100 *Plants and People of the Western U.S. Deserts* tickets.
- A total of 20 tickets to the *Plants and People of the Western U.S. Deserts* Evening Preview on Friday, June 28.
- 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 (detailed on the following page).

## ***Presenting and Preview Sponsorship: \$30,000***

### *Presenting Sponsor benefits, plus*

- Exclusive presence and product promotion opportunities at the Preview.
- A total of 150 tickets to *Plants and People of the Western U.S. Deserts*.
- A total of 40 tickets to *Plants and People of the Western U.S. Deserts* Evening Preview on Friday, June 28.
- 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.



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **\$15,000 Sponsorship**

- Sponsor logo/name displayed on all signage and in print advertising.
- A total of 75 *Plants and People of the Western U.S. Deserts* passes.
- A total of 10 tickets to the *Plants and People of the Western U.S. Deserts* Preview on Friday, June 28.
- A total of 75 general admission passes to the Missouri Botanical Garden.
- Benefits available to sponsors at the \$10,000 and \$5,000 levels.

## **\$10,000 Sponsorship**

- Opportunity to provide bag stuffers for the Garden's retail outlets, including the Garden Gate Shop and Little Shop Around the Corner.
- Opportunities for product giveaways at selected times.
- A total of 50 *Plants and People of the Western U.S. Deserts* passes.
- A total of 6 tickets to the *Plants and People of the Western U.S. Deserts* Preview on Friday, June 28.
- A total of 50 general admission passes to the Missouri Botanical Garden.
- Benefits available to sponsors at the \$5,000 level.

## **\$5,000 Sponsorship**

- Designation as an official sponsor.
- Sponsor name recognized on event collateral, including the building banner, on-site signage, rack cards, and other communication pieces.
- Sponsor name recognized in news releases distributed to 200 media outlets.
- Sponsor name recognized in the *Garden's Bulletin* magazine, sent to 43,000 member households.
- Sponsor name recognized on the Garden's website event page. The Garden's website receives 300,000 unique visitors per month and over one million monthly page views.
- 25 *Plants and People of the Western U.S. Deserts* admission passes.
- 2 tickets to *Plants and People of the Western U.S. Deserts* Preview on Friday, June 28.
- 25 general admission passes to the Missouri Botanical Garden.

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For more information, contact  
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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*