



Talking Points for Corporate Council Members

Through financial support of the Missouri Botanical Garden, corporations contribute to the quality of life in their community, position themselves as socially responsible, and establish a relationship with a cultural institution that in turn benefits the corporation.

Corporate partners demonstrate social responsibility.

The Garden operates on two fronts. One is the visible and beautiful 79-acre garden. The other is a science and conservation initiative around the world. Our plant research and conservation work rank us with the world's best, including the Smithsonian, Royal Botanic Garden-Kew, and New York Botanical Garden.

Why? Plant research is fundamentally important to the health of the planet and our personal well-being. Plants give us food, shelter, fabrics, medicine, and much more. They protect our soil, clean our air, stabilize our climate and, of course, give us oxygen to breathe.

Plants are becoming extinct at an alarming rate because of pollution, climate change, habitat destruction, and other factors. By the end of this century, it is possible that fewer than half of the estimated 350,000 plant species on Earth will still exist. The Garden is leading the world in tackling this issue through an operation that includes scientists in 36 countries. They are finding plants, identifying plants and studying them to determine their potential.

The Garden deploys scientists to work in areas of the world where plant life is richest to help community members develop alternatives to cutting trees and over-consuming resources.

Corporate partners support the quality of life in St. Louis.

The Garden is an urban oasis. Eighty-five percent of the Garden's 37,000 member households say it is the simple beauty and serenity of the Garden that they most enjoy. Tens of thousands of others will tell you the Garden is a hub of cultural interest featuring annual festivals, occasional art exhibits, outdoor

concerts on warm summer nights, an indoor tropical rainforest, holiday fun for families, garden displays representing Japan, Turkey, China, England, and Germany, and much more.

This award-winning Garden is the product of tremendous effort. Horticultural staff members spend an average of 1,300 hours a week maintaining our beautiful displays.

Corporate partnership with the Garden is good for the company, too.

Corporations who support the Garden have special access to an institution that provides fun and education for employees and their families. Benefits of membership include free admission passes, reduced admission for festivals, invitations to exclusive show premieres, and an annual dinner.

Corporate friends get the best seats in the house at an exclusive social gathering at the Whitaker Music Festival, a summertime evening concert series. The Garden also hosts special days for corporations who support the Garden and offers beautiful event facilities for companies to host events.

The Garden also works with sponsoring corporations to offer tips on conducting business in the most environmentally conscious way.

Of course, working with the Garden can include membership in the Corporate Council, which is a great opportunity to network with other corporate leaders in the St. Louis region.

Corporate support of the Garden is good for the planet, good for the community, and good for your company.