



# GREEN LIVING FESTIVAL

*Saturday, July 11, 2026 | Sponsorship Opportunities*

 **MISSOURI BOTANICAL GARDEN**

# GREEN LIVING FESTIVAL

Help your family, friends, and coworkers live green! The Missouri Botanical Garden's 25th annual Green Living Festival is ready to provide the community with sustainable solutions. Attendees will join experts at the Garden for a full day of active learning, exploring, and engaging in ideas for taking action in their everyday life. The festival features exhibitors, workshops, DIY demos, children's activities, and tours. Programming focuses on plants and the many ways air, water, soil, and energy sustain our homes, health, and planet.

**Saturday, July 11 | 9 a.m. to 4 p.m.**

Become a sponsor of this family-friendly festival, and connect with an audience that wants to live, work, learn, and play in more sustainable ways. Your sponsorship helps our sustainability programs all year long.

The Green Living Festival is included with general Garden admission and free for members, making it an affordable opportunity for individuals and families throughout the St. Louis region to learn more about sustainable practices and enjoy a day of unique activities.

## 2025 HIGHLIGHTS

- 2,712 visitors explored sustainable solutions
- 300 tour and workshop participants
- 63 exhibitors and vendors (20 were new to the event)
- 13 educational tours and workshops

Join us to make 2026 even better!

- Climate education
- Composting
- Energy efficiency tips
- Entertainment
- Family-friendly activities
- Naturescaping
- Outdoor adventures
- Upcycled DIY
- Waste reduction
- Yoga





# THE AUDIENCE

Meet the Garden audience who hears about—and attends—special events like the Green Living Festival.

## INSPIRED THROUGH INTERACTION

Garden members are particularly interested in meaningful interactions with experts on topics that directly impact their lives, community, and environment. Recent surveys show connections like those with exhibitors and vendors at the Green Living Festival are valuable to this audience. **They want to learn more about protecting plants, addressing climate change, and engaging with sustainability programs and initiatives.**

## PUBLIC FESTIVAL AUDIENCE

- 47 average age
- 24% have children 18 or younger in the home
- 15% have children 12 or younger in the home
- 33% members
- 49% local adult visitors
- 41% report household income of \$100,000 or greater

## DIGITAL MEDIA AUDIENCE

- 419,000 website visitors per month
- 371,000 email subscribers
- 214,000 Facebook followers
- 124,000 Instagram followers
- 44,000 X (formerly Twitter) followers

## GARDEN MEMBER AUDIENCE

- 52K households
- 85% live in the greater St. Louis area
- 71% visit 3 or more times per year
- 95% attend at least 1 signature event per year
- 23% of member visits include a guest
- 26% of member visits include children
- 42% report household income of \$100,000 or greater
- 81% hold a bachelor's degree or higher

# SPONSORSHIP

Each event offered by the Garden includes the opportunity to customize your sponsor experience and connect your brand with your desired audience. We invite you to tell us more about your sales and marketing goals.

## FESTIVAL AREA SPONSOR | \$5,500

The Green Living Festival includes specific activities and engagement opportunities. Connect your brand with a specific element of the Festival.

- Children's Activities Sponsor
- Planet and Personal Wellness Sponsor
- NatureScaping Sponsor
- STEM and Climate Education Sponsor
- Workshops and Tours Sponsor

### Sponsor recognition and benefits include:

- Promotion on event website, social media, and signage
- Option to table and display resources, products, and branded promotion items
- 50 complimentary Missouri Botanical Garden general admission passes for clients, staff, and friends

## FESTIVAL FRIEND | \$1,500

Enjoy recognition in event materials and 25 Missouri Botanical Garden general admission passes. Option to table and display resources, products, and branded promotion items.

## MEDIA | IN-KIND VALUE PARTNERSHIP

Opportunities for recognition, product placement, and general admission tickets. Benefits based on value of donation.

*\* Some recognition contingent upon print deadlines and date of sponsorship confirmation.*

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### For more information, contact:

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**MISSOURI BOTANICAL GARDEN**

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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*

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