



GREEN LIVING FESTIVAL

Saturday, June 1, 2024 | Sponsorship Opportunities

 **MISSOURI BOTANICAL GARDEN**

GREEN LIVING FESTIVAL

Help your family, friends and coworkers live green! The Missouri Botanical Garden's 23rd annual Green Living Festival is back, refreshed and 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. Exhibitors, workshops, DIY demos, children's activities, and tours will focus on the many ways that plants and the air, water, soil, and energy of our environment sustain our homes, health, and planet.

MISSOURI BOTANICAL GARDEN | Saturday, June 1 | 10 a.m. to 5 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, 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.

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





THE AUDIENCE

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

DIGITAL MEDIA AUDIENCE

- 466,000 website visitors per month
- 198,000 Facebook followers
- 109,000 Instagram followers
- 54,000 X (formerly Twitter) followers

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

GARDEN MEMBER AUDIENCE

- 52,000 households
- 80% live in the greater St. Louis area
- 80% visit 3–11 times per year
- 91% attend at least 1 signature event per year
- 3x Members bring guests per year
- 34% report household income of \$100,000 or greater
- 79% hold a bachelor’s degree
- 48% hold a master’s degree

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 (New for 2024)
- 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.

For more information, contact:

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

