

JOIN US
VIRTUALLY



Green Living Festival

Sustainable solutions for you!

June 2–4, 2021

SPONSORSHIP OPPORTUNITIES

 **EarthWays
Center** | sustainable
solutions

a division of the  MISSOURI BOTANICAL GARDEN



Join us virtually June 2–4, 2021

OUTDOOR ADVENTURES • YOGA • ENERGY TIPS •
COMPOST • UPCYCLED DIY • WASTE REDUCTION •
NATURESCAPING • FAMILY-FRIENDLY ACTIVITIES

In June, thousands of guests take a fun and informative look at green living. The Green Living Festival offers a unique, curated opportunity for the St. Louis community to learn, play, and engage in a sustainable lifestyle.

For 20 years, Green Living Festival guests explore the links between sustainability, energy efficiency, conservation, and a healthy environment. This year, they will virtually visit with green product and service vendors and attend live panel discussions and workshops for earth-friendly topics, with enhanced website access.

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.





The Audience

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

Digital Media Audience

- 460,000 website visitors per month
- 165,000 Facebook followers
- 90,000 Instagram followers
- 50,000 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

- 47,000 households
- 80% live in the greater St. Louis area
- 80% visit 3 to 11 times per year
- 91% attend at least 1 signature event per year
- Members bring guests 3 times per year
- 34% report household income of \$100,000 or greater
- 79% hold a bachelor's degree
- 48% hold a master's degree

Sponsorship Opportunities

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
- Workshops Sponsor

Sponsor recognition and benefits include:

- Promotion through regional print, radio, web, and social media outlets
- Virtual display space hosted on the Garden's website, product placement, and brand promotion items
- 50 complimentary Missouri Botanical Garden admission passes for clients, staff, and friends

Additional Options

Festival Friend / \$1,500

Enjoy recognition in event materials and 25 Missouri Botanical Garden admission passes.

Media Sponsor / value of partnership

Enjoy recognition in event materials, product placement, and 20 Missouri Botanical Garden admission passes.

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.

For more information, contact:

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