GREEN LIVING FESTIVAL
Sponsorship Opportunities | June–August 2023

MISSOURI BOTANICAL GARDEN
GREEN LIVING FESTIVAL

Join us for a Summer of Sustainability

Join the EarthWays Center during a “Summer of Sustainability” around the St. Louis community! Experience family-friendly activities such as DIY projects and outdoor adventures at each of the five Zoological Museum District locations. Workshops, exhibitors, 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.

Following the successful debut of this expanded event format in 2022, attendees will again experience unique sustainability offerings at each of these beloved local institutions:

SAINT LOUIS ART MUSEUM | Saturday, June 3
SAINT LOUIS SCIENCE CENTER | Saturday, June 17
SAINT LOUIS ZOO | Saturday, July 8
MISSOURI HISTORY MUSEUM | Saturday, July 22
MISSOURI BOTANICAL GARDEN | Saturday, August 5

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

The Green Living Festival summer of sustainability will be promoted to the audiences of all five host organizations. Meet the Garden audience who hears about—and attends—special events like the Green Living Festival.

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<tr>
<th>DIGITAL MEDIA AUDIENCE</th>
<th>GARDEN MEMBER AUDIENCE</th>
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<tbody>
<tr>
<td>460,000 website visitors per month</td>
<td>48,000 households</td>
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<tr>
<td>189,000 Facebook followers</td>
<td>80% live in the greater St. Louis area</td>
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<tr>
<td>103,900 Instagram followers</td>
<td>80% visit 3–11 times per year</td>
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<tr>
<td>53,900 Twitter followers</td>
<td>91% attend at least 1 signature event per year</td>
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<tr>
<th>PUBLIC FESTIVAL AUDIENCE</th>
<th>GARDEN MEMBER AUDIENCE</th>
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<tbody>
<tr>
<td>47 average age</td>
<td>3x Members bring guests per year</td>
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<tr>
<td>24% have children 18 or younger in the home</td>
<td>34% report household income of $100,000 or greater</td>
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<tr>
<td>15% have children 12 or younger in the home</td>
<td>79% hold a bachelor’s degree</td>
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<tr>
<td>33% members</td>
<td>48% hold a master’s degree</td>
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<td>49% local adult visitors</td>
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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. Area sponsorships will support all Green Living Festival pop-up events during the Summer of Sustainability.

• Children’s Activities Sponsor
• Planet and Personal Wellness Sponsor
• NatureScaping Sponsor
• Workshops Sponsor

Sponsor recognition and benefits include:

• Promotion through regional print, radio, web, social media, and signage
• Option to table and display resources, products, and branded promotion items at up to three of the in-person Green Living Festival pop-up events
• 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 at up to two of the Green Living Festival pop-up events.

MEDIA SPONSOR | VALUE OF PARTNERSHIP

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

For more information, contact:

Katie Reinarman
Corporate Relations Manager
(314) 577-9513  |  kreinarman@mobot.org

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