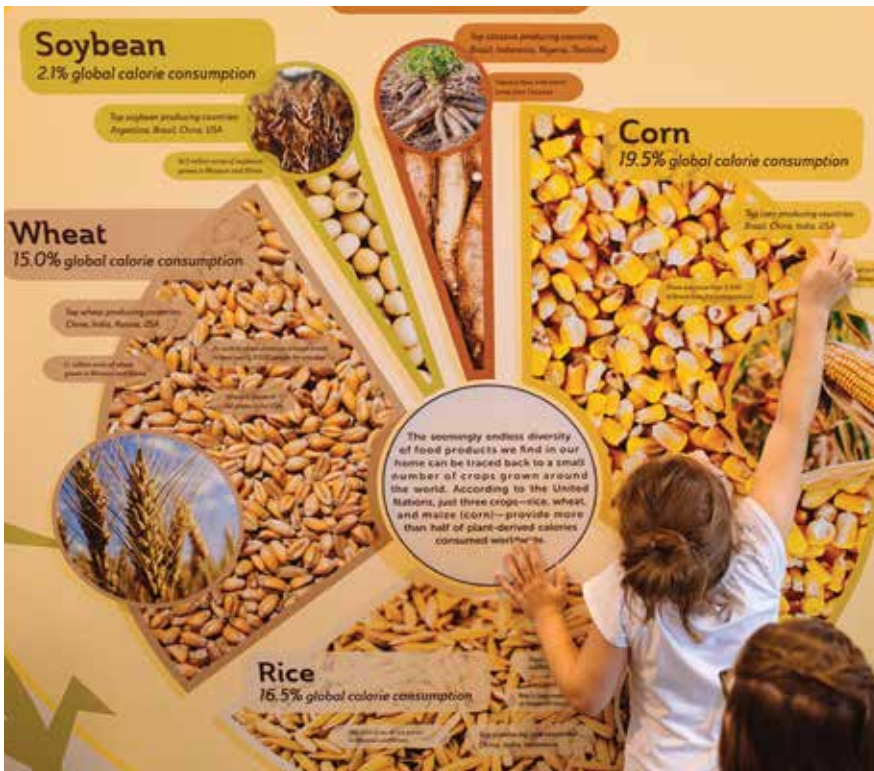




GREEN LIVING FESTIVAL

Sponsorship Opportunities | *June–September 2022*



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.

Attendees will experience unique sustainability offerings at each of these beloved local institutions:

- SAINT LOUIS SCIENCE CENTER | Saturday, June 4
- MISSOURI HISTORY MUSEUM | Saturday, July 9
- SAINT LOUIS ZOO | Saturday, July 30
- SAINT LOUIS ART MUSEUM | Saturday, August 13
- MISSOURI BOTANICAL GARDEN | Saturday, September 17

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.

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



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.

DIGITAL MEDIA AUDIENCE

- 460,000 website visitors per month
- 165,000 Facebook followers
- 95,000 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 3–11 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. 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 Reinerman
Corporate Relations Manager
(314) 577-9513 | kreinarman@mobot.org

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

 **MISSOURI BOTANICAL GARDEN**
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(314) 577-5100 • mobot.org

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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