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:

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