



GARFIELD PARK
CONSERVATORY
ALLIANCE



FLEUROTICA 2012: WHERE FASHION MEETS FLOWERS

March 23, 2012 at Venue One, 1044 West Randolph, Chicago, Illinois

- 300+ Guests
- Over 20 Florists and Fashion Designers
- Media coverage includes: Red Eye, Chi Town Daily News, Daily Candy, WMAQ-TV NBC 5
- Rated by *Biz Bash* as one of Chicago's Top Events
- Directly supports the Alliance's environmental education programming

Fleurotica, Chicago's only "living fashion" runway show, will again wow audiences with incredible garments of natural materials created by the city of Chicago's finest florists and horticulturists.

The 2012 event will take on a new approach with its first debut outside the Conservatory. Sponsorship opportunities will remain at 2011 levels but offer new possibilities for audience interaction and public display with the move to Venue One, the popular entertainment venue in Chicago's exciting west Loop neighborhood.

The venue change will help to underscore the extensive work being conducted at the Conservatory, as renovations to the classic greenhouses continue following the devastating June hailstorm damage. Fleurotica provides critical support so that despite this challenge, the GPCA will continue to provide programming to over 90,000 youth annually. Sponsorship participation and support will further increase the Conservatory's community outreach and provide children with the opportunity to explore the fundamental connection between plants and human life.

Fleurotica 2012 Sponsorship Opportunities



Presenting Grand Benefactor Sponsor Benefits - \$50,000

Advertising and Promotion Benefits

- Exclusive “Presenting” status within the event title with logo
- Name prominently featured in all event press releases and media alerts
- Logo placement on front cover of event invitations and program books
- Full-page ad in event program book
- Logo inclusion in monthly e-marketing efforts for one year
- Logo and company website link on Conservatory website for one year including Fleurotica event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the Master of Ceremonies

Special Benefits

- Opportunity to provide a promotional item or materials in event gift bags
- Logo placement on step and repeat photo wall
- Opportunity for logo to be displayed with custom GOBO lighting within the event
- Opportunity for logo placement in sponsor video running on a loop during event
- Name listed in the GPCA Annual Report
- Logo inclusion on sign displayed in the lobby for one month prior to all Alliance programming and fundraising events
- Logo on all Alliance programming event postcards for one year, quantity 25,000 per event, exposure 50,000 (Sweet Saturdays and County Fair)
- Volunteer opportunities for employees
- Opportunity for a 20 x 20 booth at the event

Hospitality Benefits

- Ten complimentary to Fleurotica 2012
- Opportunity to entertain clients in an exclusive VIP area
- Opportunity to host a corporate event at a 20% discounted facility rental rate for one year
- Opportunity to create a special activity or program during the event

Benefactor Sponsor Benefits - \$25,000

Advertising and Promotion Benefits

- Name prominently featured in all event press releases and media alerts
- Logo placement on event invitations and in program books
- Full-page ad in event program book
- Logo inclusion in monthly e-marketing efforts for six months
- Logo and company website link on Conservatory website for one year including Fleurotica event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the Master of Ceremonies

Special Benefits

- Opportunity to provide a promotional item or materials in event gift bags
- Logo placement on step and repeat photo wall
- Opportunity for logo to be displayed with custom GOBO lighting within the event
- Opportunity for logo placement in sponsor video running on a loop during event
- Name listed in the GPCA Annual Report
- Logo inclusion on sign displayed in the lobby for one month prior to all Alliance programming and fundraising events

Hospitality Benefits

- Eight complimentary tickets to Fleurotica 2012
- Opportunity to entertain clients in an exclusive VIP area
- Opportunity to host a corporate event at a 20% discounted facility rental rate for one year

Grand Patron Sponsor Benefits - \$10,000

Advertising and Promotion Benefits

- Name prominently featured in all event press releases and media alerts
- Logo placement on event invitations and in program books
- Half-page ad in event program book
- Logo inclusion in monthly e-marketing efforts for January, February and March
- Logo and company website link on Conservatory website for January, February and March including Fleurotica event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the Master of Ceremonies

Special Benefits

- Opportunity to provide a promotional item or materials in event gift bags
- Logo placement on step and repeat photo wall
- Opportunity for logo placement in sponsor video running on a loop during event
- Name listed in the GPCA Annual Report
- Guided behind the scenes tour of the Conservatory for a group of 30

Hospitality Benefits

- Six complimentary tickets to Fleurotica 2012
- Opportunity to entertain clients in an exclusive VIP area

Patron Sponsor Benefits - \$5,000

Advertising and Promotion Benefits

- Name prominently featured in all event press releases and media alerts
- Logo placement on event invitations and in program books
- Half-page ad in event program book
- Logo inclusion in monthly e-marketing efforts for January, February and March
- Logo and company website link on Conservatory website for January, February and March including Fleurotica event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the Master of Ceremonies

Special Benefits

- Opportunity to provide a promotional item or materials in event gift bags
- Logo placement on step and repeat photo wall
- Opportunity for logo placement in sponsor video running on a loop during event
- Name listed in the GPCA Annual Report
- Guided behind the scenes tour of the Conservatory for a group of 15

Hospitality Benefits

- Four complimentary tickets to Fleurotica 2012
- Opportunity to entertain clients in an exclusive VIP area

Partner Sponsor Benefits - \$2,500

Advertising and Promotion Benefits

- Name prominently featured in all event press releases and media alerts
- Logo placement on event invitations and in program books
- Half-page ad in event program book
- Logo inclusion in monthly e-marketing efforts for January, February and March
- Logo and company website link on Conservatory website for January, February and March including Fleurotica event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the Master of Ceremonies

Special Benefits

- Opportunity to include a promotional item or materials in event gift bags
- Opportunity for logo placement in sponsor video running on a loop during event
- Name listed in the GPCA Annual Report

Hospitality Benefits

- Two complimentary tickets to Fleurotica 2012
- Opportunity to entertain clients in an exclusive VIP area