



BEER UNDER GLASS 2017
GARFIELD PARK CONSERVATORY ALLIANCE
THURSDAY, MAY 18, 2017
5:30 PM – 6:30 PM – VIP HOUR
6:30 PM – 9:30 PM – GENERAL ADMISSION



**Event Overview, Sponsorship Opportunities and
What your support makes possible!**

**GARFIELD PARK
CONSERVATORY
ALLIANCE** 



INTERESTED IN SPONSORSHIP?

Secure your tickets today by becoming a Beer Under Glass Sponsor!
Contact Barbara Carney: bcarney@garfieldpark.org | (773) 638-1766 x33

www.garfieldconservatory.org • 300 N Central Park Ave, Chicago 60624

Event Overview

Garfield Park Conservatory Alliance Board of Directors together with the Illinois Craft Brewers Guild will welcome more than 2,500 guests to the 8th Annual Beer Under Glass event for an evening celebrating spring and the official opening of Chicago Craft Beer Week.

Guests will sample the offerings of more than 100 craft brewers. Chicago food trucks will offer Chicago favorites for purchase at the event. The event will take place throughout the Conservatory's indoor showrooms and expansive outdoor garden spaces.

What your support makes possible at GPC

BUG 2017 is the largest fundraising event of the year at the Garfield Park Conservatory with sponsorship and event proceeds supporting the Conservatory Alliance's annual programs and services for more than 200,000 visitors each year. Thirty percent of our visitors are children and families from our immediate West Side neighborhood.

Our Morning Glories and Fiddleheads programs help children learn about plants, nature and conservation. We offer lectures and classes on plant propagation, fruit production, native trees and plants, beekeeping, chicken keeping, composting and worm production. We provide conservatory tours, tree identification classes and host several plant sales each year. We host classical music concerts, watercolor painting classes, film festivals and West Side history and architecture,



Annual events include our Ikebana Flower Show, the Chicago Bonsai Club, Chinese New Year celebration, a Harvest Day fest and Creatures of the Night. The Alliance hosts innovative art and science installations and exhibitions, like **solarise: a sea of all colors**, produced by Chicago's premier light artists Luftwerk.

Yoga classes and our Master Gardener's Plant Clinic are offered on Saturday mornings and we are a Presenting Cultural Center for Chicago's **Night Out in the Park** program which features **Shakespeare in the Park**, musical performances and **Summer Movie Nights**.

We produce more than 200 lbs. of honey from our 11 beehives. We host Chicago's annual Bee Forum, support 30 West Side community gardens and generate 800 lbs. of vegetables which are contributed to the Kedzie Market. We grow and distribute seedlings for community garden and present two community bulb giveaway events distributing more than 25,000 tulips each year to neighborhood residents. Twenty Al Raby High School students have trained and prepared themselves to lead school group tours for young visitors. Now in its second year, CPS teens are helping present the Conservatory's plant collection to some of our youngest visitors and completing their community service requirement for graduation.

We are engaged in a multi-million dollar capital campaign to fund the design and construction of a new indoor children's garden. With one outdoor children's garden Play & Grow complete, we're developing the outdoor Child Wild garden, as part of our Children's Nature Campus project, an effort that will establish the GPC as a leader in engaging children and nature.

We host award-winning seasonal flower shows with self-guided digital tours and electronic scavenger hunts for younger visitors.

We train and support more than 500 volunteers who serve more than 10,000 volunteer hours on Conservatory projects. We're open late on Wednesday evenings with family programs offering a chance for everyone to enjoy the Conservatory's collection in the evening. We are **free and fabulous 365 days each year!**

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Event Details

Date: Thursday, May 18, 2017
Time: 5:30 pm–9:30 PM
Location: 300 North Central Park Avenue
Participants: 2,000 General Admission Ticket Buyers,
500 VIP Ticket Buyers,
340 Sponsor Guests

Event Schedule

5:30 PM VIP ticket entry
Early access to Rare Brew Tent

6:30 PM General admission

9:00 PM Last Pour

9:30 PM Event Closed

Sponsorship Opportunities:

Lead Event Sponsor, \$25,000

- Logo on event glass produced for the event
- 30 VIP Level Guest Admissions to BUG2017
- 5:30 PM entry to event
- Free Valet Parking or CTA fare card for guests
- BUG2017 Tasting glass for each guest
- Logo recognition on event program and GPCA's website
- Dedicated Social media mentions; newsletters, FB and Twitter feeds

Fern Room Sponsor, \$10,000 (just 2 available)

- 15 VIP Level Guest Admissions to BUG2017
- 5:30 PM entry to event
- Free Valet Parking or CTA fare card for guests
- BUG2017 Tasting glass for each guest
- Logo recognition on event program and GPCA's website
- Dedicated Social media mentions; newsletters, FB and Twitter feeds



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Palm House Sponsor, \$7,500 (Just 2 available)

- 10 VIP Level Guest Admissions to BUG2017
- 5:30 PM entry to event
- Free Valet Parking or CTA fare card for guests
- BUG2017 Tasting glass for each guest
- Logo recognition on event program and GPCA's website
- Dedicated Social media mentions; newsletters, FB and Twitter feeds

Aroid House Sponsor, \$5,000

- 8 VIP Level Guest Admissions to BUG2017
- 5:30 PM entry to event and Rare Brew Tent
- Free Valet Parking or CTA fare card for guests
- BUG2017 Tasting glass for each guest
- Logo recognition on event program and GPCA's website
- Dedicated Social media mentions; newsletters, FB and Twitter feeds

Desert House Sponsor, \$2,500

- 5 VIP Level Guest Admissions to BUG2017
- 5:30 PM entry to event and Rare Brew Tent
- Free Valet Parking or CTA fare card for guests
- BUG2017 Tasting glass for each guest
- Logo recognition on event program and GPCA's website
- Dedicated Social media mentions; newsletters, FB and Twitter feeds

Marketing and Event Visibility

Beer Under Glass is one of the premier beer events in Chicago and is the kick-off event for Chicago Craft Beer Week. Event sponsors are recognized in event promotional materials, on the Brown Paper Tickets ticket sales web site and on both the Garfield Park Conservatory Alliance and the Illinois Craft Brewers sites. Sponsors are also recognized in the Alliance's monthly newsletter which circulates to more than 12,000 Alliance supporter/subscriber households and in weekly Facebook (14,000 followers), Twitter (2,300 followers) and other social media communications.

Contact Barbara Carney, 773 638 1766 for more information.

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