

# Garfield Park Conservatory

*Changing lives through the power of nature*

2021-2022 Partnership Opportunities

# A cultural treasure and nature sanctuary for all Chicagoans

Garfield Park Conservatory is a thriving cultural treasure on the City's West Side that connects people to nature.

Demonstrate your commitment to community and the environment by partnering with the Conservatory.

All life on Earth depends on plants!



# Garfield Park Conservatory Visitors

**262K**  
VISITORS/YEAR



21K from  
Chicagoland  
Schools



Visitors from  
all 50 states



30% from  
Chicago's  
West Side



# Volunteer Opportunities

## Individual and Corporate Group Projects

### Individual Opportunities

- Ongoing engagements with horticulturalists
- Engagements for family programming
- Tour Guide training
- Special event volunteer opportunities



### Corporate Group Opportunities

- Scheduled engagements for group projects
- Garden bed installations, soil and plant upkeep
- Unique hands-on opportunities to work in the GPC collection



# Family Event Sponsorships

Access families, seniors, young adults – an extremely diverse audience of individuals who make nature a priority in their lives!

4 Weekend Activation Days  
per year

Sponsorships available  
\$3,000 per event or \$10,000  
for all

4 special event activation Saturdays  
with 1,500 visitors per day:



Sweet  
Saturday



National  
Honeybee  
Day



Harvest  
Day



Creatures of  
the Night

# Wellness Program Sponsorship



## Weekly Yoga Classes

- Weekly Saturday Yoga classes (50 per year)
- Virtual and in-person after Conservatory reopens
- 100 – 300 attendees per class
- Sponsorship available for \$7,500



## Wellness Programs

- "Your Moment of Zen" Instagram series
- 12 sponsored posts per year
- Sponsorship available for \$4,500

# Annual Flower Show Sponsorships



## Spring Show

- 10-week display (March 1 – Mother's Day)
- 18,000 visitors at spring show 2019
- Sponsorship opportunity recognized in all marketing materials and onsite — \$15,000



## Winter Show

- 6-week display (Thanksgiving – Valentines Day)
- 32,000 visitors at winter show 2019
- Sponsorship opportunity recognized in all marketing materials and onsite — \$25,000

# Beer Under Glass Event Sponsorship

## Friday, Spring 2022 6:30–9:30 PM



### Sponsorship Opportunities

- Sponsors-only happy hour 5:30–6:30 PM
- Logo recognition on event map, guest tickets, advertising, and in social media
- Opportunities from \$2,500 to \$25,000

### Event Profile

- 2,500 – 3,000 attendees, ages 21- 50+
- 110 Craft brewers with event-only special pours
- 14-year partnership with Illinois Craft Beer Guild



# FLEUROTICA Event Sponsorship

FLEUROTICA

Friday, October 15, 2021 6:30–9:30 PM

## Sponsorship Opportunities

- Sponsors Only 5:30–6:30pm
- Logo recognition on runway show screens, guest tickets with reserved runway seating
- Opportunities from \$2,500 to \$25,000

## Event Profile

- 400 attendees average age 30 – 60
- Fashion and cultural civic leaders
- 20 original floral fashion designs unveiled in live runway show



# Garfield Park Conservatory Social Media Metrics

- |                       |        |                                |         |
|-----------------------|--------|--------------------------------|---------|
| • Facebook Followers  | 35,167 | • Annual Unique Website Visits | 591,754 |
| • Instagram Followers | 50,702 | • Members and Donors           | 1,450   |
| • E-News subscribers  | 14,645 |                                |         |



# Thank you!

## We look forward to working with you!

For more information, contact

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