



Sponsoring an event at Lewis Ginter Botanical Garden enables you to reach the Garden's quarter of a million annual visitors and more than 12,000 dedicated members in a way that traditional advertising or promotion does not. Sponsorship benefits may include inclusion in print, television and radio advertisements; recognition on the Garden's web site and donor newsletter; on-site signage and street banners; entertaining opportunities for your clients or employees; and free or discounted event tickets.

2009 Event Opportunities

A Million Blooms

Wednesday, April 1 - Sunday, June 7, 2009 | 9:00 a.m. - 5:00 p.m.

Celebrate spring with A Million Blooms -- offering a million ways to have fun in the Garden and featuring a spectacular succession of blooms including daffodils, cherry blossoms, tulips, iris, roses and peonies. Highlights of A Million Blooms include special events such as Easter Weekend, Mother's Day, the Spring Plant Sale and plant shows, and activities in the Children's Garden.

- (1) ~~Sole Presenting~~ \$20,000.00 sold
- (*) Supporting \$ 5,000.00

Butterflies Live!

Friday, May 22 - Sunday, October 11, 2009

Lewis Ginter Botanical Garden celebrates its 25th anniversary with the return of Butterflies Live! The popular exhibit serves as the centerpiece for community celebrations, special events and symposia around the theme of metamorphosis. This time, Butterflies Live! will feature tropical butterflies.

- (1) Sole Presenting \$15,000.00
- (*) Supporting \$ 5,000.00

Families After 5

Tuesdays in June, July and August | 5 - 9 p.m.

Relax and unwind after work with your family in the Children's Garden with extended hours til 9 p.m.

- (1) ~~Sole Presenting~~ \$ 5,000.00 sold
- (*) Supporting \$ 2,500.00

Father's Day at the Garden

Sunday, June 21, 2009

With a special display of classic cars parked throughout the Garden representing many different eras, families can enjoy a trip down memory lane to a time when gas was only pennies per gallon! In the Children's Garden, kids of all ages can participate in special Father's Day activities and enjoy live music and Butterflies LIVE! in the conservatory. Lunch will be available for purchase in the Garden Café, the Tea House, or at a special Father's Day cook-out.

- (1) Sole Presenting \$ 7,500.00
- (*) Supporting \$ 2,500.00

Flowers After 5

Thursday evenings, July-September, 2009 | 5:00 - 9:00 pm

Relax on summer evenings until 9 p.m. with Flowers After 5 on Thursdays in July, August and September. Stroll through the gardens; enjoy wine-tasting, music, dining and shopping.

- (1) Sole Presenting \$10,000.00
- (*) Supporting \$ 5,000.00

Forth of July All-American Celebration

This **All-American Celebration** will be extra-special as admission to the Garden and Butterflies LIVE! Is FREE for all visitors for the this community celebration. This is the only operating day of the year that the Garden will open its doors for free to non-members, an opportunity to make the Garden accessible to all!

- (1) Sole Presenting \$ 7,500.00
- (*) Supporting \$ 2,500.00

Gardenfest of Lights

A holiday tradition! The show features more than a half million lights arranged in botanical themes throughout the Garden. Visitors can also marvel at displays in the Garden's Conservatory and decorations in the Visitors Center and the Education and Library Complex. And there's great fun in the Children's Garden!

- ~~(1) Sole Presenting \$40,000.00—sold~~
- (*) Contributing \$10,000.00
- (*) Supporting \$ 5,000.00
- (1) *Saturday Brunch with Santa*
 Presenting \$ 2,500.00
- (1) *GardenFest of Lights Member Nights*
 Presenting \$1,000.00

Lewis Ginter Botanical Garden

During the Calendar year 2007, Lewis Ginter Botanical Garden had close to 275,000 people visit the garden for leisurely strolls, classes and for special events like Flowers After 5 and GardenFest of Lights. Lewis Ginter Botanical Garden appeals to a large spectrum of individuals in the community including high-income retired professionals, middle-aged professional, young families and singles. The Garden has a broad appeal to members and visitors alike.

Who are Lewis Ginter Botanical Garden Members?

The following findings are based on a Member Segmentation Analysis completed in the fall of 2006.

While there is a high concentration (70%) of members and donors within a 10- mile radius of the Garden the other 30% fans out with large clusters in Washington D.C., Fredericksburg, Charlottesville, Williamsburg and smaller clusters in the Hampton Roads and Middle Peninsula areas of Virginia as well Harrisonburg and Lynchburg.

The Majority of our Garden Members are between the ages of 35-65 years old with 87% having a higher education degree and having disposable income.

The 6 main cluster segments for Garden Members are:

1. **Established Elite-** mean age of 45-56, singles or families living in a household without active children. These are among America's most wealthy and educated couples that are very active in volunteering, in their communities and their government despite working or owning businesses. These couples enjoy golfing shopping and dining.
2. **Full Streaming-** mean age of 45-56, singles or families living in a household without active children. These couples have a high number of working women and have a significant amount of Household income. Interests include arts, travel and community and civic clubs. They purchase a broad spectrum of products.
3. **Summit Estate-** mean age of 45-56, singles or families living in a household with teen children. This group is the most wealthy of all and rank 2nd highest for education. They live active lifestyles with cultural activities, sports, travel. They are savvy investors, luxury car buyers and enjoy wine and gourmet food.
4. **Platinum Oldies-** mean age of 74, mostly retired singles or couples that are highly educated, with high net worth and a high amount of disposable income and are very active in many public activities and shopping.
5. **Clubs and Causes-** mean age of 70, some retired, mostly married couples that are active and enjoy golf, travel, cultural and civic activities as well as shopping and spending time with Grandchildren.
6. **Apple Pie Families-** ages range from late 40's to early 50s earning relatively high income and are mostly well educated. They are active members in the communities and shop mostly for their teenagers and audio products and sports equipment. They enjoy music, theater and are avid do-it-yourselfers improving the homes in every manner possible.

Details about our Member clusters including percentages can be provided upon request.



A Million Blooms

Sponsorship Opportunity



We want you to be a sponsor of A Million Blooms 2009!
 April 1- June 7, 2009

A Million Blooms was a huge success in 2008 with a record high of more than 77,200 guests visiting the Garden from March 22- June 1, 2008. In addition, there were more than 602 people who signed up for a new membership and 369 rejoined adding to our current 12,000 household members. *A Million Blooms 2009* promises to be an even bigger celebration of spring with tours, demonstrations, and hands-on activities for children and adults while the Garden is in full bloom! *A Million Blooms* offers a million ways to have fun in the Garden during our busiest season. *A Million Blooms* will feature a spectacular succession of blooms throughout the event, with extended hours until 9 p.m. on select Thursday evenings, and weekend activities for families in the Children's Garden. Dining and shopping also available daily. All activities are free with regular Garden admission and Garden members. 2009 marks the Garden's 25th Anniversary and we will celebrate with a multitude of special events, programs, and lectures in recognition of reaching this historic moment for the Garden.

Special Features:

During *A Million Blooms*, the Garden will host a series of special events spotlighting the beauty of the Garden during this time.

Easter Weekend with Peter Rabbit in the Garden- April 11 & 12, 2009: Peter Rabbit greets visitors and poses for pictures Families may bring a camera to capture their special memories in this beautiful setting. The Robins Tea House also will offer an ***Easter Brunch*** on Sunday.

Historic Garden Week in Virginia:- April 18-25, 2009: In celebration of Garden Week, the Garden will remain open until 9:00p.m.on April 23. On this special evening, guests can drop in and chat with Garden hosts about "very Virginia" plants, enjoy tasting Virginia wines, listen to live music, tour historic Bloemendaal House, dine in the Garden Café and Tea House, and browse in the Garden Shop. Café dining and shopping until 7 p.m.; Tea House open til 8 p.m.

African Violet Show and Sale- April 24-26: The Garden hosts the with a variety of interesting and unusual African Violets on display and for purchase.

Mother's Day- May 10, 2009: will be another special day in the Garden for families treating mothers with live music and brunch.

Groovin' in the Garden!- Thursday Evenings in May & June 2009: The popular Garden concert series, returns! Enjoy live music in a beautiful Garden setting, with food and drinks available for purchase.

A Million Blooms will also feature the Garden's annual *Spring Plant Sale* and the *Richmond Rose Society Show*. The plant sale is among the largest in the region with more than 40 vendors selling plants ranging from well-known favorites to rare exotics and presented by Garden volunteers.

Sole Presenting Sponsor

~~\$ 20,000~~–Sold

Supporting Sponsor

\$ 5,000

- Logo or line reading “sponsored in part by” featured in:
 - Highlighted in *GardenTimes* newsletter mailed to our more than 12,000 member households
 - Featured on the banner for the Robins Visitors Center
 - Included in monthly e-newsletter listings more than 9,000 households
 - Listed on handouts distributed to all guests and on event signage
 - Press releases and feature articles submitted to local and regional print and electronic media.
 - Lewis Ginter Botanical Garden’s website, as well as a link to company’s website

Corporate logo visible on all paid print media advertisements, space/time permitting, corporate name mentioned on all paid television advertisements as procured by Elevation, a local advertising firm

Marketing Opportunities

- Ability for cross-promotion during *A Million Blooms*
- Use of Lewis Ginter Botanical Garden logo with Garden approval
- Opportunity to place an advertisement in the *GardenTimes* newsletter.
- Opportunity to be a part of our Garden Member benefits by offering our members a discount at your business. The Garden will list your business on our website with our member benefits and on an insert sent with all membership renewal and new member packets

Complimentary Opportunities

- Twenty (20) complimentary tickets to the 2009 *A Million Blooms*
- Listing in the Garden’s 2009 *Honor Roll of Donors*
- 50% off one facility rental in 2009. (food and beverage excluded)



All-American Celebration Sponsorship Opportunity



Saturday, July 4, 2009

All-American Celebration:

Wear your red, white, and blue and come out to the Garden to celebrate our Independence Day! Bring your strollers and wagons to decorate, and join the patriotic parade from the Robins Visitor Center to the Children's Garden; where there will be live music, games and fun activities! Both the young and young at heart can play in Water Play, Drop In & Dig, climb the all-accessible Tree House, and learn in the International Village! Hot dogs, chips and cold beverages will be available for purchase.

The Garden's 2009 **All-American Celebration** will be extra-special as the Garden will host Butterflies Live! from May 22-October 11, so visitors may experience the beauty and wonder of butterflies in flight and metamorphosis in the north wing of the Conservatory.

Admission to the Garden and Butterflies LIVE! Is FREE for all visitors for the All-American Celebration. This is the only operating day of the year that the Garden will open its doors for free to non-members, an opportunity to make the Garden accessible to all! Please see the enclosed Butterflies LIVE event summary for more information on that event.

All-American Celebration & Butterflies LIVE "Free"

Sole Presenting Sponsor Level

\$7,500

Advertising Opportunities

Logo or line reading "presented by" featured in:

- Highlighted in *Garden Times* newsletter mailed to over 12,000 households
- Monthly e-newsletter listings (9,500+ households)
- Press releases and feature articles submitted to local and regional print and electronic media
- Company listed on event signage
- Lewis Ginter Botanical Garden's website, as well as a link to company's website

Complimentary Opportunities

- One complimentary facility rental in 2009 (food and beverage excluded)
- Eighty (80) complimentary general admission tickets to the Garden during 2009
- Listed in the Garden's 2009 Honor Roll of Donors

Supporting Level

\$2,500

Advertising Opportunities

Logo or line reading "sponsored by" featured in:

- Highlighted in *Garden Times* newsletter mailed to over 12,000 households
- Seasonal four-color flyer mailed to over 12,000 households and distributed throughout community (libraries, hotels, tourism offices, etc.)
- Monthly e-newsletter listings (9,500+ households)
- Press releases and feature articles submitted to local and regional print and electronic media
- Company listed on event signage
- Lewis Ginter Botanical Garden's website, as well as a link to company's website

Space permitting, corporate logo or line visible on paid print media advertisements as procured by Elevation, a local advertising firm.

Complimentary Opportunities

- Twenty-five (25) complimentary general admission tickets to the Garden during 2009
- Listed in the Garden's 2009 Honor Roll of Donors



Lewis Ginter
Botanical Garden

25 Years and Growing

Butterflies LIVE!

Sponsorship Opportunity



Butterflies LIVE!

May 22 - Oct. 11, 2009

This hugely popular exhibit returns to the North Wing of the Conservatory in 2009 -- this time featuring exotic tropical butterflies. **Butterflies LIVE!** will serve as the centerpiece for community celebrations and special events for the Garden's 25th Anniversary.

The **Butterflies Live!** exhibit will feature many of the showiest species: the tangerine colored Julia (above left), the zebra longwing (above right), the translucent glasswing, the banded purplewing and more. The North Wing of the Conservatory will be filled with hundreds of the jewel-winged beauties.

Marketing for *Butterflies LIVE!* will build on the successful approaches for the 2004 exhibit, using both print and electronic media to reach beyond our 12,000 members to the general public in Richmond and the surrounding region. We will also promote the exhibit to groups identified in a recent demographic survey. The Garden received a major grant to help fund our 25th anniversary events, including \$50,000 for media purchases for exclusively promoting *Butterflies LIVE!*, as well as additional funds for promotion of the 25th Anniversary in general.

Sole Presenting Sponsor:

\$15,000

- Exclusive sponsorship will preclude any additional paid sponsorships; in-kind media advertising will be recognized
- Logo or line reading "presented by" featured in:
 - Highlighted in *GardenTimes* newsletter mailed to over 12,000 households
 - Featured on the banner for the Event
 - Included in monthly e-newsletter listings (9,500 households)
 - Press releases submitted to local and regional print and electronic media
 - Listed on handouts distributed to all guests and on event signage
 - Lewis Ginter Botanical Garden's website, as well as a link to company's website
 - Listed on event posters displayed around the metro area
- Participation of sponsor's representatives on the opening day of *Butterflies LIVE!*

Corporate logo visible on all paid print media advertisements, space/time permitting, corporate name mentioned on all paid television advertisements as procured by Elevation, a local advertising firm

Marketing Opportunities

- Ability for cross-promotion during *Butterflies Live!*
- Use of Lewis Ginter Botanical Garden logo with Garden approval
- Opportunity to place an advertisement in the *GardenTimes* newsletter

Complimentary Opportunities

- One complimentary facility rental in 2008 (food and beverage excluded)
- Eighty (80) complimentary tickets to the Garden during A Million Blooms
- Listed in the Garden's 2008 Honor Roll of Donors

Supporting Sponsor

\$5,000

- Logo or line reading "sponsored in part by" featured in:
 - Highlighted in *GardenTimes* newsletter mailed to over 12,000 households
 - Featured on the banner for the Robins Visitors Center
 - Included in monthly e-newsletter listings (9,500 households)
 - Listed on handouts distributed to all guests and on event signage
 - Lewis Ginter Botanical Garden's website, as well as a link to company's website
 - Listed on posters displayed around the metro area

Corporate logo visible on select all paid print media advertisements, space/time permitting, corporate name mentioned on all paid television advertisements as procured by Elevation, a local advertising firm

Marketing Opportunities

- Ability for cross-promotion during *Butterflies Live!*
- Use of Lewis Ginter Botanical Garden logo with Garden approval

Complimentary Opportunities

- 50% off one facility rental in 2008 (food and beverage excluded)
- Twenty-five (25) complimentary tickets to *Butterflies Live!*
- Listed in the Garden's 2008 Honor Roll of Donors



Families After 5 Sponsorship Opportunity



Families After 5 Tuesdays in June, July & August; 5 - 9 p.m.

Families After 5 offers a beautiful Garden setting to relax and unwind after work with your family. Set in the Children's Garden, where there's always something to see and do including WaterPlay, special craft activities and gardening and exploring, there is always something to do. WaterPlay remains open until 8:30 p.m., and child-friendly food available for purchase.

Lewis Ginter Botanical Garden offers an environment where children, parents and grandparents can explore, learn and have fun with hands-on activities, special camps, programs and events in the Children's Garden and throughout the Garden. It is a unique setting where visitors can get up-close and have personal interactions with the natural world where children are not passive bystanders, but active participants who touch, smell, taste, learn new vocabulary, and develop observational and listening skills. These interactions are the foundations of a child's understanding of his or her role as a steward of our environment. It is the Garden's mission to educate the community about the natural world and what better way than to teach children of all ages through special events and activities.

In 2008 the Garden had more than 39,000 children between the ages of 3 and 12 explore the Garden during special events or to just play in the Garden. All of these children were accompanied by a parent, grandparent, teacher or child care provider. With popularity of the Children's Garden and special events, we expect this number to increase in 2009.

Families After 5
Supporting Sponsor

\$ 5,000

- Logo or line reading "sponsored in part by" featured in:
 - Highlighted in *GardenTimes* newsletter mailed to our more than 12,000 member households
 - Featured on the banner for the Robins Visitors Center
 - Included in monthly e-newsletter listings more than 9,500 households
 - Listed on handouts distributed to all guests and on event signage
 - Press releases and feature articles submitted to local and regional print and electronic media.
 - Lewis Ginter Botanical Garden's website, as well as a link to company's website

Corporate logo visible on select all paid print media advertisements, space/time permitting, corporate name mentioned on all paid television advertisements as procured by Elevation, a local advertising firm

Marketing Opportunities

- Ability for cross-promotion during *Families After 5*
- Use of Lewis Ginter Botanical Garden logo with Garden approval
- Opportunity to place an advertisement in the *GardenTimes* newsletter.
- Opportunity to be a part of our Garden Member benefits by offering our members a discount at your business. The Garden will list your business on our website with our member benefits and on an insert sent with all membership renewals and new member packets

Complimentary Opportunities

- Twenty-five (25) complimentary tickets to 2009 Families After 5
- Listing in the Garden's 2009 *Honor Roll of Donors*
- 50% off one facility rental in 2009. (food and beverage excluded)



Father's Day in the Garden Sponsorship Opportunity



Father's Day in the Garden

Sunday, June 21, 2009

Lewis Ginter Botanical Garden invites families out to celebrate Father's Day on June 21, 2009. The celebration will be garden-wide including: live music, activities in the Children's Garden and classic cars displayed throughout the Garden. **Father's Day in the Garden** is a special day for families and multi-generations to enjoy fun together in a beautiful Garden setting, offering something for everyone.

The classic cars parked throughout the Garden represent many different eras and families can enjoy a trip down memory lane to a time when gas was only pennies per gallon! In the Children's Garden, kids of all ages can participate in special Father's Day activities and enjoy live music. Lunch will be available for purchase in the Garden Café, the Tea House, or at a special Father's Day cook-out.

With nearly 1,500 visitors on Father's Day in 2008, we expect 2009 to be our best Father's Day yet! Because of the diverse activities offered as part of **Father's Day in the Garden**, we anticipate everyone from infants to Grandparents out for a stroll to see the classic cars, play in the Children's Garden, enjoy the music, visit the Butterflies Live! Exhibit in the conservatory, have lunch, and celebrate with lots of family fun!

As a sponsor, you would be promoted with the event on-sight and through Garden publications and promotions. This includes sponsor coverage during the Garden's peak spring season including more 80,000 visitors and mailings to more than 12,000 Garden members and e-news listings to more than 9,500.

Sole Presenting Sponsor Level _____
\$7,500

Advertising Opportunities

Logo or line reading "presented by" featured in:

- Highlighted in *Garden Times* newsletter mailed to over 12,000 households
- Seasonal four-color flyer mailed to over 12,000 households and distributed throughout community (libraries, hotels, tourism offices, etc.)
- Monthly e-newsletter listings (9,500 households)
- Press releases and feature articles submitted to local and regional print and electronic media
- Company listed on event signage
- Lewis Ginter Botanical Garden's website, as well as a link to company's website

Corporate logo visible on all paid print media advertisements as procured by Elevation, a local advertising firm (budget)

Marketing Opportunities

- Use of Lewis Ginter Botanical Garden logo with Garden approval

Complimentary Opportunities

- One complimentary facility rental in 2009 (food and beverage excluded)
- Eighty (80) complimentary tickets to **Father's Day in the Garden**
- Listed in the Garden's 2009 Honor Roll of Donors

Supporting Level _____ \$2,500

Advertising Opportunities

Logo or line reading "sponsored by" featured in:

- Highlighted in *Garden Times* newsletter mailed to over 12,000 households
- Monthly e-newsletter listings (9,500 households)
- Press releases and feature articles submitted to local and regional print and electronic media
- Company listed on event signage
- Lewis Ginter Botanical Garden's website, as well as a link to company's website

Complimentary Opportunities

- 25 complimentary tickets to **Father's Day in the Garden**
- Listed in the Garden's 2009 Honor Roll of Donors

- One (1) 50% off facility rental in 2009 (food and beverage excluded)



Flowers After 5 Sponsorship Opportunity



Flowers After 5

July, August & September, 2009

Thursdays (July 2, 9, 16, 23, 30; August 6, 13, 20, 27; September 3, 10, 17, 24)

Extended evening hours until 9 p.m.

Flowers After 5:

Members and visitors can relax on summer evenings as Lewis Ginter Botanical Garden extends its hours every Thursday from 5:00 till 9:00 p.m., starting July 2 and continuing through September 24. Summer evenings are some of the best times to enjoy the Garden with its abundance of beautiful blooms and wonderful fragrance.

After work guests can bring a friend—or a whole group of friends—and relax with a twilight stroll, birding, or photography, while enjoying live jazz, the many flowers and fragrances of the evening garden, wine-tasting, and shopping. The wine-tasting during Flower's After 5 was a huge success in 2008 with record high attendance throughout the duration of the event. The Garden plans to work with Total Wine again to present wonderful wine selections as well as staff that can answer wine related questions. Each Flower's After 5 evening will have a themed selection of wine where visitors can sample their way through the evening.

On the Second Thursday of each month (July 9, August 13 and September 10) visitors are invited to bring their four-legged friends out for a stroll at **Fidos After 5**, includes all of the regular amenities of Flowers After 5 to leashed dogs and their owners. This special **Flowers After 5** event has been a combined effort with the Richmond SPCA since 2006 and a continued partnership for Fidos After 5 is planned for 2009.

Sole Presenting Sponsor _____
\$10,000

- Exclusive sponsorship will preclude any additional paid sponsorships; in-kind media advertising will be recognized
- Logo or line reading "presented by" featured in:
 - Paid Advertising-print and electronic media-time/space permitting
 - Highlighted in *GardenTimes* newsletter mailed to over 12,000 households
 - Featured on the banner for the Robins Visitors Center
 - Included in monthly e-newsletter listings (9,000 households)
 - Press releases submitted to local and regional print and electronic media
 - Listed on handouts distributed to all guests and on event signage
 - Lewis Ginter Botanical Garden's website, as well as a link to company's website
 - Listed on event posters displayed around the metro area
- Opportunity to place an ad in the *Garden Times* newsletter

Marketing Opportunities

- Ability for cross-promotion during *Flowers After 5*
- Use of Lewis Ginter Botanical Garden logo with Garden approval
- Opportunity to place an advertisement in the *GardenTimes* newsletter
- Opportunity to have weekly access to the VIP tent at Flowers After 5
- Ability to display signage and information in the VIP tent at Flowers After 5

Complimentary Opportunities

- One complimentary facility rental in 2008 (food and beverage excluded)
- Eighty (80) complimentary tickets to the Garden during Flowers After 5
- Listed in the Garden's 2008 Honor Roll of Donors

Supporting Sponsor _____
\$5,000

- Logo or line reading "sponsored in part by" featured in:
 - Highlighted in *GardenTimes* newsletter mailed to over 12,000 households
 - Featured on the banner for the Robins Visitors Center
 - Included in monthly e-newsletter listings (9,500 households)
 - Listed on handouts distributed to all guests and on event signage
 - Lewis Ginter Botanical Garden's website, as well as a link to company's website
 - Listed on posters displayed around the metro area

Marketing Opportunities

- Ability for cross-promotion during *Flowers After 5*
- Use of Lewis Ginter Botanical Garden logo with Garden approval
- Opportunity to have access to the VIP tent at Flowers After 5

Complimentary Opportunities

- 50% off one facility rental in 2008 (food and beverage excluded)
- Twenty-five (25) complimentary tickets to the 2009 Flowers After 5
- Listed in the Garden's 2008 Honor Roll of Donors




