2023 SEASON IDAHO BOTANICAL GARDEN
SPONSORSHIP OPPORTUNITES

# Sponsorship

Idaho
Botanical
Garden

Our Mission

# We grow our community by connecting people, plants, and nature.

Cultivate. Educate. Celebrate.

# Oh, Hello!

Idaho Botanical Garden is a non-profit organization with over 33 acres of grounds in the Historic Old Penitentiary District. The Garden is dedicated to the cultivation, education, and celebration of our community. Our mission is to gorw our community by connecting people, plants, and nature. Established in 1984, we have a rich historic past as the former site of the Idaho State Penitentiary tree nursery and inmate recreation yard. Today, we serve as an educational resource and cultural community gathering place for more than 150,000 guests each year, are supported by more than 4,600 members, and have grown to a beloved destination and oasis in the Treasure Valley.

• Through our blossoming specialty gardens, we promote horticulture in the Treasure Valley using native and domestic plants adapted to the Intermountain West.

• In our youth programming, we nurture a child's fascination with the natural world with a variety of educational opportunities including school field trips, seasonal preschool-age programs, and summer science and adventure camps. Adults attend classes and workshops taught by horticultural professionals, where they learn about horticulture, landscaping, gardening and more.

• Culture, arts, and entertainment are hosted each season in the Garden and are the heart of our fundraising efforts to support our horticulture and education programs. Through our public and privately hosted events, we gather our community together in celebration.

## Partner with the Garden

The Garden's events and education programs reach diverse demographics throughout the Treasure Valley and provide marketing and experiential opportunities for you, your staff, and your clients. With a growing annual audience of 150,000 visitors, you can connect with people throughout our area and associate your brand with a love of nature, the amazing beauty of the Garden, and unforgettable memories made with loved ones. In addition to increased visibility, tickets, and VIP experience opportunities, your partnership with Idaho Botanical Garden ensures our community has access to year-round, low-cost garden experiences and education programming.

### Digital Media

E-newsletter (reaching 29,000+ inboxes), website (280,000+ unique visitors annually), guest blogs, videos, etc.

### Social Media

Facebook (reaching 31,000+ likes), Instagram (reaching 17,000+ followers), Twitter (reaching 3,200+ followers)

### Print Media

Event rack cards, tickets, invitations, programs, banners, signs, ads, press releases, etc.

### Broadcast Media

Television and radio ads

### Earned Media

On-air and on-site interviews

### Verbal Event

Acknowledgments and/or opportunities to speak

### Presence At Events

Including tabling opportunities

### Tickets & Hospitality

Event vouchers, tickets, general admission passes, rentals

### Customizable Recognition

Based on your goals



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# Summer Concerts

# Great Garden Escape

### Summer 2023

Features an evening of well known, locally curated artists at the Garden. Patrons enjoy live music, and food and beverages are available on-site through local vendors. Average adult attendance 500-1,000 per concert with an average of 10-14 concerts each season.

### Presenting Sponsorship - $15,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities, and verbal stage recognition during each event. Tickets & Hospitality: VIP table for 8 at each concert, 150 Event Vouchers to signature Garden events, 75 Garden general admission passes, 1 Site rental during event opportunity, discounted additional admissions as requested.

### Gold Sponsorship - $8,500

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities, and verbal stage recognition during each event. Tickets & Hospitality: VIP table for 6 at eight concerts of choice, 75 Event Vouchers to signature Garden events, 35 Garden general admission passes, discounted additional admissions as requested.

### Silver Sponsorship - $6,000

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in one select area, tabling or activation opportunities, and verbal stage recognition during each event. Tickets & Hospitality: VIP table for 6 at six concerts of choice, 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.

### Bronze Sponsorship - $3,500

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in one select area, tabling or activation opportunities, and verbal stage recognition during each event. Tickets & Hospitality: VIP table for 6 at four concerts of choice, 25 Event Vouchers to signature Garden events, 12 Garden general admission passes, discounted additional admissions as requested.

### Activation Sponsorship - $2,000

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite tabling or activation opportunities, and verbal stage recognition during each event. Tickets & Hospitality: VIP table for 8 at one concert of choice, 12 Event Vouchers to signature Garden events, 6 Garden general admission passes, discounted additional admissions as requested.



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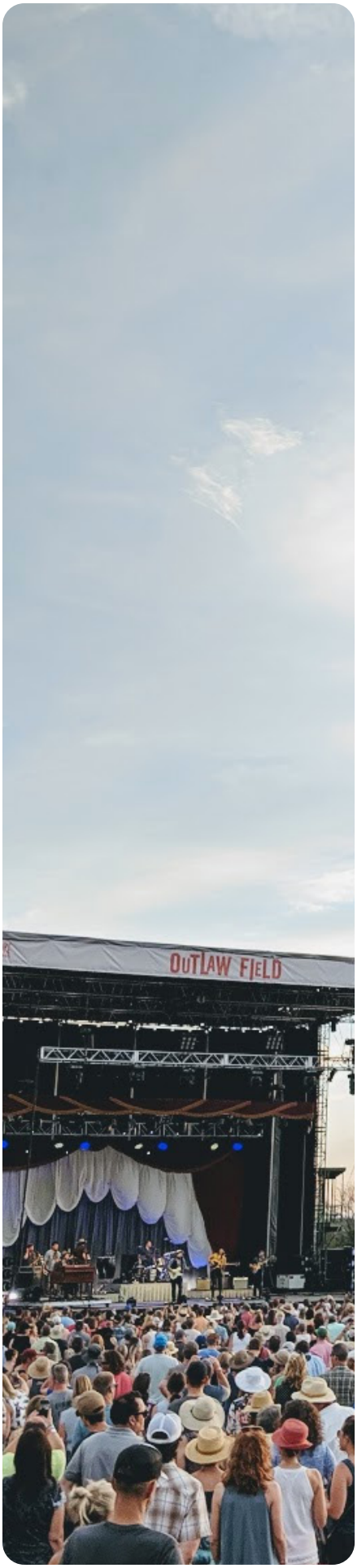


# Outlaw Field Summer Concerts

## Spring-Fall 2023

Surrounded by the beautiful Boise Foothills, music lovers enjoy live music from nationally recognized artists. Join us for a minimum of 8 concerts each season, in partnership with our concert promotion company CMoore Concerts. Average all-age attendance is 40,000+ throughout the season. All benefits below are based on IBG and Outlaw Field collateral opportunities. No benefits are associated with individual performing artists, or CMoore Concerts.

## Presenting Sponsorship - $50,000

Marketing & Visibility: Title Sponsor opportunity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media) when applicable, onsite signage (provided by IBG), tabling and activation opportunities, and verbal stage recognition during each event. Tickets & Hospitality: Garden Suite table seating for 10 with beverage care package at each concert, 15 general admission tickets for each concert, 20 Garden Enthusiast IBG memberships, 100 Event Vouchers to signature Garden events or Garden admission.

## Gold Sponsorship - $30,000

Marketing & Visibility: Recognition in all communication (website, e-mails and social media) when applicable, onsite signage (provided by IBG), tabling and activation opportunities, and verbal stage recognition during each event. Tickets & Hospitality: Garden Canopy seating for 12 at one concert of choice, 10 general admission tickets for each concert, 10 Garden Enthusiast IBG memberships, 40 Event Vouchers to signature Garden events or Garden admission.

## Silver Sponsorship - $20,000

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in one select area (provided by sponsor), tabling and activation opportunities, and verbal stage recognition during each event. Tickets & Hospitality: 8 general admission tickets for each concert, 5 Garden Enthusiast IBG memberships, 20 Event Vouchers to signature Garden events or Garden admission.

## Garden Suite Sponsorship - $12,000

Marketing & Visibility: Recognition on Suite seating and in communication (IBG website, e-mails and social media). Tickets & Hospitality: One Garden Suite Table Seating for 4 with beverage care package at each concert (8 concert minimum).

## Tabling Sponsorship - $5,000

Marketing & Visibility: Recognition in communication (IBG website, e-mails and social media). Onsite tabling or activation opportunities for three concerts of choice. Tickets & Hospitality: 6 general admission total for concert(s) of choice.



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# Seasonal Celebrations

# Farm to Table Dinners

## June & September

Features locally sourced food and beverage in a coursed-meal celebrating seasonal ingredients and local partners.

## Presenting Sponsorship - $10,000

Marketing & Visibility: Exclusive sponsor opportunity, Industry exclusivity, Prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media) when applicable, Onsite signage, tabling or activation opportunities. Tickets & Hospitality: 6 tickets to each Dinner, 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.



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# Fall Harvest Days

## October 2023

Celebrates the changing season with seasonal food & beverages, youth activities, and local artisans & musicians to create a family-friendly and festive atmosphere. Average all-age attendance is 5,000-10,000 throughout multiple weekends in October.

### Presenting Sponsorship - $12,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 100 Event Vouchers to signature Garden events, 50 Garden general admission passes, 1 Site rental during event opportunity, discounted additional admissions as requested.

### Gold Sponsorship - $6,000

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.

### Silver Sponsorship - $4,500

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 25 Event Vouchers to signature Garden events, 12 Garden general admission passes, discounted additional admissions as requested.

### Activation Sponsorship - $3,000

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in select area, tabling or activation opportunities. Tickets & Hospitality: 12 Event Vouchers to signature Garden events, 6 Garden general admission passes, discounted additional admissions as requested.

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# Winter Garden aGlow

### Wednesdays - Sundays, Thanksgiving Night – January 1

A holiday tradition for Treasure Valley families. Community members of all ages view the more than 400,000 lights that artfully adorn 10 acres of the lush Garden landscape. Average all-age attendance 45,000+ throughout the event.

### Presenting Sponsorship - $35,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities, and additional custom onsite marketing opportunities. Tickets & Hospitality: 250 Event Vouchers to signature Garden events, 100 Garden general admission passes, 1 Site rental during event opportunity, discounted additional admissions as requested.

Reserved Reserved Reserved

### Gold Sponsorship - $18,000

Marketing & Visibility: Recognition in print and radio advertisements and communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 150 Event Vouchers to signature Garden events, 75 Garden general admission passes, discounted additional admissions as requested.

### Silver Sponsorship - $12,000

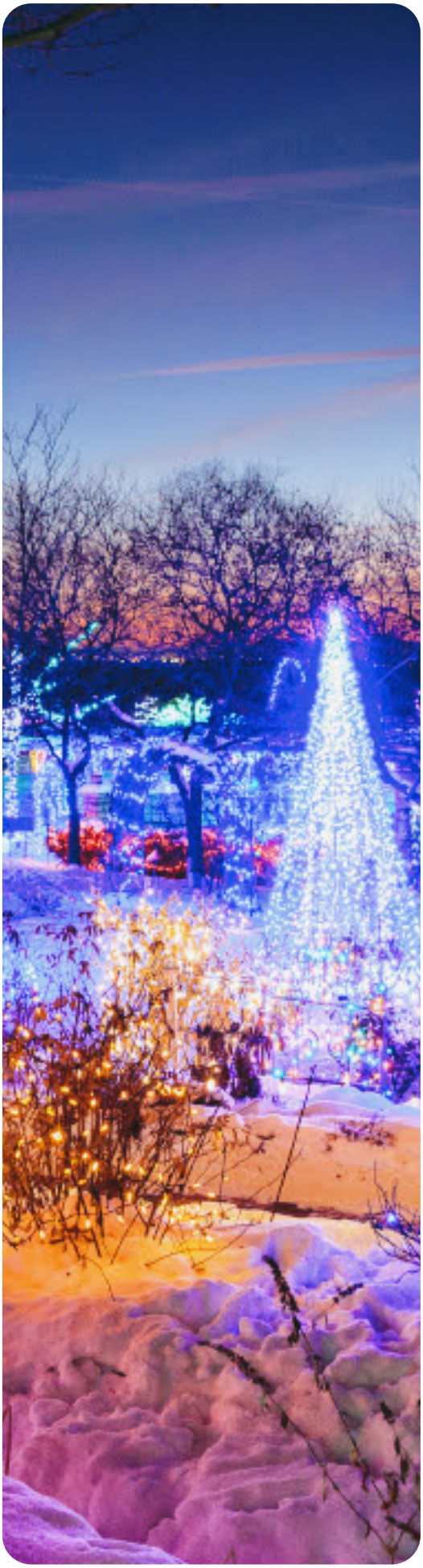
Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in one select area, tabling or activation opportunities. Tickets & Hospitality: 100 Event Vouchers to signature Garden events, 50 Garden general admission passes, discounted additional admissions as requested.

### Bronze Sponsorship - $6,000

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in one select area, tabling or activation opportunities. Tickets & Hospitality: 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.

### Activation Sponsorship - $3,500

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite tabling for 5-7 nights or activation opportunities throughout event. Tickets & Hospitality: 25 Event Vouchers to signature Garden events, 12 Garden general admission passes, discounted additional admissions as requested.





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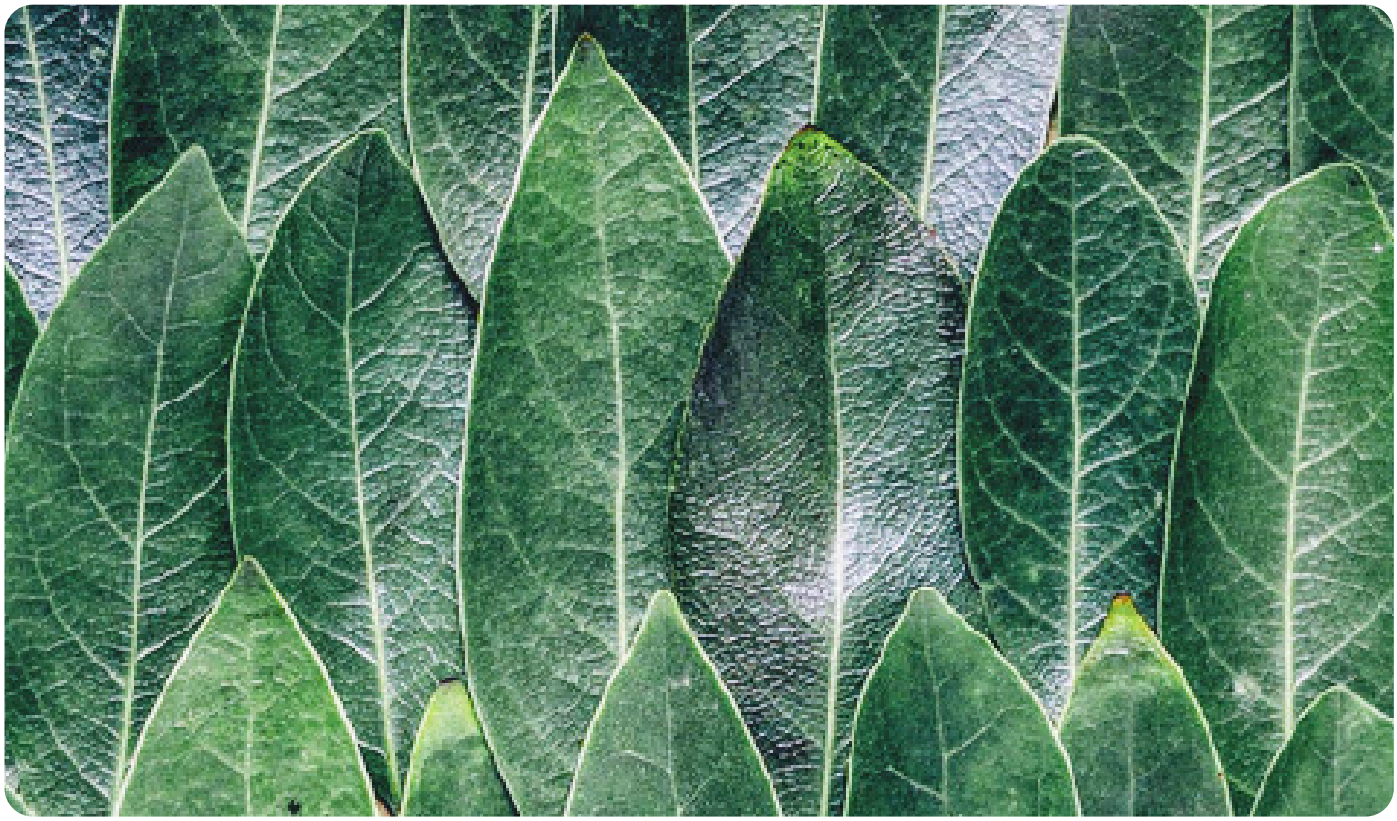
# Garden Exhibits

# Seasonal

Garden exhibits are a unique way to support local artists and add special interest throughout the year! This sponsor level presents all three of the 2023 artistic exhibits.

### Presenting Sponsorship - $10,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities.
Tickets & Hospitality: 100 Event Vouchers to signature Garden events, 50 Garden general admission passes, 1 Site rental during event opportunity, discounted additional admissions as requested.



# Land Art Exhibit

### March-April 2023

Features art works using natural materials such as clay, leaves, seeds, stones, wood, and wool. These pieces challenge artists to think about creating art that does not permanently occupy a space. Due to the nature of these natural art pieces, the display will decay and decompose over time.

### Featured Exhibit Sponsor - $5,000

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.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# Fairy House Exhibit

### April-June 2023

Idaho Botanical Garden is transformed this spring into an enchanted escape. Imaginative fairy houses built by our local community will be displayed throughout the Garden for your to seek out and admire. Who knows, you may even catch a glimpse of one of the residences during your visit!

### Featured Exhibit Sponsor - $5,000

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.

# Scarecrow Stroll Exhibit

### October 2023

Local businesses or individuals create unique scarecrows to be found (and voted on!) throughout the Garden grounds. All of Scarecrow Stroll takes place during regular hours throughout the month of October with price of regular admission (members enter free). Winners are selected by visitors, who vote for their favorite. Average all-age attendance 10,000+ throughout the month.

### Featured Exhibit Sponsor - $5,000

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.

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# Educational Events & Programs

# Bug Day

## August 2023

Children learn about the exciting world of bugs by visiting interactive stations throughout the Garden while earning a "Certificate of Bugology." Bug Day teaches children the importance of the insects and the role they play in the environment through hands-on experience. Average all-age attendance 2,000.

## Presenting Sponsorship - $5,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested

## Gold Sponsorship - $3,200

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 25 Event Vouchers to signature Garden events, 12 Garden general admission passes, discounted additional admissions as requested.

## Silver Sponsorship - $1,800

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 12 Event Vouchers to signature Garden events, 6 Garden general admission passes, discounted additional admissions as requested.



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# Youth Education Programming

## Year-round

We are dedicated to furthering science education within the scenic setting of our outdoor classroom. Nurture a child's fascination with the world of biology through a variety of educational presentations including school field trips, summer camps, school visits and custom group tours. Ages 3-17 year-round average attendance 13,000.

## Presenting Sponsorship - $10,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media) when applicable, onsite signage. Tickets & Hospitality: 100 Event Vouchers to signature Garden events, 50 Garden general admission passes, 1 Site rental opportunity.

## Gold Sponsorship - $6,000

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media) when applicable, onsite signage. Tickets & Hospitality: 50 Event Vouchers to signature Garden events, 25 Garden general admission passes.

## Silver Sponsorship - $3,500

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage. Tickets & Hospitality: 25 Event Vouchers to signature Garden events, 12 Garden general admission passes.



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# Healthy Employee Program

Offers a unique opportunity to provide a wellness benefit to your employees by giving them year-round Garden memberships OR Garden general admission passes. Employees (or clients/business partners!) can relieve stress and enjoy the peace and tranquility of
our beautiful outdoor garden setting.

### $750 Level

6 Enthusiast Level Memberships or 70 general admission tickets to give to clients, employees. Logo on our website & social post.

### $1,500 Level

10 Enthusiast Level Memberships or 120 general admission tickets to give to clients, employees. Logo on our website & social post

### $2,500 Level

20 Enthusiast Level Memberships or 200 general admission tickets to give to clients, employees. Logo on our website & social post.

### $5,000 Level

40 Enthusiast Level Memberships or 350 general admission tickets to give to clients, employees. Logo on our website & social post.

### $10,000 Level

90 Enthusiast Level Memberships or 850 general admission tickets to give to clients, employees. Logo on our website & social post.



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# Value-In-Kind Sponsorship

In-Kind Sponsors contribute products or services needed by the Garden and may qualify for sponsorship benefits, listed below. Businesses may also combine in-kind and cash contributions to total specific Event or Education program sponsorship levels.

### IN-KIND VALUE $15,000+

Business recognition on IBG website, Outlaw Field Summer Concert Series pre-sale ticket purchase ability, 4 complimentary Enthusiast level Garden memberships, 100 event vouchers, and 40 Garden general admission passes. Qualify for customized benefits including discounted site rental or VIP ticketing.

### IN-KIND VALUE $10,000 - $14,999

Outlaw Field Summer Concert Series pre-sale ticket purchase ability, 3 complimentary Enthusiast level Garden memberships, 75 event vouchers, and 25 Garden general admission passes. Qualify for customized benefits including discounted site rental or VIP ticketing.

### IN-KIND VALUE $5,000 - $9,999

Outlaw Field Summer Concert Series pre-sale ticket purchase ability, 2 complimentary Enthusiast level Garden memberships, 40 event vouchers, and 12 Garden general admission passes.

### IN-KIND VALUE $1,000-$4,999

Outlaw Field Summer Concert Series pre-sale ticket purchase ability, 1 complimentary Enthusiast level Garden membership, 15 event vouchers, and 5 Garden general admission passes.

# Optional Sponsor Benefits for $15,000+

Show your partnership with the Idaho Botanical Garden by spreading your benefits across multiple events throughout 2023.

Additional benefits might include: Customer and client complimentary ticket partner options, 25% discounted rental or free site rental, Exclusive event night at the Garden or event, or Farm to Table Dinner, Recognition at additional events not listed in sponsorship package.



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All sponsor levels are customizable. Let us propose a seasonal sponsorship just for you!

Interested in learning more? Contact us at
208-275-8603 or Jennifer@idahobotanicalgarden.org