



# 2020 SPONSORSHIP OPPORTUNITIES

Garden Glow | November 22, 2020 to January 3, 2021





Fire and Ice

## GARDEN GLOW

November 22, 2020 to January 3, 2021

Twinkling lights. Santa Claus. Photo frames. Holiday music. Warm s'mores. Family memories.

Each year, Garden Glow brings families from across our community to the Missouri Botanical Garden for holiday cheer. This outdoor evening event immerses visitors in an experience that redefines the traditional winter light exhibit. During the 2019 exhibit, we hosted more than 139,000 guests and raised more than \$1.8 million in revenue.

We are excited to build upon seven years of incredible success in 2020. Continuing our multi-year development plan, Garden Glow will offer new experiences for our guests once again. Our 2020 plan will bring back favorite Garden Glow displays with minor adjustments and improvements. We will also introduce new elements to our guests.

Event dates:  
November 22–January 3  
VIP premieres:  
November 18 and 19  
Member Preview:  
November 20  
Average attendance:  
132,000

We invite you to partner with us to bring this winter celebration to our community. Sponsor the 2020 Garden Glow.



# SPONSORSHIP



## PRESENTING SPONSOR // \$75,000

The Garden builds a media campaign promoting Garden Glow, integrating the Presenting Sponsor. The campaign includes Garden banners, billboards, onsite signage, social media, web presence, member communications, and print and broadcast advertising. In addition to exclusive recognition as the Presenting Sponsor, the sponsor also receives the following benefits:

- Sponsor name recognition at Shining Spoehrer Plaza venue
- Opportunities for logo and brand promotion through product or information distribution
- Complimentary use of a Garden venue for a private event (*Space rental fee waived; catering costs still apply. Time and date must be mutually agreed upon with the Garden and Catering St. Louis.*)
- 400 Garden Glow 2020 tickets
- 30 tickets to the Garden Glow VIP Premiere

## SIGNATURE LOCATION SPONSOR // \$25,000

The Garden's most iconic locations become the signature installations of Garden Glow. Each of these displays fully integrates the landscape with unique light designs, creating a magical winter atmosphere that can only be experienced at the Garden. In addition to recognition, Signature Location Sponsors receive 250 Garden Glow 2020 tickets and invitations to the Garden Glow VIP Premiere.

## SPECIAL VENUE // \$10,000 SPONSOR BENEFITS

Vibrant colors and a vast array of light techniques create Garden Glow's unique elements. Each year, we update recurring displays and expand into new areas of the Garden, offering more opportunities for sponsors and visitors to enjoy different vistas and experiences. In addition to recognition, Special Venue Sponsors receive 100 Garden Glow 2020 tickets and invitations to the Garden Glow VIP Premiere.

Each event offered by the Garden includes the opportunity to customize your sponsor experience and connect your brand with your desired audience. We invite you to tell us more about your sales and marketing goals.



## FOR MORE INFORMATION, CONTACT:

Tracy Frish

Senior Manager, Corporate Relations

Missouri Botanical Garden

(314) 577-9513 | [tfrish@mobot.org](mailto:tfrish@mobot.org)

\* Some recognition contingent upon print deadlines  
and date of sponsorship confirmation.



To discover and share knowledge about plants and their  
environment in order to preserve and enrich life.

*mission of the Missouri Botanical Garden*



MISSOURI BOTANICAL GARDEN

4344 Shaw Blvd. • St. Louis, MO 63110

(314) 577-5100 • [mobot.org](http://mobot.org)

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Photography by Erik S. Anderson, Cassidy Moody, Claire Cohen, Justin Barr, Ning He, and Margaret Schmidt.