

Grow Your Corporate/Business Support



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Learn ways to identify, cultivate, and steward corporate and business partnerships. Win donor support by leveraging the things most important to them. Walk away with materials from two gardens sharing their sponsorship opportunities, corporate giving levels, and benefits.

The North Carolina Arboretum



- ▶ Located just south of Asheville on 434 acres in the Southern Appalachian Mountains, The North Carolina Arboretum offers 65 acres of cultivated gardens, 10 miles of trails and has 10,000 household members and 500,000 visitors annually.
- ▶ The Arboretum is an affiliate of the University of North Carolina System and is supported by The North Carolina Arboretum Society with a combined annual budget of \$5.25M; our corporate and business support is more than \$200,000 annually.

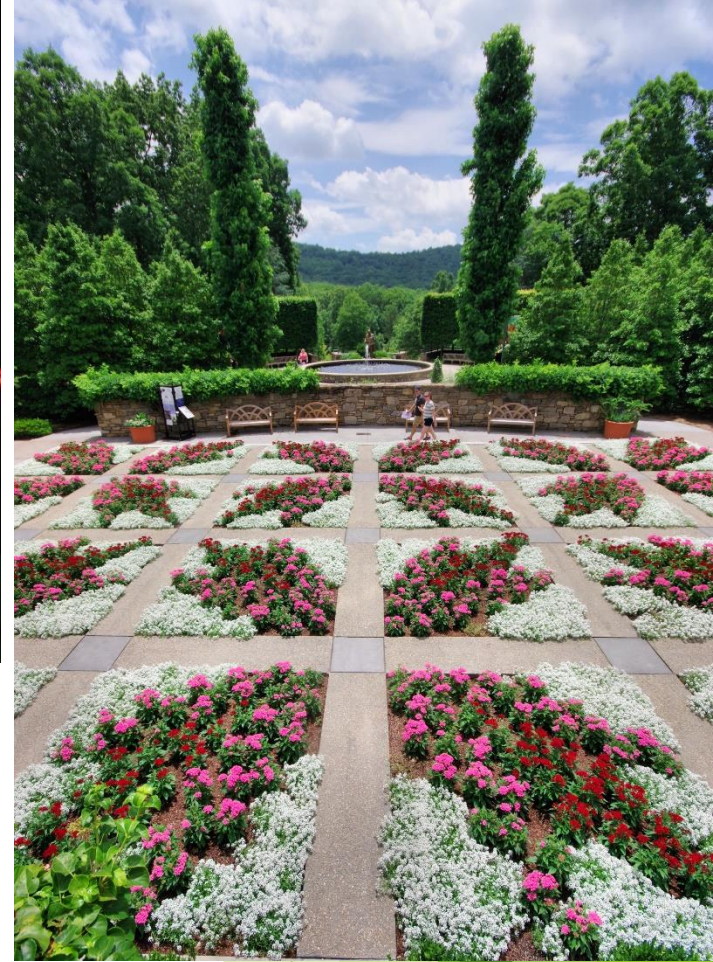
The Dallas Arboretum and Botanical Garden



- ▶ We are a 66-acre botanical garden in Dallas, Texas with a \$24 MM annual budget. We have 1 million visitors annually, 40,000 household members, and support from the corporate community is a little over \$1MM annually, with annual goal increases of \$100,000.

What opportunities do you have for Corporate Support?

- ▶ Education (Adult/STEM)
- ▶ Exhibits
- ▶ Festivals
- ▶ Member Events
- ▶ High Level Donor events
- ▶ Automotive Sponsors
- ▶ Fundraising
- ▶ Unique Garden Activities
- ▶ Special Projects











DALLAS ARBORETUM
AND BOTANICAL GARDEN

2019 Corporate Sponsorship Opportunities

Date	Opportunity Type	Opportunity	Price
	Dallas Blooms	Presenting Sponsor	\$55,000
	Dallas Blooms	Automotive Sponsor	\$25,000
	Dallas Blooms	Mommy and Me Mondays	\$15,000
	Dallas Blooms	Tiny Tots Tuesdays	\$15,000
	Dallas Blooms	Senior Thursdays Sponsor	\$15,000
	Dallas Blooms	Picnic Blanket Floral Display	\$10,000
	Dallas Blooms	Vase Topiary	\$10,000
	Dallas Blooms	Picnic Bakset Topiary	\$10,000
	Dallas Blooms	Pie Topiary	\$7,000
	Dallas Blooms	President's Day Weekend	\$5,000
	Dallas Blooms	Ant Topiary	\$5,000
	Dallas Blooms	Garden of Music	\$3,000
	Dallas Blooms	Spring Eddie Coker Kids' Concert	\$2,750
	Dallas Blooms	Administrative Assistant Week	\$2,000
	Summer at the Arboretum	Family Fun Fridays	\$16,500
	Summer at the Arboretum	August Dollar Days	\$15,000
	Summer at the Arboretum	Memorial Day Weekend (Saturday—Monday)	\$7,500
	Summer at the Arboretum	Fourth of July Weekend (Saturday—Tuesday)	\$5,500
	Summer at the Arboretum	Memorial Day Concert	\$5,000
	Summer at the Arboretum	Mother's Day and Brunch	\$4,000
	Summer at the Arboretum	Mother's Day Weekend (Friday/Saturday)	\$3,750
	Summer at the Arboretum	Garden of Music	\$3,000
	Summer at the Arboretum- Exhibit	Presenting Sponsor	\$27,500
	Summer at the Arboretum- Exhibit	Supporting Sponsor	\$5,000 each
	Summer at the Arboretum- Exhibit	Special Music Entertainment	\$5,000
	Summer at the Arboretum - Exhibit	Bronze Sculpture Sponsors (20 available)	\$5,000-\$10,000

Autumn at the Arboretum	Presenting Sponsor	\$50,000
Autumn at the Arboretum	Automotive Sponsor	\$30,000
Autumn at the Arboretum	Pumpkin Village	\$20,000
Autumn at the Arboretum	Senior Thursdays Sponsor	\$15,000
Autumn at the Arboretum	Mommy and Me Mondays	\$15,000
Autumn at the Arboretum	Tiny Tots Tuesdays	\$15,000
Autumn at the Arboretum	Family Fun Weekend	\$11,000
Autumn at the Arboretum	Columbus Day Weekend (Friday—Monday)	\$10,000
Autumn at the Arboretum	Pumpkin House (3 left)	\$8,250 each
Autumn at the Arboretum	Thanksgiving Week (Sunday-Thursday)	\$7,000
Autumn at the Arboretum	Columbus Day Children's Concert	\$5,500
Autumn at the Arboretum	Pumpkin Carriage	\$5,000
Autumn at the Arboretum	Veterans Day Weekend (Friday-Monday)	\$5,000
Autumn at the Arboretum	Thanksgiving Weekend (Friday-Sunday)	\$4,000
Autumn at the Arboretum	Garden of Music	\$3,000
Holiday at the Arboretum	Presenting Sponsor	\$50,000
Holiday at the Arboretum	Christmas Village House (8 left to sponsor)	\$10,000 each
Holiday at the Arboretum	Christmas Village Entertainment Sponsor	\$50,000
Holiday at the Arboretum	Christmas Tree	\$11,000
Holiday at the Arboretum	Music Presenting Sponsor	\$11,000
Holiday at the Arboretum	Café on the Green	\$8,250
Holiday at the Arboretum	Main Bar Sponsor	\$7,000
Holiday at the Arboretum	Opening Night Sponsor	\$3,000
Holiday at the Arboretum	Music Individual Sponsor (3)	\$2,750
Seated Teas	Spring Tea	\$5,500
Seated Teas	Harvest Tea	\$5,500
Seated Teas	Holiday Tea	\$5,500
Seated Teas	Summer Tea	\$3,000
Seated Teas	Valentine's Day Week Tea	\$2,500
Seated Teas	Children's Tea	\$2,000

Members Only Events	Garden of Music (3 available)	6000 each
Members Only Events	Goblins in the Garden (2 available)	\$3,000 each
Members Only Events	Sweets and Treats with Santa (3 available)	\$3,000 each
Members Only Events	Easter Egg Hunt (3 available)	\$1,000 each
Members Only Events	Spring New Member Welcome Breakfast	\$3,000
Members Only Events	Summer New Member Welcome Breakfast	\$3,000
Members Only Events	Autumn New Member Welcome Breakfast	\$3,000
Members Only Events	Winter New Member Welcome Breakfast	\$3,000
Donor Appreciation Dinner	Valet for Friends Dinner (1 left)	\$3,000 each
Donor Appreciation Dinner	Valet for Caroline Rose Hunt Society Dinner (1 left)	\$3,000 each
Donor Appreciation Dinner	Friends of the Arboretum Spring Dinner	\$15,000
Donor Appreciation Dinner	Corporate Partners Spring Dinner	\$15,000
Donor Appreciation Dinner	Summer/Fall Caroline Rose Hunt Society Dinner	\$15,000
Donor Appreciation Dinner	Friends of the Arboretum Holiday Party	\$15,000
Automotive	Blooms Automotive Sponsor (March –April)	\$27,500
Automotive	Autumn Automotive Sponsor (September—October)	\$20,000
Automotive	Holiday Automotive (November-December)	\$20,000
Automotive	Summer Automotive Sponsor (May—July)	\$16,500
Cool Thursdays Concerts	Individual Concert Sponsor (23)	\$6,500-\$7,500
Cool Thursdays Concerts	Presenting Sponsor	\$40,000
Tour des Fleurs	Tour De Fleurs Water Station (8 available)	\$1,000 each
Tour des Fleurs	Presenting Sponsor	\$30,000
Tour des Fleurs	Platinum Sponsor	\$15,000
Tour des Fleurs	Medals	\$11,000
Tour des Fleurs	Gold Sponsor	\$10,000
Tour des Fleurs	Finisher Hats	\$5,700
Tour des Fleurs	Volunteer T-Shirts	\$5,700
Tour des Fleurs	Silver Sponsor	\$5,000
Tour des Fleurs	Mile Markers	\$3,300
Tour des Fleurs	Bottled Water	\$3,300
Tour des Fleurs	Recycling	\$2,750
Tour des Fleurs	Water Station Cups	\$2,500
Tour des Fleurs	Bronze Sponsor	\$1,500
Tour des Fleurs	Contributing Sponsor (unlimited to sell)	\$750

Artscape	Title Sponsor	\$50,000
Artscape	Presenting Sponsor	\$25,000
Artscape	Gates of Artscape	\$10,000
Artscape	University Zone	\$10,000
Artscape	DeGolyer Gallery	\$10,000
Artscape	Welcome Plaza	\$10,000
Artscape	Children's Art Escape	\$5,000
Artscape	Door Prize Drawings	\$5,000
Artscape	Special Event	\$5,000
Artscape	Stage Sponsor	\$5,000
Artscape	Full Day Entertainment	\$2,500
Artscape	Food Court	\$1,500
Artscape	University Booth	\$1,500
Artscape	Artscape Boulevard	\$1,500
Artscape	Artist Concierge Booth	\$1,000
Artscape	Picnic Area	\$1,000
Artscape	Member Preview Entertainment	\$1,000
Artscape	Street Sponsor	\$500
Artscape	Gate Prize Sponsor	\$250
Food and Wine Festival	Lounge Furniture Sponsor, (3 available)	\$1500 each
Food and Wine Festival	Supporting Sponsors (multiple)	\$10,000 each
Food and Wine Festival	Presenting Sponsor	\$30,000
Food and Wine Festival	VIP Ticket Sponsor	\$15,000
Food and Wine Festival	Wine Glass Sponsor	\$10,000
Food and Wine Festival	Valet Sponsor	\$6,000
Food and Wine Festival	Wristband Sponsor	\$5,000
Food and Wine Festival	Souvenir Plant Sponsor	\$5,000
Food and Wine Festival	Garden Entertainment Sponsor	\$5,000
Other	Named Day Program (including multiple options)	\$100-\$9,000
Other	Corporate Partnership Program	\$1,000-\$10,000+
Other	Parking Garage	\$55,000
Other	Membership Program Sponsor	\$40,000
Other	One Mile Fitness Trail Presenting Sponsor	\$11,000
Other	Tram Transportation System, 12 Months	\$10,000
Other	Tram Transportation System, 6 Months	\$5,500

Children's Education	Presenting Sponsor	\$50,000
Children's Education- Off-Site	Nature Naturally	\$40,000
Children's Education- Off-Site	After School Programs	\$15,000
Children's Education- Off-Site	Auditorium Programs	\$10,000
Children's Education- Off-Site	Summer School (CSI)	\$5,000
Children's Education- On-Site	Classroom Labs	\$40,000
Children's Education- On-Site	STEM camps	\$20,000
Children's Education- On-Site	Professional Development	\$10,000
Children's Education- On-Site	Overnights	\$7,500
Children's Education- On-Site	Girl Scouts	\$5,000
Children's Education- On-Site	Open House	\$5,000
STEM Children's Education	General Support	\$2500+
Children's Education- RMCAG	Presenting Sponsor	\$50,000
Children's Education- RMCAG	Discovery Center Programming Sponsor	38500
Children's Education- RMCAG	Texas Native Wetlands Programming Sponsor	\$38,500
Children's Education- RMCAG	Pure Energy Programming Sponsor	\$22,000
Children's Education- RMCAG	Habitats Programming Sponsor	\$22,000
Children's Education- RMCAG	Plants are Alive Programming Sponsor	\$22,000
Children's Education- RMCAG	Earth Cycles Programming Sponsor	\$16,500
Children's Education- RMCAG	Kaleidoscope Programming Sponsor	\$16,500
Children's Education- RMCAG	Living Cycles Programming Sponsor	\$16,500



Thousands of people visit The North Carolina Arboretum each year to gain insight into their connection with all living things – and they leave with a revitalized spirit of stewardship for the earth. Become an Arboretum Community Partner and share our journey to a healthier, more vibrant, and more responsible community.

A strategic engagement with The North Carolina Arboretum honors the natural beauty and heritage of the region and provides endless opportunities for enrichment while furthering your business objectives.

Through a Community Partnership with The North Carolina Arboretum Society, a 501(c)(3) non-profit organization, you will enjoy:

- Increased civic profile through association with a premiere attraction
- Maximized exposure and benefits through marketing presence and public relations
- Enhanced brand awareness
- Expanded community involvement with a loyal Arboretum audience

As an Arboretum supporter, you will be recognized as a champion for education and an environmental steward — it's a natural partnership.

Community Partnership Information

The North Carolina Arboretum offers many ways to align your business's interests with more than 500,000 annual visitors and more than 10,000 member households and is recognized as a destination for national and regional visitors seeking diverse recreation options and a unique experience in the Asheville area. In addition to Arboretum-wide sponsorship benefits and recognition, Community Partners often focus their attention and exposure on particular aspects of the Arboretum's operations and programs that best align their business interests and activities. These include:

- Educational Programs for Adults and Youth
- Exhibits and Winter Lights
- New Projects like Willow Pond
- Member Programs and Special Events
- Volunteer Programs
- Greenhouses and Gardens
- Trailheads, Trails and Garden Walks
- In-kind Support

Arboretum Demographics:

- 500,000+ visitors annually
- 440,000+ website hits annually
- 31,000+ adults and students reached through education programming annually
- 10,000+ member households
- 30,000+ social media followers
- Top 5 member zip codes: 28803, 28806, 28804, 28704, 28805
- Top 5 member counties: Buncombe, Henderson, Transylvania, Haywood, Polk

Opportunity for Corporate Support

TAKE-AWAY:

- ▶ Opportunities are everywhere. **Get creative!**
- ▶ **Prioritize your organization's needs first.**
- ▶ **Consistency in benefits and recognition.**

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. The text is centered on the left side of the slide.

What Do Corporate/Business Donors Want?

► Philanthropic Match to Organization's Goals



- ▶ Brand Exposure to your audience



THANKS TO OUR COMMUNITY PARTNERS

Visionary

ASHEVILLE CITIZEN-TIMES media group

ASHEVILLE Outlets

DUKE ENERGY

iHeart MEDIA ASHEVILLE

Perry N. Rudnick Endowment Community Foundation

SMOKY MOUNTAIN Living

Spectrum REACH

Leader

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LivingChoices

HARBOUR FOOD SERVICES

CAIRWAY

Hilton

MO SAIC

RAMBLE

Sustainable Living



IN THE DARK

Exhibit Supported in Part by Our Community Partners

ASHEVILLE CITIZEN-TIMES media group

GASPERSON Moving & Storage

Hilton

Romantic Asheville

SMOKY MOUNTAIN Living

IPM 2018

Thank you to our Symposium Sponsors

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Carolina Farm Credit, ACA

North Carolina Nursery & Landscape Association, Inc.

Syngenta

Biobe

Hemlock Restoration of WNC Communities

IPM Laboratories, Inc.

Jesse Israel & Sons

Karna

K2 Irrigation Services, Inc.

North Carolina Cooperative Extension Service

Southern Ag



THE NORTH CAROLINA ARBORETUM

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Community Partners

The North Carolina Arboretum's Community Partners include a variety of community-minded businesses and organizations that are committed to the Arboretum's mission of cultivating connections between people and plants. Read on to find out more about the Arboretum's current Community Partners and the benefits of becoming a Community Partner of The North Carolina Arboretum.

Visionary Community Partners

The Arboretum's Visionary Community Partners provide at least \$10,000 in cash and in-kind support over 12 months.

ASHEVILLE CITIZEN-TIMES media group	ASHEVILLE Outlets	BARTLETT TREE EXPERTS	Explore ASHEVILLE
GASPERSON Moving & Storage	iHeart MEDIA ASHEVILLE	THE LABEL OF ASHEVILLE	NORTH CAROLINA GlaxoSmithKline FOUNDATION
Romantic Asheville	SMOKY MOUNTAIN Living	Spectrum REACH	



THANK YOU TO OUR COMMUNITY PARTNERS

BURROUGHS WELCOME FUND

DUKE ENERGY

Perry N. Rudnick Endowment

Community Foundation of Western Carolina

DIAMOND BRAD OUTDOORS

RAMBLE

Buncombe County Recreation Services

Patagonia

B.B. Barns Garden Gift & Landscape Company

Bryan Easter Towles, The Gentlest Naturalist

REACT Veterinary Specialists

THE NORTH CAROLINA ARBORETUM

An Affiliate of The University of North Carolina System

MAKING SCENTS

THE ART AND FASHION OF FRAGRANCE

STOP AND SMELL THE FLOWERS

Each day we explore the world around us using our senses. The fragrances that we discover are a vital part of nature, our culture and our lives. By focusing our sense of smell on flowers, fragrant plants and perfume, we experience beauty in new ways.

The art, science and history of fragrance reveal our timeless and creative relationship with the natural world.

Support for today's event provided in part by:

ASHEVILLE Outlets

B.B. BARN'S

DIAMOND BRAD OUTDOORS

Hilton

SMOKY MOUNTAIN Living

THE NORTH CAROLINA ARBORETUM

Gindy Metzger

The Complete Naturalist

DoubleTree By Hilton Asheville - Biltmore

Friends of the WNC Nature Center

Mark Betts Studio & Gallery

the complete naturalist Asheville, NC

FOUX

Breakfast Lunch Dinner and Craft Cocktails

Featuring Local Diners and Craft Cocktails



► Benefits



Community Partner Opportunities & Benefits

Benefit/Area of Exposure	Contribution Level			
	Visionary \$10,000+	Leader \$5,000-\$9,999	Advocate \$2,500- \$4,999	Supporter \$1,000-\$2,499
Exclusivity for business type for sponsored program	✓			
Community Partner Leader & Visionary Level banner	Logo	Logo		
Discount on corporate space rental at the Arboretum (25%)	✓	✓		
Business name on Grand Garden Promenade lamppost banners	✓	✓		
Invitation for guest post on Arboretum's blog Sprout	✓	✓	✓	
Arboretum website Community Partner page	Logo & Link	Logo & Link	Name & Link	Name
Recognition on selected Program Signs &/or Publications	✓	✓	✓	✓
Business name in Arboretum newsletter <i>GROW</i> (3 times/year)	✓	✓	✓	✓
Included in select member e-newsletter, publicity and social media (Business name & Link)	✓	✓	✓	✓
Complimentary Arboretum membership(s)	10	6	4	2

For more information about Community Partnership opportunities please contact:

Winnie Hough, Community Partner Program Manager
Email: whough@ncarboretum.org
Phone: 828.665.2492, extension 210

George Ivey, Director of Public Engagement
Email: george.ivey@ncarboretum.org
Phone: 828.665.2492, extension 216



DALLAS ARBORETUM
AND BOTANICAL GARDEN

2019 Annual Corporate Sponsorship Benefits

Sponsorships of more than \$100,000

- ▶ The Dallas Arboretum will be pleased to work with the donor to design a custom benefit package.

\$100,000 Sponsorship

- ▶ Promotional sponsorship opportunities: in press releases for sponsored event, on promotional materials for sponsored event and corporate signage at the Arboretum plaza entrance (*gift must be received by print deadline*)
- ▶ Sponsorship recognition in Arboretum quarterly newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ Complimentary rental of DeGolyer House, Rosine Hall, or the Camp House (Sunday through Thursday, as available) for up to 200 guests
- ▶ 15 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 1,000 complimentary Arboretum admission passes
- ▶ 10 complimentary invitations to the annual Corporate Appreciation Dinner
- ▶ Employee volunteer opportunities

\$75,000 Sponsorship

- ▶ Promotional sponsorship opportunities: in press releases for sponsored event, on promotional materials for sponsored event and corporate signage at the Arboretum plaza entrance (*gift must be received by print deadline*)
- ▶ Sponsorship recognition in Arboretum quarterly newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ Complimentary rental of DeGolyer House, Rosine Hall, or the Camp House (Sunday through Thursday, as available) for up to 200 guests
- ▶ 15 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 750 complimentary Arboretum admission passes
- ▶ 10 complimentary invitations to the annual Corporate Appreciation Dinner
- ▶ Employee volunteer opportunities

\$50,000 Sponsorship

- ▶ Promotional sponsorship opportunities: in press releases for sponsored event, on promotional materials for sponsored event and corporate signage at the Arboretum plaza entrance (*gift must be received by print deadline*)
- ▶ Sponsorship recognition in Arboretum quarterly newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ Complimentary rental of DeGolyer House, Rosine Hall, or the Camp House (Sunday through Thursday, as available) for up to 200 guests
- ▶ 12 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 500 complimentary Arboretum admission passes
- ▶ 10 complimentary invitations to the annual Corporate Appreciation Dinner
- ▶ Employee volunteer opportunities

\$25,000 Sponsorship

- ▶ Promotional sponsorship opportunities: in press releases for sponsored event, on promotional materials for sponsored event and corporate signage at the Arboretum plaza entrance (*gift must be received by print deadline*)
- ▶ Sponsorship recognition in Arboretum quarterly newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ Complimentary rental of DeGolyer House, Rosine Hall, or the Camp House (Sunday through Thursday, as available) for up to 200 guests
- ▶ 10 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 250 complimentary Arboretum admission passes
- ▶ 10 complimentary invitations to the annual Corporate Appreciation Dinner
- ▶ Employee volunteer opportunities

\$20,000 Sponsorship

- ▶ Promotional sponsorship opportunities: in press releases for sponsored event, on promotional materials for sponsored event and corporate signage at the Arboretum plaza entrance (*gift must be received by print deadline*)
- ▶ Sponsorship recognition in Arboretum quarterly newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ Complimentary rental of DeGolyer House, Rosine Hall, or the Camp House (Sunday through Thursday, as available) for up to 200 guests
- ▶ 8 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 250 complimentary Arboretum admission passes
- ▶ 10 complimentary invitations to the annual Corporate Appreciation Dinner
- ▶ Employee volunteer opportunities

\$15,000 Sponsorship

- ▶ Promotional sponsorship opportunities: in press releases for sponsored event, on promotional materials for sponsored event and corporate signage at the Arboretum plaza entrance (*gift must be received by print deadline*)
- ▶ Sponsorship recognition in Arboretum quarterly newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ Complimentary rental of the Camp House or Rosine Hall (Sunday through Thursday, as available) up to 200 guests
- ▶ 8 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 150 complimentary Arboretum admission passes
- ▶ 10 complimentary invitations to the annual Corporate Appreciation Dinner
- ▶ Employee volunteer opportunities

\$10,000 Sponsorship

- ▶ Promotional sponsorship opportunities: in press releases for sponsored event, on promotional materials for sponsored event and corporate signage at the Arboretum plaza entrance (*gift must be received by print deadline*)
- ▶ Sponsorship recognition in Arboretum quarterly newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ Complimentary rental of the Camp House or Rosine Hall (Sunday through Thursday, as available) up to 200 guests
- ▶ 8 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 100 complimentary Arboretum admission passes
- ▶ 8 complimentary invitations to the annual Corporate Appreciation Dinner
- ▶ Employee volunteer opportunities

\$5,000 Sponsorship

- ▶ Promotional sponsorship opportunities: in press releases for sponsored event, on promotional materials for sponsored event and corporate signage at the Arboretum plaza entrance (*gift must be received by print deadline*)
- ▶ Sponsorship recognition in Arboretum quarterly newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ Complimentary rental of the Camp House or Rosine Hall (Sunday through Thursday, as available) up to 200 guests
- ▶ 6 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 50-complimentary Arboretum admission passes
- ▶ 5 complimentary invitations to the annual Corporate Appreciation Dinner
- ▶ Employee volunteer opportunities

\$2,500 Sponsorship

- ▶ Sponsorship recognition in Arboretum quarterly newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ 4 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 25-complimentary Arboretum admission passes

\$1,500 Sponsorship

- ▶ Sponsorship recognition in Arboretum quarterly newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ 2 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 25-complimentary Arboretum admission passes
- ▶ Employee volunteer opportunities

\$1,000 Sponsorship

- ▶ Donor recognition in Arboretum newsletter
- ▶ Sponsorship recognition in Arboretum quarterly entertainment guide
- ▶ Sponsorship recognition on Arboretum website
- ▶ 1 one-year complimentary Family memberships, including year-round admission for up to 6 people per visit per membership and complimentary parking
- ▶ 10 complimentary Arboretum admission passes
- ▶ Employee volunteer opportunities

\$500 Sponsorship

- ▶ 6 complimentary Arboretum admission passes
- ▶ Employee volunteer opportunities

ADDITIONAL CHARGES:

- ▶ Rental site planning manager: \$50
- ▶ Set-up fee: Depend on size of group, the venue and set-up complexity
- ▶ Event facilitator(s): \$28 per hour for a minimum of two hours; required for event setup, duration and breakdown.
- ▶ Rental of tables and chairs requested by the client that are not available from the Arboretum's inventory at the specific venue site.
- ▶ Rental of linens.
- ▶ Rental of equipment not included in the Arboretum's inventory, at market rate.
- ▶ Gate attendant: \$28 per hour for a minimum of two hours.
- ▶ Dallas Police Department officer: \$55 per hour for a minimum of four hours; required for evening events or events at which alcohol is served.
- ▶ Valet parking for events at the Camp House with more than 75 guests: \$28 per valet attendant per hour, minimum of 4 hours per valet
Client must use Dallas Arboretum approved catering; venue may have food/beverage restrictions.



DALLAS ARBORETUM
AND BOTANICAL GARDEN

An Investment in the Dallas Arboretum Provides the Best Return in the City

The Dallas Arboretum is one of the top 10 display gardens in North America, and now we're growing even bigger and better. Last year, the Arboretum's education programs provided nearly 110,000 children with earth, life and environmental science programs. We won recognition for economic impact, community leadership and public events. In 2018, the Dallas Arboretum welcomed more than 980,000 visitors to the garden. It's the perfect time to plant your brand in the full sun of North Texas' most beloved family destination – and watch it grow with us.

■ **Our Audience is demographically desirable for you:**

- 980,000 plus annual visitors
- 38,000 active, engaged member households with average household income of \$100-\$149k annually
- 540,000 website average hits per month; 150,000 unique website visitors
- Over 200,000 Facebook followers
- 1.8 billion annual media impressions
- 72% of our visitors are college graduates

■ **When you give to us, you also join other committed businesses and individuals:**

- Some sponsors want opportunities to entertain clients, host events and celebrate employees.
- Others want opportunities for corporate volunteers which include group projects, as well as rewarding membership on important standing committees covering all aspects of the Arboretum.

■ **We keep winning awards and gaining national attention:**

- 15 Breathtaking Botanical Gardens in the World - Architectural Digest
- One of the South's Best Botanical Gardens- Southern Living Magazine
- Top 10 U.S. Pumpkin Patches” - The Travel Channel
- Economic impact of the Dallas Arboretum in the Dallas community of \$92.2 million in 2015 and \$105 million in 2016, a 61% INCREASE from 2013.
- Sponsorship opportunities include beloved festivals such as Dallas Blooms and Autumn at the Arboretum, plus Dallas' favorite holiday tradition, The 12 Days of Christmas.
- Have operated in the black for 24 years.

■ **Our Education Programs are among the best in the country but also helping the underserved:**

- The internationally acclaimed Rory Meyers Children's Adventure Garden attracted almost 100,000 in 2018 for formal science studies (life and earth Science K-6) and family-friendly programs.
- Our education programs reach thousands of at-risk students with evidence-based science enrichment programming, backed by an evaluation study by the Center on Research and Evaluation at SMU's Simmons School of Education.
- Corporate underwriting helps us provide discounted or free admission, programming and transportation for students. Other generous funders provide support for our new Jonesville Pathway to Science Education (JPSE) program, which works with over 2,800 3rd-5th grade Dallas ISD students per year to provide STEM rich lessons and field trips.

Contact Brittany Endlich, Corporate Giving Manager, at 214-515-6552 or bendlich@dallasarboretum.org.

There are opportunities for giving at \$500 or \$1,000 a year, or sponsorships at \$2,500 and higher with greater promotion available for increased giving.

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Adrian Killabrew, *ACESS*
Alan Walms, *Harb's Point and Body*
Andrea Russell, *Rallant*
Cameron Cooper (2018 Chair), *Regions Bank*
Holly Road, *Texas Central*
Jessie Quick Stanton, *Blue Cross Blue Shield*
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CORPORATE DONORS 2017 (\$2,500 and up)

Abbott-IPCO, Inc.
Alliance Data
Amegy Bank of Texas
Baker Triangle
Bell Horticultural Company
Bank of Texas, N.A.
Bank of America
Beck Group
J. Berry Nursery
Boxed.Com
Briggs Freeman Sotheby's International Realty-
Lakewood
Burgess Construction Consultants, Inc.
C. C. Young
Calloway's Nursery of Texas, Inc.
Capital One Commercial Banking
Central Market (HEB)
Chase Bank, N.A.
Comerica Bank-Texas
The Dallas Morning News
Dallas Southwest Osteopathic Physicians
Dallas Tourism Public Improvement District
Dallas Podiatry Works
Dave Perry Miller Real Estate
Doyle & Associates
Ecolab
Ernst & Young LLP
Freeman Company
Full Color, Inc.
Gib's Elegant Catering
Grapevine Golf Course
Gray, Reed & McGraw, LLC
Green Lake Nursery
HKS Architects
Home Marketing Services Inc.
IBERSIBANK
International Paper Co.
Jackson Walker, L.L.P.
Jaguar Land Rover Dallas (Jaguar Motor Company)
JHP Architecture/Urban Design
Junior League of Dallas, Inc.
KDC
Kessler & Collins
Kimberly-Clark Foundation, Inc.
Lanx International, Inc.
Macy's Corporate Services, Inc.
Marsh & McLennan Agency
MoveStar, Inc.
Mutual of Omaha Bank
Nelman Marcus
Olmsted-Kirk Company
ONCOR Electric Delivery
Park Place Dealerships
Pegasus Bank
Plant Development Services, Inc.
Proven Winners North America LLC
Questcare Medical Clinics
Reliant Energy
Rogers-O'Brien Construction
Rosewood Corporation
Sammons Enterprises, Inc.
Senders
Slalom Consulting
Smoky Rose
Southern Glazer's Wine and Spirits
Southwest Data Systems
Storage Assessments
Texas Instruments Incorporated
Thomas Title & Escrow
Tom Thumb
TopGolf Dallas
UMB Bank
University of Texas at Dallas
Wells Fargo Bank - Ft Worth
Wells Fargo Advisors / Gateway Advertising
Wells Fargo Private Bank
The Westin Dallas Downtown
WFAA
Willie Towers Watson
True North Advisors

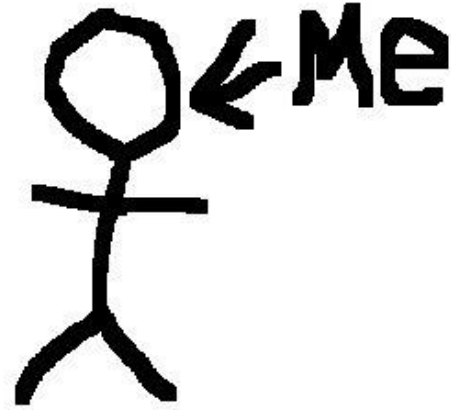
What Do Donors Want

TAKE-AWAY:

- ▶ Get to know them.
- ▶ Align your opportunities up with **THEIR** interests.

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is a clean white space where the text is placed.

How To Identify Corporate Sponsors



IN KIND[®]
DIRECT
MATCHING SURPLUS TO NEED



Linked 

Identifying Corporate Sponsors

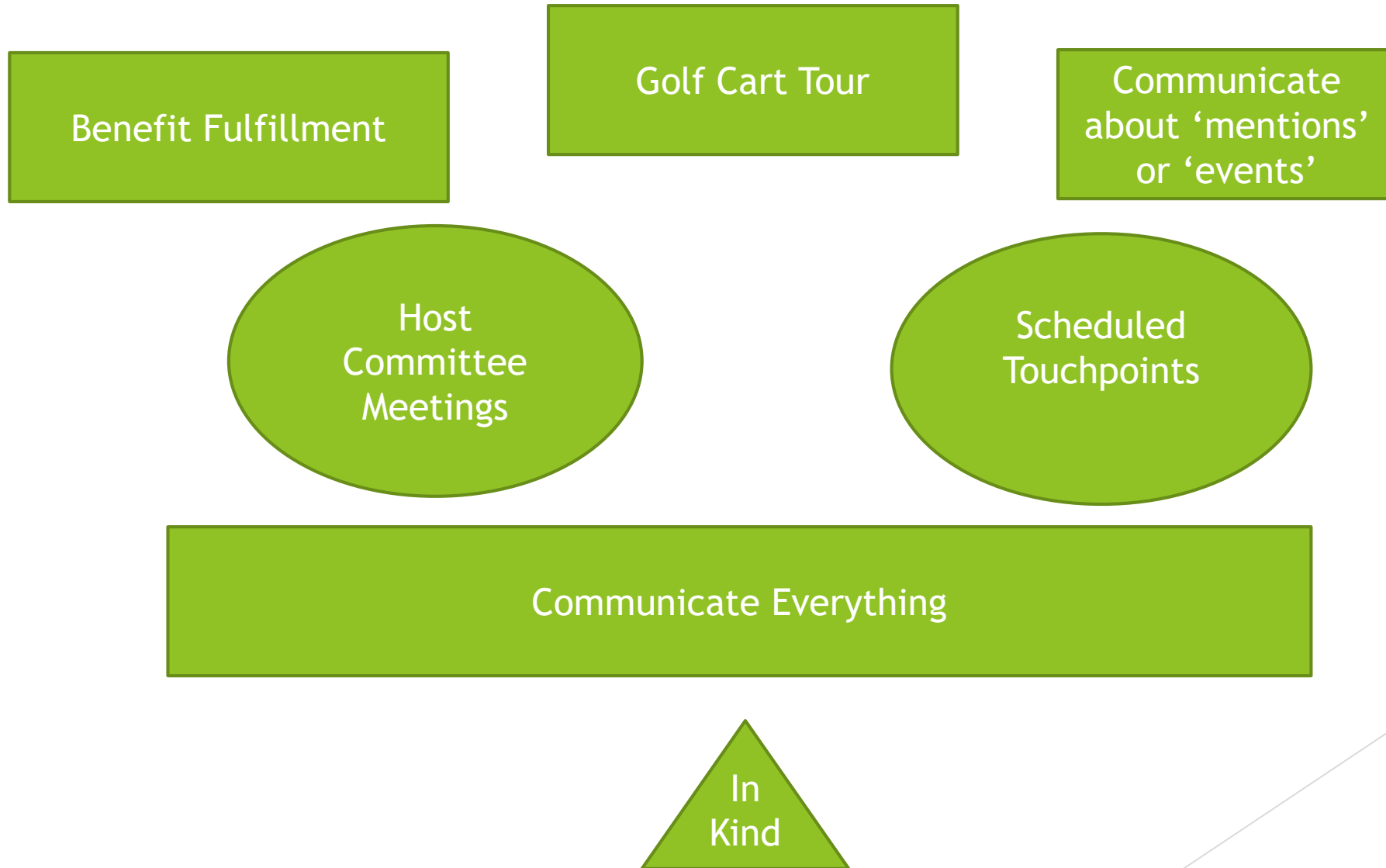
TAKE-AWAY:

- ▶ They self identify everywhere:
 - ▶ Programs/buildings/billboards/magazines/blogs
- ▶ Get help from others outside of your department.

Ways to Cultivate

- ▶ Know the Donor (decision maker/department driving decision)
- ▶ What are their giving pillars
- ▶ What is their source of giving (corporate or foundation?)
- ▶ Who else do they support and at what level?
- ▶ Connecting your garden with their decision maker/committee
(Bring the expert or ally to this meeting)
- ▶ Timeline for requesting support?

Ways to Steward



Ways to Cultivate/Steward

TAKE-AWAY:

- ▶ Master tracking system with pre-planned touchpoints
- ▶ Getting the gift is not enough. **THANK AND SHOW IMPACT!**

Asking For the Next Gift

- ▶ NEVER ASK FOR NEXT GIFT UNTIL YOU THANK THEM!
- ▶ Consider sharing these:
 - ▶ Genuine Thank You!
 - ▶ The way the gift made a difference.
 - ▶ The # of people that attended event.
 - ▶ The amount of revenue the event made for the garden.
 - ▶ The # of visitors that attended the festival.
 - ▶ The # of media impressions.
 - ▶ The # of website visits to their logo.
 - ▶ Placement of advertising and promotion.

Summary

- ▶ What are your opportunities for sponsorships?
- ▶ What do corporations want?
- ▶ How do you identify businesses/corporations that are a match?
- ▶ How do you cultivate businesses?
- ▶ What are ways in which you steward your donors?
- ▶ How and when do you ask for the next gift?

QUESTIONS?

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