

TOWER HILL

BOTANIC GARDEN

Business Partnership & Sponsorship Program

The Tower Hill Business Partnership & Sponsorship Program is designed to recognize the important role that leading businesses play in supporting Tower Hill's overall mission, while assisting in further establishing an image of corporate excellence. Investment in the Garden not only promotes your company, but aligns you with a premier cultural institution in New England, and directly impacts the community you serve.

By becoming a Business Partner, you receive one year of membership to the Garden, discounts on Private Event rentals for business meetings, networking opportunities, and much more.

In addition to Business Partnership, your company may be interested in sponsoring an event at Tower Hill. Throughout the year, we offer a range of programs that can connect you with new audiences, from *Night Lights*, which welcomes thousands to the Garden for a winter lights spectacle, to *Free After Three Thursdays*, our lively weekly summer evening series offered June - August. Event Sponsorship may be considered in addition to or instead of Business Partnership. However, all Event Sponsors who contribute \$5,000 and above will be enrolled in the Business Partnership program at the Patron Level.

Tower Hill Business Partnership & Sponsorship Program benefits can be customized to include volunteer and team-building opportunities to ensure that the program supports your company's interests and resources.

About Tower Hill Botanic Garden

Tower Hill Botanic Garden, located in Boylston, Massachusetts, features seventeen distinct gardens, two indoor conservatories, an education and visitors center, café and shop, meadows, and miles of woodland trails over 171 acres. Tower Hill prides itself on immersing visitors in the glory of its gardens, the variety and quality of its educational programs, and the engaging and unique elements of its special events. In 2018, Tower Hill hosted more than 140,000 visitors and grew membership to over 8,500 households, representing an increase of over 70% from 2012 totals

Tower Hill Botanic Garden's mission is *to inspire the use and appreciation of horticulture to improve lives, enrich communities, and strengthen commitment to the natural world*. Every garden that we tend, every child that we teach, and every visitor that we inspire is the focus of this mission, which is guided by the core values of our Strategic Plan: Learning, Stewardship, Sustainability, Inclusivity, Joy, and Excellence.

For more information on the Business Partnership & Sponsorship Program, contact Ali Kane, Development Manager at akane@towerhillbg.org or call 508-869-6111 x114

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Business Partnership Levels

Tower Hill Botanic Garden Business Partners receive 1 year of benefits, including "Garden Member for a Day" cards (number varies by level of participation), which extends many Tower Hill membership benefits and discounts to your company – a privilege unique to Business Partners!

All Business Partners will be listed on the Business Partnership & Sponsorship webpage with a link to your company website, as well as receive invitations to exclusive events at Tower Hill Botanic Garden.

Business Partner - Member (\$500)

- (2) Business Partner Membership Cards*
- 10% Discount on Advertising Space in Annual Gala Program Book

Business Partner - Benefactor (\$1,000)

- (2) Business Partner Membership Cards*
- (10) Single-Use Gate Passes for general admission
- 10% Discount on Private Event Rentals for Business Meetings
- 20% Discount on Advertising Space in Annual Gala Program Book
- Invitations to Business Partner Networking Opportunities and VIP Events
- Recognition as a Business Partner in the Visitor Center Reception and in Worcester Business Journal Ads in the "Book of Lists"

Business Partner - Patron (\$2,500)

- (4) Business Partner Membership Cards*
- (25) Single-Use Gate Passes for general admission
- 10% Discount on Private Event Rentals for Business Meetings
- 20% Discount on Advertising Space in Annual Gala Program Book
- "Business Spotlight" in Tower Hill newsletter
- Recognition as a Business Partner in the Visitor Center Reception and in Worcester Business Journal Ads in the "Book of Lists"
- Invitation for Business Owner (or equivalent) and One Guest to exclusive John Green Society events
- 15% Discount for Employees on New Memberships (limit 10)

*Benefits of Each Business Partner Membership Card† include:

- Free General Admission for two people to Tower Hill Botanic Garden for one day, including gardens, grounds, and library, excluding ticketed events
- 10% Discount at the Garden Shop
- Member rate for Tower Hill Classes and Workshops

†Card must be presented to Tower Hill staff member to receive benefits

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Event Sponsors of at least \$5,000 will be enrolled in a Business Partnership at the Patron Level.**

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