



New England  
Botanic Garden  
AT TOWER HILL

# 2024 Sponsorship Opportunities Guide



# EVENTS AT THE GARDEN

## Sponsorship Opportunities

### MUSIC IN BLOOM

- **Date:** June 9 and June 16, 2024 (June 9 Sold!)
- **Investment:** \$1,500 per evening, \$3,000 for both
- **Audience:** Members and non-members
- **Event Summary:** Guests are invited to experience New England Botanic Garden at golden hour, discovering a series of musical performances along the way. From a grand piano and flute duo in the Limonaia to a string quartet in the Lawn Garden, guests will stroll and enjoy an artistic and meaningful musical experience performed by small ensembles of musicians interspersed throughout the gardens.
- **Benefits:**
  - Presenting sponsor
  - \*20 general admission passes
  - 6 (\$1,500 sponsorship) or 10 (\$3,000 sponsorship) tickets to Music in Bloom
  - Recognition in Members Minute Newsletter (12,000 subscribers)
  - Promotion on-site and on social media (135,000 followers)

\*General admission passes may not be redeemed for public ticketed events including but not limited to Night Lights, Fairies Aglow, Orchids After Dark etc.

### SUMMER EVENINGS SOLD!

- **Date:** Thursday evenings, June 20 through August 29, 2024
- **Investment:** \$5,000 for program series
- **Audience:** Members and non-members
- **Event Summary:** Throughout June, July, and August, New England Botanic Garden opens its gates for extended hours and summer evening fun! Visitors can experience live music by talented local musicians, a beer garden, lawn games, light bites and much more as they explore the Garden after-hours with friends and family.
- **Benefits:**
  - Presenting sponsor
  - \*40 general admission passes
  - 20 drink tickets for the Beer Garden
  - Recognition in Members Minute Newsletter (12,000 subscribers)
  - Promotion on-site and on social media (135,000 followers)
  - Your business logo will be included in our e-newsletter that goes out to 45,000 people

\*General admission passes may not be redeemed for public ticketed events including but not limited to Night Lights, Fairies Aglow, Orchids After Dark etc.



Music in Bloom – Photo by James Jones



Music in Bloom – Photo by James Jones



Summer Evenings



Summer Evenings



#### 2024 Sponsorship Opportunities Guide

If interested in sponsoring or becoming a New England Botanic Garden partner, please contact Catrin Weimbs, Corporate and Foundation Relations Manager at 508-869-6111 x 177 or [cweimbs@nebg.org](mailto:cweimbs@nebg.org)

\*All sponsors will be recognized in our annual report\*

# EVENTS AT THE GARDEN

## Sponsorship Opportunities

### SENSORY-FRIENDLY EVENING **SOLD!**

- **Date:** July 2024
- **Investment:** \$750 for evening
- **Audience:** Members and non-members
- **Event Summary:** In partnership with HMEA's Autism Resource Central, New England Botanic Garden invites individuals and families seeking a low-sensory, less crowded environment for a night of fun, exploration, and relaxation. Visitors can explore the gardens after hours and enjoy designated quiet spaces, art projects, scavenger hunts, and more hands-on activities for all ages.
- **Benefits:**
  - Presenting sponsor
  - \*15 general admission passes
  - Recognition in Members Minute Newsletter (12,000 subscribers)
  - Promotion on-site and on social media (135,000 followers)

\*General admission passes may not be redeemed for public ticketed events including but not limited to Night Lights, Fairies Aglow, Orchids After Dark etc.

### SWING NIGHT: DANCE CONCERT ON THE LAWN

- **Date:** August 6, 2024
- **Investment:** \$2,500 for night
- **Audience:** Members and non-members
- **Event Summary:** Enjoy a high-energy dance concert of timeless big band swing featuring the 18-piece local talent, the Beantown Swing Orchestra. Learn basic swing moves to dance the night away or sit and enjoy the music with a picnic and a pint on the Lawn.
- **Benefits:**
  - Presenting sponsor
  - \*20 general admission passes
  - 10 tickets to Swing Night
  - Recognition in Members Minute Newsletter (12,000 subscribers)
  - Promotion on-site and on social media (135,000 followers)

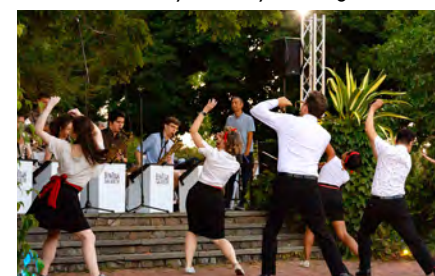
\*General admission passes may not be redeemed for public ticketed events including but not limited to Night Lights, Fairies Aglow, Orchids After Dark etc.



Sensory-Friendly Evening



Sensory-Friendly Evening



Swing Night



Swing Night



#### 2024 Sponsorship Opportunities Guide

If interested in sponsoring or becoming a New England Botanic Garden partner, please contact Catrin Weimbs, Corporate and Foundation Relations Manager at 508-869-6111 x 177 or [cweimbs@nebg.org](mailto:cweimbs@nebg.org)

\*All sponsors will be recognized in our annual report\*



# EVENTS AT THE GARDEN

## Sponsorship Opportunities

### PRIDE CELEBRATION

- **Date:** September 5, 2024
- **Investment:** \$500, \$1,000, or \$1,500 for day
- **Audience:** Members and non-members
- **Event Summary:** New England Botanic Garden invites visitors to celebrate our local LGBTQ+ community through an evening of lively entertainment and fun festivities for all ages. This community celebration features a Beer Garden, DJ dance party, drag shows, LGBTQ+ artisan vendors, local community resource organizations, and more for a fun and meaningful evening.
- **Benefits:**
  - Presenting sponsor (\$500), Lead sponsor (\$1,000), Prime sponsor (\$1,500)
  - \*10 (Presenting), 20(Lead), or 30 (Prime) general admission passes
  - 10 (Presenting), 15 (Lead), or 20 (Prime) tickets to Pride Celebration
  - Recognition in Members Minute Newsletter (12,000 subscribers)
  - Promotion on-site and on social media (135,000 followers)

\*General admission passes may not be redeemed for public ticketed events including but not limited to Night Lights, Fairies Aglow, Orchids After Dark etc.

### FAIRIES AGLOW **SOLD!**

- **Date:** Select Fridays and Saturdays, September 21 through October 26, 2024
- **Investment:** \$5,000 for program series
- **Audience:** Members and non-members
- **Event Summary:** This special event transports visitors into a magical world filled with fairies and folklore. During Fairies Aglow, our children's garden, the Ramble, becomes even more whimsical with dazzling light displays and lighted fairy houses. This family-friendly event includes enchanted activities, ethereal music, and real-life fairy friends. Visitors can explore the wonders of the season in a whole new light and immerse themselves in the magic of nature.
- **Benefits:**
  - Presenting sponsor
  - 20 tickets to Fairies Aglow
  - Recognition in Members Minute Newsletter (12,000 subscribers)
  - Promotion on-site and on social media (135,000 followers)
  - Your business logo will be included in our weekly e-newsletter that goes out to 45,000 people.



Pride Celebration



Pride Celebration



Fairies Aglow



Fairies Aglow



#### 2024 Sponsorship Opportunities Guide

If interested in sponsoring or becoming a New England Botanic Garden partner, please contact Catrin Weimbs, Corporate and Foundation Relations Manager at 508-869-6111 x 177 or [cweimbs@nebg.org](mailto:cweimbs@nebg.org)

\*All sponsors will be recognized in our annual report\*

# EVENTS AT THE GARDEN

## Sponsorship Opportunities

### DIWALI LIGHTS

- **Date:** November 23, 2024
- **Investment:** \$1,500 for night
- **Audience:** Members and non-members
- **Event Summary:** In partnership with the India Society of Worcester, join us in celebrating Diwali the 'Festival of Lights!' Diwali or Deepavali gets its name from the row of diyas that Indians light in their homes to illuminate their way to knowledge. Enjoy a wonderful evening of Indian cultural programs, delicious Indian food, shopping at the Bazaar, henna, and more. Wander through our beautiful gardens and soak in the festive atmosphere beautifully lit up with twinkling lights!
- **Benefits:**
  - Presenting sponsor
  - 10 tickets to Diwali Lights
  - Recognition in Members Minute Newsletter (12,000 subscribers)
  - Promotion on-site and on social media (135,000 followers)

### NIGHT LIGHTS

- **Date:** November 23, 2024 through January 5, 2025
- **Investment:** \$2,500, \$5,000, or \$10,000
- **Audience:** Members and non-members
- **Event Summary:** Celebrate the season at New England Botanic Garden with a winter light display like no other in the region! Each year, the unique and artfully crafted features of Night Lights change so that there is always something new to explore. On your visit, enjoy s'mores, seasonal drinks, a model train, shopping for holiday gifts, and fun photo opportunities that will create memories for the whole family. Enchanting landscapes, immersive experiences, and thousands of lights await at the most spectacular light show in Massachusetts.
- **Benefits:**
  - Presenting sponsor (\$2,500), Lead sponsor (\$5,000), Prime sponsor (\$10,000)
  - Tickets to Night Lights depending on sponsorship level
  - Recognition in Members Minute Newsletter (12,000 subscribers)
  - Promotion on-site and on social media (135,000 followers)
  - Your business logo will be included in our weekly e-newsletter that goes out to 45,000 people (Lead and Prime sponsors).
  - Business appreciation day for Prime sponsors
  - Guided Garden Tour



Diwali Lights



Diwali Lights



Night Lights



Night Lights



#### 2024 Sponsorship Opportunities Guide

If interested in sponsoring or becoming a New England Botanic Garden partner, please contact Catrin Weimbs, Corporate and Foundation Relations Manager at 508-869-6111 x 177 or [cweimbs@nebg.org](mailto:cweimbs@nebg.org)

\*All sponsors will be recognized in our annual report\*

# EVENTS AT THE GARDEN

## Sponsorship Opportunities

### ORCHIDS AFTER DARK

- **Event Dates:** Select Fridays and Saturdays, February 14 through March 15, 2025
- **Investment:** \$3,000 per evening
- **Audience:** Members and non-members
- **Event Summary:** Experience the brilliance of the Orchid Exhibition after-hours with special evenings of jazz and drinks. Escape the cold and see the exhibition in a whole new light, with a unique ambience perfect for a night out. Each evening features live jazz performed by highly talented, local musicians, a cash bar, and light bites available for purchase. Explore the beauty of our indoor conservatories filled with captivating orchid displays, sculptural works of art, and unique lighting exclusive to this after-hours experience.
- **Benefits:**
  - Presenting sponsor
  - 10 tickets to Orchids After Dark
  - Recognition in Members Minute Newsletter (12,000 subscribers)
  - Promotion on-site and on social media (135,000 followers)
  - Guided Garden Tour



Orchids After Dark



Orchids After Dark



Orchids After Dark



Orchids After Dark

2024 Sponsorship Opportunities Guide

\*All sponsors will be recognized in our annual report\*

If interested in sponsoring or becoming a New England Botanic Garden partner, please contact Catrin Weimbs, Corporate and Foundation Relations Manager at 508-869-6111 x 177 or [cweimbs@nebg.org](mailto:cweimbs@nebg.org)





# EVENTS AT THE GARDEN

## Sponsorship Opportunities

### POETIC KINETICS

- **Event Dates:** June 22 to October 31
- **Investment:** \$2,500, \$5,000, \$10,000
- **Audience:** Members and non-members
- **Event Summary:** Flora in Flight, A Trilogy in Motion is an immersive exhibit featuring a series of three aerial art installations by artist Patrick Shearn of Poetic Kinetics. These colorful Skynets will adorn the tree along Pliny's Allee, soar above the Court, and flutter amongst the foliage alongside the Lawn Garden from June 22 to October 31, 2024.
- **Benefits:**
  - Presenting sponsor (\$2,500), Lead sponsor (\$5,000), Prime sponsor (\$10,000)
  - General Admission tickets depending on sponsorship level
  - Recognition in Members Minute Newsletter (12,000 subscribers)
  - Promotion on-site and on social media (135,000 followers)
  - Your business logo will be included in our weekly e-newsletter that goes out to 45,000 people (Lead and Prime sponsors).
  - Business appreciation day for Prime sponsors
  - Guided Garden Tour



Poetic Kinetics – Photo by Patrick Shearn



Poetic Kinetics – Photo by Patrick Shearn



Poetic Kinetics – Photo by Patrick Shearn

#### 2024 Sponsorship Opportunities Guide

If interested in sponsoring or becoming a New England Botanic Garden partner, please contact Catrin Weimbs, Corporate and Foundation Relations Manager at 508-869-6111 x 177 or [cweimbs@nebg.org](mailto:cweimbs@nebg.org)

\*All sponsors will be recognized in our annual report\*



# EVENTS AT THE GARDEN

## Sponsorship Opportunities

### MEMBERS' MINUTE

- **Date:** Monthly
- **Investment:** \$1,500 (6 months) or \$3,000 (12 months)
- **Audience:** 12,000 Members
- **Summary:** The Members' Minute is a monthly email sent out to members with information and happenings at the Garden. This email goes out to 12,000 member households and businesses in the greater Worcester area where your customers live and work. The Members' Minute typically has an open rate of 60% or more.
- **Benefits:**
  - Name and logo featured on the Members' Minute
  - \*10 general admission passes for \$1,500 (6 months) sponsorship; 20 general admission passes for \$3,000 (12 months) sponsorship
  - Logo placement with direct link to your company website

\*General admission passes may not be redeemed for public ticketed events including but not limited to Night Lights, Fairies Aglow, Orchids After Dark etc.

### FIELD TRIP TRANSPORTATION FOR TITLE 1 SCHOOLS

- **Date:** Spring and Fall 2024
- **Investment:** \$400 per fieldtrip
- **Audience:** Members and non-members
- **Summary:** Support local under-resourced students by sponsoring transportation to and from New England Botanic Garden! With your support students in Title 1 schools can participate in one of our ten curated field trips. Each field trip aligns with Massachusetts Science and Technology/Engineering Standards and encompasses 90 minutes of guided exploration in nature. These K-12 field trips immerse students in hands-on outdoor activities, fostering a connection with nature and creating impactful learning experiences.
- **Benefits:**
  - Recognition on social media (135,000 followers)
  - 10 general admission passes



Members



Members



School Bus



School Bus



#### 2024 Sponsorship Opportunities Guide

If interested in sponsoring or becoming a New England Botanic Garden partner, please contact Catrin Weimbs, Corporate and Foundation Relations Manager at 508-869-6111 x 177 or [cweimbs@nebg.org](mailto:cweimbs@nebg.org)

\*All sponsors will be recognized in our annual report\*