



New England  
Botanic Garden  
AT TOWER HILL

# 2025 Sponsorship Opportunities Guide



# EVENTS AT THE GARDEN

## Sponsorship Opportunities

### MUSIC IN BLOOM

- **Date:** June 2025
- **Investment:** \$1,500 per evening, \$3,000 for both
- **Audience:** Members and visitors
- **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 (11,500 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, Orchids After Dark etc.

### SUMMER EVENINGS

- **Date:** Thursday evenings, June through August 2025
- **Investment:** \$5,000 for program series
- **Audience:** Members and visitors
- **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 (11,500 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

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Music in Bloom – Photo by James Jones



Music in Bloom – Photo by James Jones



Summer Evenings



Summer Evenings



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### SENSORY-FRIENDLY EVENING

- **Date:** July 2025
- **Investment:** \$750 for evening
- **Audience:** Members and visitors
- **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 (11,500 subscribers)
  - Promotion on-site and on social media (135,000 followers)

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### SWING NIGHT CONCERT ON THE LAWN

- **Date:** Summer 2025
- **Investment:** \$2,500 for night
- **Audience:** Members and visitors
- **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 (11,500 subscribers)
  - Promotion on-site and on social media (135,000 followers)

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Sensory-Friendly Evening



Sensory-Friendly Evening



Swing Night



Swing Night



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### DIWALI LIGHTS

- **Date:** November 2025
- **Investment:** \$1,500 for night
- **Audience:** Members and visitors
- **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 (11,500 subscribers)
  - Promotion on-site and on social media (135,000 followers)

### NIGHT LIGHTS

- **Date:** November 2025 through January 2026
- **Investment:** \$2,500, \$5,000, or \$10,000
- **Audience:** Members and visitors
- **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 (11,500 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



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### ORCHID EXHIBITION/ORCHIDS AFTER DARK

- **Exhibition Dates:** February and March 2025 and 2026
- **Investment:** \$5,000, \$2,500, \$1,500
- **Audience:** Members and visitors
- **Exhibition Summary:** The Pixels and Petals exhibition displays thousands of living orchids in artful arrangements. Explore the beauty of our indoor conservatories filled with captivating orchid displays and sculptural works of art. Experience the brilliance of the Orchid Exhibition and after-hours events 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.
- **Benefits:**
  - Presenting sponsor (\$1,500), Lead sponsor (\$2,500), and Prime sponsor (\$5,000)
  - 4 (Presenting), 6 (Lead), or 10 (Prime) tickets to Orchids After Dark
  - \*2 (Presenting), 4 (Lead), or 6 (Prime) general admission passes
  - Recognition in Members' Minute Newsletter (11,500 subscribers)
  - Promotion on-site and on social media (135,000 followers)
  - Guided Garden Tour

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



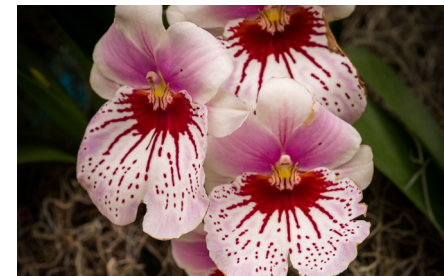
Orchids After Dark



Orchids After Dark



Orchids After Dark



Orchids After Dark



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# EVENTS AT THE GARDEN

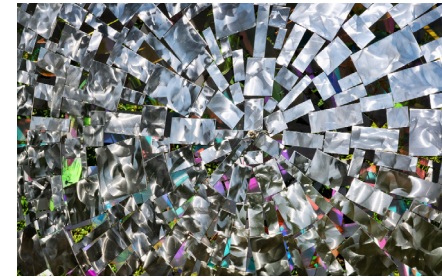
## Sponsorship Opportunities

### GEORGE SHERWOOD EXHIBIT

- **Date:** May through October 2025
- **Investment:** \$5,000, \$2,500, \$1,500
- **Audience:** Members and visitors
- **Summary:** Award-winning American sculptor George Sherwood returns to NEBG with pieces that explore aesthetic systems of space, time, and the dynamic relationships of objects in motion. For his outdoor works, wind speed and direction, shades of light, time of day, precipitation, and seasonal color transform the qualities of light and movement of the sculpture, enhancing the natural beauty of the gardens. Sherwood is creating two brand new works that will debut here at NEBG.
- **Benefits:**
  - Presenting sponsor (\$1,500), Lead sponsor (\$2,500), Prime sponsor (\$5,000)
  - General admission passes depending on sponsorship level
  - Tickets to special events depending on sponsorship level
  - Recognition in Members' Minute Newsletter (11,500 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 (Prime Sponsor Level)
  - Business appreciation day for all sponsors
  - Guided Garden Tour



George Sherwood Exhibit



George Sherwood Exhibit



George Sherwood Exhibit



George Sherwood Exhibit



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## Sponsorship Opportunities

### URBAN TREE SYMPOSIUM

- **Dates:** February 2025 and February 2026
- **Investment:** \$5,000, \$2,500, \$1,500
- **Audience:** Horticulture experts, researchers, and educators
- **Summary:** New England Botanic Garden's annual Urban Tree Symposium is dedicated to exploring the importance of urban forests and ways we can improve our green spaces. The symposium brings together experts in the fields of forestry, horticulture, biology, technology and more. You can expect to hear current and important information that will impact your work in our communities and your own home. This event is co-hosted in partnership with the Ecological Landscape Alliance
- **Benefits:**
  - Presenting sponsor (\$1,500), Lead sponsor (\$2,500), and Prime sponsor (\$5,000)
  - 4 (Presenting), 6 (Lead), or 10 (Prime) tickets to the symposium
  - \*2 (Presenting), 4 (Lead), or 6 (Prime) general admission passes
  - Recognition in Members' Minute Newsletter (11,500 subscribers)
  - Promotion on-site and on social media (135,000 followers)
  - Guided garden tour



New England  
Botanic Garden  
AT TOWER HILL

Co-hosted by Ecological Landscape Alliance



RHODE ISLAND URBAN  
FORESTS TECHNICAL  
ASSISTANCE PROGRAM  
Robert "Lou" Allard

Department of Conservation & Recreation  
Rhode Island Department of  
Environmental Management

### 2025 URBAN TREE SYMPOSIUM

Urban Oases: Trees as Lifelines in Our Cities



UNDERSTANDING OUR  
URBAN FORESTS

Richard W. Harper

Professor and Extension Urban Forester  
University of Massachusetts Amherst

Explore the  
importance of urban  
forests and ways we  
can improve our  
green spaces.



ADVOCATING FOR EQUITY &  
COMMUNITY ENGAGEMENT  
IN BOSTON'S URBAN FOREST

David Meshoulam  
Co-founder and Executive Director

MarS McCormick  
Associate Director  
Speak for the Trees Boston

Friday, February 7, 2025

9:00 AM - 4:30 PM

New England Botanic Garden  
at Tower Hill

\$ NEBG / ELA members: \$125  
\$ Non-Members: \$150  
\$ Students: \$60



PLANTING TREES OF  
CHANGE: THE RETURN OF  
THE CHESTNUT TREE

Robert Graham

Land Steward  
New England Botanic Garden  
at Tower Hill

Early Bird Registrations  
automatically receive a 10%  
discount on the above ticket  
price. This price is valid until  
January 5, 2025.



EXPLORING URBAN TREE  
PLANTING: BUILDING  
RESILIENT AND EQUITABLE  
CITIES THROUGH RESEARCH  
AND COLLABORATION

John Rogan  
Deborah Martin

Professors of Geography  
Clark University



Urban Tree Symposium and New England  
Botanic Garden at Tower Hill

Register for the Urban Tree Symposium, dedicated  
to exploring the importance of urban forests and...

New England Botanic Garden at Tower Hill

Register now at: [www.nebg.org](http://www.nebg.org)

## CEUs

CFE, MAA, MCLP, MCH, ISA, APLD  
UPDATED ON WEBSITE AS APPROVED



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### MEMBERS' MINUTE

- **Date:** Monthly
- **Investment:** \$1,500 (6 months) or \$3,000 (12 months)
- **Audience:** 11,500 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 11,500 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, Orchids After Dark etc.

### BARBARA'S BUS FIELD TRIP TRANSPORTATION FOR TITLE 1 SCHOOLS

- **Date:** Spring and Fall 2025
- **Investment:** \$400 per fieldtrip
- **Audience:** Members and visitors
- **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



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# EVENTS AT THE GARDEN

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### TABLING EVENTS

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- **Date:** Year-round
- **Investment:** \$300 per tabling event
- **Audience:** Members and visitors
- **Summary:** On select dates throughout the year, your business can set up an informational table in NEBG's Stoddard Visitors Center. This is a great way to market your brand and services to the many NEBG members and visitors who come through the Garden.



Garden Visitors



Garden Visitors



Garden Visitors



Garden Visitors

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## **Business Membership**

Looking for a way to provide meaningful benefits to your employees? Connect your staff to all the Garden has to offer through a Business Membership!

When you become a Business Member of the Garden, you are joining a growing number of individuals and organizations who support our mission of creating experiences with plants that inspire people and improve the world.

For an annual contribution of **\$500**, you will receive two membership cards that include:

- General admission for 4 people per card
- Member discounts on:
  - Special ticketed events
  - Garden Shop purchases
  - Class registrations

\*Special event admission not included

