



New England
Botanic Garden
AT TOWER HILL

2026 Business Partnership Guide





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Botanic Garden**
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ABOUT

New England Botanic Garden at Tower Hill, founded in 1842 and operated by Worcester County Horticultural Society, is a nearly 200-acre garden in Boylston, MA. It serves as a place for people to experience the wonder of plants, learn about the natural world, and make joyful connections. The Garden includes conservatories, formal and naturalistic gardens, a café, Garden Shop, walking trails, accessible pathways, and expansive views of the Wachusett Reservoir.

We're proud to be a garden where everyone belongs, where wandering is always welcome, and where no two visits will ever be quite the same.

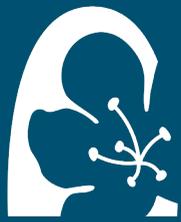
MISSION

New England Botanic Garden at Tower Hill creates experiences with plants that inspire people and improve the world.

VISION

New England Botanic Garden at Tower Hill envisions a world where people and plants thrive.





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AT TOWER HILL

BY THE NUMBERS



Annual
Visitors
250,000+

Members
13,000+



Website
Visitors
1.1M



Instagram
45,000
Followers



Facebook
113,000
Followers

Youth
Education
Attendance
15,220



Adult
Education
Attendance
4,954



CO2
Emissions
Eliminated
50 tons

(through sustainable
horticulture initiatives)



19 Gardens
To Explore

BECOME A SPONSOR

Partnering with New England Botanic Garden is more than just sponsorship—it’s a chance to align your brand with sustainability, wellness, and community enrichment.

Join a respected community of companies dedicated to creating experiences at the Garden that inspire people and improve the world. Our sponsorship opportunities are designed to support your marketing objectives, company values, and employee engagement initiatives.

SPONSORSHIP						
BENEFIT	\$750	\$1,500	\$2,500	\$5,000	\$7,500	\$10,000
General admission passes	15	20	25	30	35	40
Complimentary tickets to selected special event	—	6	10	12	16	20
Discount on room rental	—	—	10%	10%	10%	10%
Invitation to a John Green Society event	—	—	—	2 guests at 1 JGS event	2 guests at 2 JGS events	2 guests at 3 JGS events
Business Membership included	—	—	—	\$500 level	\$1,000 level	\$2,500 level
Invitation to exclusive <i>Night Lights</i> Preview Night						
Title Event Sponsor - Business name included in event title	—	—	—	—	—	
On-site digital signage	Name	Logo	Logo	Logo	Logo	Logo
On-site printed signage	—	—	Logo	Logo	Logo	Logo
Social media mentions with tags	—					
Recognition on the NEBG website	Name	Name + Link	Logo + Link	Logo + Link	Logo + Link	Logo + Link
Included in Members’ Minute e-newsletter	Name	Name + Link	Logo + Link	Logo + Link	Logo + Link	Logo + Link
Included in weekly general e-newsletter	—	—	—	Name	Name	Logo
Included in Annual Report						

Let’s grow something great together.



SIGNATURE EVENT SPONSORSHIPS

Night Lights

November 2026 through January 2027

Named USA Today's #1 Botanical Garden Holiday Lights, this dazzling winter display is a one-of-a-kind seasonal spectacle of lights with festive experiences for people of all ages and backgrounds to enjoy. Night Lights illuminates the unique beauty of the botanic garden's outdoor and indoor spaces and invites over 70,000 visitors to revel in the wonder of the winter season with friends and family, and half a million lights.



Diwali Lights

November 2026

Join us for the opening of the Night Lights season with a Diwali celebration, the Festival of Lights, in partnership with the India Society of Worcester. The evening features Indian cultural performances, cuisine, a Bazaar, and additional activities and programs highlighting Indian culture and Diwali traditions.



Summer Evenings

Wednesday and Thursday evenings,
June through August 2026

During the summer months, NEBG extends its hours for lively evenings in the Garden. Visitors can enjoy live music from talented local musicians, a beer garden, lawn games, light bites, and more as they explore the Garden after hours with friends and family.





Music in Bloom

June 2026

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 stroll the gardens and delight in an artistic and meaningful musical experience performed by small ensembles of musicians.



Sensory Friendly Evening

July 2026

In partnership with Autism Resource Center, the Garden invites individuals and families seeking a low-sensory, less crowded environment for a night of fun, exploration, and relaxation. Visitors can wander the gardens after hours and enjoy designated quiet spaces, art projects, scavenger hunts, and more hands-on activities for all ages.



Swing Night

August 2026

Experience 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 take in the music with a picnic and a pint on the Lawn Garden.



Pride Night

September 2026

Our Pride Celebration is a vibrant, joyful event intended to celebrate our LGBTQ+ community and foster a sense of belonging and connection. The event features a variety of festivities that include and highlight various facets of the LGBTQ+ community, such as drag performances, artisan vendors, live music performances, and important organizations and resource groups that serve the community.



EXHIBITION SPONSORSHIPS

Glass in Flight by Alex Heveri

May through October 2026

This unforgettable exhibition features 30 larger-than-life stained glass and steel sculptures expertly crafted by artist Alex Heveri. Encounter giant hummingbirds, butterflies, dragonflies, beetles, and more as they shimmer in the sunlight. Blending brilliant color, light, and scale, Glass in Flight celebrates these charismatic creatures and their environmental significance. Opportunities are available to dedicate individual sculptures in memory, in honor, or in recognition of someone special.



Secret Dwellings: Nature-Inspired Fairy Houses

August through October 2026

The Ramble Children's Garden will be transformed into a whimsical fairyland that is sure to leave you charmed. Experience the magic as you journey through our enchanted fairy forest exhibition featuring magical fairy houses built with natural and nature-inspired materials. Immerse yourself in a magical miniature world where fantasy meets nature and let your imagination soar.



Annual Orchid Exhibition

February through March 2027

The annual orchid exhibition showcases thousands of living orchids arranged in striking, artful displays throughout our indoor conservatories. Visitors enjoy the exhibition during daytime hours or take part in a dynamic lineup of classes and special events, including the popular Orchids After Dark series.





EDUCATIONAL SPONSORSHIPS

Barbara's Bus Field Trip Transportation for Title 1 Schools

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 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.



Urban Tree Symposium February 2027

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. Each symposium brings together experts in the fields of forestry, horticulture, biology, technology and more.

Other symposium sponsorship opportunities include the annual Art and Science Symposium, the Nut Tree Symposium, and the Apple Tree Symposium.



Trips and Tours Throughout the Year

Discover inspiring gardens, landscapes, and horticultural destinations through guided trips and tours led by expert staff or local hosts. Each outing offers a unique opportunity to learn, connect, and explore beyond the Garden's grounds.

From self-guided strolls to chartered bus excursions, our garden tours provide an enriching way to connect with exceptional landscapes, expert voices, and the vibrant world of horticulture.



ADDITIONAL SPONSORSHIP OPPORTUNITIES



Members' Minute E-newsletter

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.



Members' Summer Concert August 2026

Join us during our annual Members' Concert on the Lawn Garden for an evening of live music featuring a local Central Massachusetts band. Bring your lawn chairs or a cozy blanket and settle in as the sun sets over the garden, creating the perfect backdrop for a night of music and community.



BECOME A BUSINESS MEMBER

Give your employees the gift of nature! Invest in your team’s well-being while fostering a connection to the outdoors. A Business Membership provides year-round access to the Garden, offering a refreshing escape and exclusive benefits.

Your company will receive membership cards, each allowing general admission for four guests per visit; and discounts on ticketed events, Garden Shop purchases, and class registrations.

BUSINESS MEMBERSHIP			
BENEFIT	\$500	\$1,000	\$2,500
Membership Card (each allows up to 4 guests per visit)	2	3	4
One-time use general admission passes	—	10	20
Individual gift memberships	—	1	2
Discount on individual memberships for your employees	—	—	10%
Discount on special event tickets for employees	25%	25%	25%
Early ticket access for special events, like <i>Night Lights</i>			
Discount at The Garden Shop and Farmer and the Fork Café	10%	10%	10%
Discounts at more than 30 garden suppliers			
Discounts on classes, workshops, lectures, and symposia			
Group volunteer opportunities			
Behind-the-scenes garden tour with horticulture specialist	—	—	
Receive weekly e-newsletter			
Receive monthly Members’ Minute e-newsletter			
Receive quarterly <i>Grow With Us</i> magazine			
Recognition on NEBG website	Name	Name + Link	Logo + Link
Listed in the NEBG Annual Report			



OTHER WAYS TO SUPPORT THE GARDEN

Volunteer at the Garden: Team Building with Purpose

Make a tangible impact while strengthening your team dynamics. Our corporate volunteer programs provide hands-on opportunities to work alongside our expert horticulturists, contribute to environmental stewardship, and enhance the beauty of our gardens—all while fostering teamwork and new skills.

Host Your Next Event in a Breathtaking Setting

Escape the office and inspire your team with a private event at the Garden. Whether you're planning a one-day meeting, a multi-day retreat, or a festive holiday gathering, our unique indoor and outdoor spaces offer a rejuvenating setting. Plus, your guests can explore 200 acres of stunning landscapes during their visit.

Bulk Discounted Passes and Memberships to the Garden: An Inspired Way to Reward Your Team

As part of our Community Partner Program, your business can purchase discounted bulk general admission passes or Family-level memberships to the Garden, a beautiful way to reward and rejuvenate your staff and clients. We'll provide printed passes or membership certificates for you to distribute as employee recognition, holiday gifts, client appreciation, or wellness incentives.





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If you are interested in becoming a business partner of New England Botanic Garden, please contact Becca Darrouzet, Manager of Corporate and Foundation Relations, at 508-869-6111 x177 or bdarrouzet@nebg.org