



FORT WORTH
BOTANIC GARDEN



BOTANICAL
RESEARCH INSTITUTE
OF TEXAS

**CORPORATE PARTNERSHIP OPPORTUNITIES
2023-2024**

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EXPLORE • DISCOVER • ENGAGE

OUR MISSION

WE **EXPLORE** THE CRITICALLY IMPORTANT WORLD OF PLANTS, COLLABORATE TO **DISCOVER** THE ROLE THEY PLAY IN OUR CULTURAL AND NATURAL ENVIRONMENTS, AND **ENGAGE** PEOPLE TO CONSERVE NATURE AND IMPROVE THE HUMAN EXPERIENCE.

OUR VISION

TO BE RENOWNED GLOBALLY AND TREASURED LOCALLY FOR EXCEPTIONAL AND INFLUENTIAL RESEARCH, HORTICULTURE, AND EDUCATION.

CONTACT

PLEASE CONTACT LEAH HERSEY, DIRECTOR OF CORPORATE RELATIONS,
TO DISCUSS THESE OPPORTUNITIES.
817-463-4100 | LHERSEY@BRIT.ORG

ENGAGE WITH US

VOLUNTEER

The Fort Worth Botanic Garden | Botanical Research Institute of Texas offers meaningful experiences through volunteer opportunities that enrich personal growth and sustain our planet. Volunteers can choose from an array of areas to help across our campus. Whether you are interested in conservation research or cultivation of a garden, engaging visitors at special events or exploring community education, our unique opportunities offer a place for everyone.

CORPORATE EVENTS

Our campus blends an ultra-modern style with a truly natural look. BRIT's shimmering glass, dramatic architectural lines, and stunning views of the Fort Worth skyline provide the perfect backdrop for an event. The Deborah Moncrief Garden Center's 17,000 sq. ft. facility has a theater-style auditorium and several meeting rooms to accommodate groups of up to 250 guests. The venues across our campus offer a unique and beautiful setting for any meeting, team gathering, or special event.

SPONSORSHIP

Support of FWBG | BRIT through a sponsorship underwrites the cost of bringing world-class traveling exhibits as well as festivals and community events to the Garden each season.

EXPOSURE: GROWING OUR AUDIENCES

FIGURES AS OF Q3 2022



6,000+
MEMBER HOUSEHOLDS

250,000+
GARDEN GUESTS ANNUALLY

44,000+
EMAIL SUBSCRIBERS

90,000+
SOCIAL MEDIA FOLLOWERS
ACROSS 7 CHANNELS

1 MILLION+
WEBSITE VISITORS ANNUALLY

10 MILLION+
IMPRESSIONS ANNUALLY
OUTDOOR ADVERTISING
PRINTED BANNERS ON UNIVERSITY DRIVE

5 MILLION+
IMPRESSIONS ANNUALLY
ELECTRONIC BILLBOARDS
IN THE CULTURAL DISTRICT

SPONSORSHIP BENEFITS INCLUDE:

RECOGNITION ON DIGITAL
AND PRINTED COLLATERAL

INVITATIONS TO PREVIEW EVENTS

TICKETS TO EXHIBITS AND EVENTS

GUEST PASSES AND MEMBERSHIPS TO THE GARDEN

PRIVATE GUIDED TOURS

OPPORTUNITIES FOR COMPANY DAYS AND
VENUE RENTAL SPACE





LEVELS AND BENEFITS

Guided tours and access to speakers available upon request.

See individual exhibit pages for presenting sponsorships and other details.

\$20,000+ CHAMPIONS

Logo recognition

Company day at the Garden or guest passes upon request

20 invitations to preview event

6 invitations to VIP dinner

6 family level memberships and 25% membership discount for employees

50% rental venue discount (one-time use)

\$10,000 EXPLORERS

Logo recognition

Company day at the Garden or guest passes upon request

10 invitations to exhibit preview event, opportunity to speak

4 invitations to VIP dinner

10% membership discount for employees

25% facility rental discount (one-time use) or complimentary conference room use

\$5,000 PIONEERS

Logo recognition on exhibit collateral

16 guest passes to the Garden or tickets to exhibit, if applicable

6 invitations to exhibit preview event

4 invitations to VIP dinner

\$2,500 LEADERS

Logo recognition on exhibit collateral

10 guest passes to the Garden or tickets to exhibit, if applicable

4 invitations to exhibit preview event

\$1,500 SUPPORTERS

Written recognition on exhibit collateral

6 guest passes to the Garden or tickets to exhibit, if applicable

2 invitations to exhibit preview event

\$500 UNDERWRITERS

Recognition on annual sponsor webpage

4 guest passes to the Garden



2023 EXHIBITS
WORLD OF ORCHIDS
FEB 24 - APR 9

Experience the stunning and exquisite beauty of all shapes, sizes, and colors of orchids arranged in breathtaking displays inside the Garden's conservatory. Orchids have been a source of amazement, amusement, and scientific discovery for more than 500 years. We invite you to join us in making this inaugural exhibit a reality in Fort Worth.

PRESENTING SPONSORSHIP AVAILABLE AT \$40,000

ESTIMATED NUMBER OF GUESTS

30,000+



2023 EXHIBITS
ZIMSCULPT
APR 17 – JUL 31



Based in Harare, Zimbabwe, ZimSculpt has a unique opportunity to build relationships with the sculpting community and the privilege to witness the latest cutting-edge sculpture being produced in Zimbabwe today. Their exhibitions represent around 300 different artists' work from all over Zimbabwe, ranging from world-renowned and established artists to new emerging talent. During the exhibition, they display more than 100 large sculptures, thoughtfully curated within the grounds of the Garden, working with the unique natural features of each venue. Some of the original artists will be on-site sculpting throughout the exhibit.

ESTIMATED NUMBER OF GUESTS

73,000+

PRESENTING LEVEL AVAILABLE AT \$40,000



2023 EXHIBITS
¡CELEBRAMOS!
SEP 15 - OCT 15

¡Celebremos! was created to highlight our diverse community and gather people at the Garden for Hispanic Heritage month. The Garden is a place where everyone belongs. During this month-long celebration, there will be musical performances from the Fort Worth Opera and mariachi bands, local art displays, a Mariposa Market for local Hispanic artisans and vendors, and more.

Sponsors are invited to participate in the Mariposa Market and beginning at \$2,500 are invited to the VIP dinner in lieu of a preview event.

PRESENTING LEVEL AVAILABLE AT \$30,000

ESTIMATED NUMBER OF GUESTS

25,000+



2023 EXHIBITS LIGHTSCAPE

NOV - JAN

International sellout sensation, Lightscape returns to the Fort Worth Botanic Garden for another season. Set along a beautifully illuminated walking trail custom-designed for Fort Worth, Lightscape features spectacular artistic installations that come to life after dark with color, imagination, and sound. Each year, the trail features 80% new installations. This exhibit, produced in association with Sony Music, is secured through 2026.

PRESENTING LEVEL SPONSORSHIP

Available upon request.

\$20,000 CHAMPIONS

- 50 tickets to exhibit
- 20 invitations to exhibit preview event
- Additional logo recognition on a more prominent light display installation
- 6 Supporter-level memberships
- 25% employee membership discount
- 50% venue rental discount (one-time use) or complimentary conference use

\$10,000 EXPLORERS

- 20 tickets to exhibit with reserved on-site parking
- 10 invitations to exhibit preview event
- Additional logo recognition on a specific light display installation*
- 10% employee membership discount (members receive a Lightscape ticket discount)
- 25% venue rental discount (one-time use) or complimentary conference use

\$5,000 PIONEERS

- 10 tickets to exhibit with reserved on site parking
- 6 invitations to exhibit preview event
- Logo recognition on digital collateral and on-site signage

*Exclusive, specific light installation signs are limited and first come, first served



ESTIMATED NUMBER OF GUESTS

100,000+



50TH ANNIVERSARY OF THE JAPANESE GARDEN IN 2023

JAPANESE FESTIVALS

APR 22 - 23

NOV 4 - 5

ESTIMATED NUMBER OF GUESTS
PER WEEKEND

10,000+

In 2023, we will celebrate the 50th anniversary of the Japanese Garden with a special event before the festival takes place at the end of April. Hosted in collaboration with the Fort Worth Japanese Society, the annual spring and fall festivals are a community favorite, typically attracting 9,000-12,000 guests each weekend. Cultural demonstrations, performances and food are offered throughout the Garden. Taiko drummers, sumo wrestlers and more are featured in these special weekends.

PRESENTING LEVEL SPONSORSHIP AVAILABLE AT \$15,000

\$3,500

- Opportunity to set up a booth at spring and fall festivals (4 days total)
- 6 invitations to Japanese Garden Anniversary Celebration
- 12 guest passes to the Garden
- Logo recognition on collateral:
 - Festival event webpages and annual sponsorship webpage*
 - Social media post*
 - E-newsletter*
 - Digital screen in Garden Center (main entrance building)*
 - Festival map*

\$2,500

- Opportunity to set up a booth at spring and fall festivals (4 days total)
- 4 invitations to Japanese Garden Anniversary Celebration
- 10 guest passes to the Garden
- Logo recognition on collateral listed above



COMMUNITY EVENTS

The Garden is Fort Worth’s local gathering place in the heart of the Cultural District. We engage our audience throughout the year with a variety of events. Sponsorship opportunities provide ways to connect with the community and are available upon request.



DOG DAYS VARIOUS DATES

Guests are invited to bring their four-legged family members to the Garden for weekends of frolicking and fun. Dog Days offers yet another way for local residents to explore and discover the many wonders of our 120-acre campus.



AFTER HOURS VARIOUS DATES

Enjoy the beauty of the Garden after hours! Unwind after a long week with adult beverages, delicious bites, and live music from local artists in the Leonard Courtyard and Fuller Garden.



FWBG  BRIT



PLANT SALES SPRING & FALL

At our free-admission, annual spring and fall plant sales, our expert staff is on hand to answer all of your plant questions and help you find what will work best in your yard. Each sale continues to exceed more than 1,000 transactions.



SPRING MARKET MAY 7

Guests shop among local artisan vendors and enjoy live music in our peak season at the Spring Market, plus free afternoon admission to the Garden.



HOLIDAY IN THE GARDEN DECEMBER 2

This seasonal celebration features local artisan vendors, live music, pictures with Santa, and a free Garden admission in the afternoon.



TULIP TIME MARCH

Spring bursts out across the Garden with more than 250,000 blooming bulbs during the month of March. Look for brilliant swaths of color from daffodils, tulips, hyacinths and more in exquisite display beds.



2024
FORTLANDIA
FAMILY GARDEN

PHOTO BY BRIAN BIRZER
COURTESY OF THE LADY BIRD JOHNSON WILDFLOWER CENTER



OTHER OPPORTUNITIES TO GIVE

UNDERWRITE ACCESSIBILITY

By helping us recuperate the cost of admissions for a day or afternoon, you allow community-wide access to the Garden. We plan to offer multiple free admission days throughout the year.

SUPPORT THE MASTER PLAN

Over the next 20 years, transformative capital projects are planned, including the addition of a family garden, a new entrance building, a culinary garden, an education hub, additional parking and more.

EDUCATION SUPPORT

Your support of our education programs helps provide learning experiences to underserved children in the community. Opportunities for support are available upon request.

A FRONTIER FOR FIELD TRIPS

Environmental STEM Challenges

Environmental STEM Challenges use nature to Explore, Discover and Engage the wonders of learning and developing an understanding of STEM concepts and careers. These challenges are not like other field trips offered in the area, in that students and teachers are encouraged to investigate their surroundings and address environmental issues facing our community. Help us build a generation of solutionaries!



EARLY CHILDHOOD OUTREACH

Using Nature to Help Children Learn

Bella, Books, and Botany is an early childhood educational outreach opportunity offered to preschool classes. This unique program utilizes quality children's literature, nature, and STEM learning. Early childhood educators are positioned to promote scientific thinking while teaching literacy, math, and creative art skills with their students. Our hope is to inspire teachers' sense of wonder along with their students' and take advantage of nature's benefits when teaching the critical learning domains.

SUMMER CONNECTIONS

Camps in the Garden

Camps provide summer fun and exploration in the Garden. Children will have the opportunity to learn about the wonderful bugs that share our world, investigate the fascinating plants in our own backyard, explore water through creative play, and hone in on engineering and creative thinking skills with gardening in a summer camp.



THANK YOU TO OUR 2022-2023 SPONSORSHIP SUPPORTERS



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ON OUR WEBSITE HERE.

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Your support continues our mission to Explore, Discover, and Engage with the community. We would be honored to partner with you!

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