



FORT WORTH
BOTANIC
GARDEN

MARKETING ANALYTICS

AS OF 1ST QUARTER 2023

Exhibit sponsorships provide your brand with extensive exposure, whether the exhibit is held for one weekend (e.g., Japanese Festival, 11,600 attendees) or an entire season (e.g., Butterflies in the Garden, 35,000+ attendees). Your reach extends to our rapidly growing number of guests, members, email subscribers, and social media followers.

SOCIAL MEDIA FOLLOWERS

FACEBOOK **77,000+**

INSTAGRAM **21,700+**

ATTENDANCE

342,000+ visitors per year*

MEMBERSHIPS

6,400+ member households

DIGITAL MARKETING

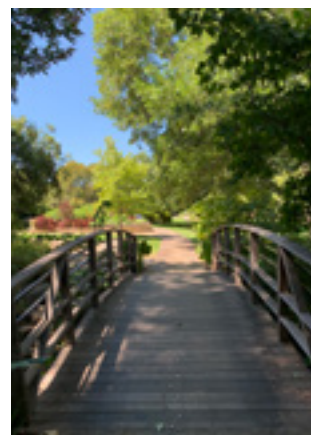
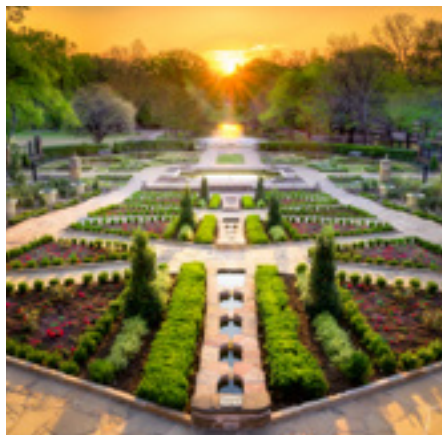
EMAIL SUBSCRIBERS **62,000**

WEBSITE **1 million+** site visitors annually

OUTDOOR ADVERTISING

PRINT BANNERS **10 million+** impressions annually

ELECTRONIC BILLBOARDS **8 million** impressions annually



**Includes Butterflies in the Garden and Lightscape attendees*