

Corporate Partnership Opportunities 2026



FORT WORTH
BOTANIC
GARDEN

Who We Are

The Fort Worth Botanic Garden explores the critically important world of plants, collaborates to discover the role they play in our cultural and natural environments, and engages people to conserve nature and improve the human experience.

In 2025, FWBG received two DFWChild Best for Families awards, with readers voting us as both the **Best Place for the Whole Family** and the **Best Place to Explore the Outdoors** in DFW. In TripAdvisor, FWBG was among the **top 10% of things to do worldwide**, based on reviews and ratings collected over 12 months. FWBG was also named to **Fort Worth Magazine's 2025 Best Of List** as the **Best Place to Pop the Question** (Editor's Choice) and the **Best Local Attraction** (Readers' Choice).

By The Numbers

108k+
EMAIL
SUBSCRIBERS

832k+
ACTIVE WEBSITE
USERS/YEAR

1.5m
HERBARIUM SPECIMENS

130+
STAFF

120k+
SOCIAL MEDIA
FOLLOWERS
ACROSS PLATFORMS

3,442
TAXA, AND
COUNTING,
REPRESENTING

165
PLANT FAMILIES

9,000+
MEMBER HOUSEHOLDS

1,000+
ACTIVE
VOLUNTEERS

23
SPECIALTY
GARDENS

458k+
ANNUAL GUESTS

Corporate Membership

Commit to wellness for your employees, sustainability leadership for your company, and love for nature.

Access To The Garden	\$1,000	\$5,000	\$10,000	\$25,000
Volunteer opportunities (group of 5-25 people)	✓	✓	✓	✓
General admission single-use guest passes (+ passes donated to the school/nonprofit of choice)	10 (+10 donated)	25 (+25 donated)	50 (+50 donated)	100 (+100 donated)
Additional passes at discounted rate (\$10/ticket)		✓	✓	✓
Access to 4 Corporate Saturdays (employees and family)		✓	✓	✓
Garden general admission for employee + 1 guest (and children in household)				✓
\$15 off Membership discount for employees		✓	✓	✓
Family Memberships		2	4	6
Events & Classes				
Seats at Earth Day Lecture (April 24)	4	6	8	10
Invitations to Butterflies Preview (March)	4	6	8	10
Invitations to Christmas in the Garden Preview (November)	2	4	6	8
Facilitated lunch and learn at company location (topic lists available)		✓	✓	✓
Tickets to Blooms & Beats concerts (6/year - March - May, Sept - Nov)	6	10	20	30
\$5 off Adult Education classes for employees (limited uses)		5	10	20
Private Adult Education Class or Lecture				✓
Additional				
Recognition on Corporate Partners webpage	✓	✓	✓	✓
Facility Rental Discount (one-time use)	10%	25%	50% + complementary conference room rentals	Complementary + 3 complementary conference room rentals
Access to experts in plant research for services such as seed rescue and plant identification	✓	✓	✓	✓
Behind the scenes tour		✓	✓	✓



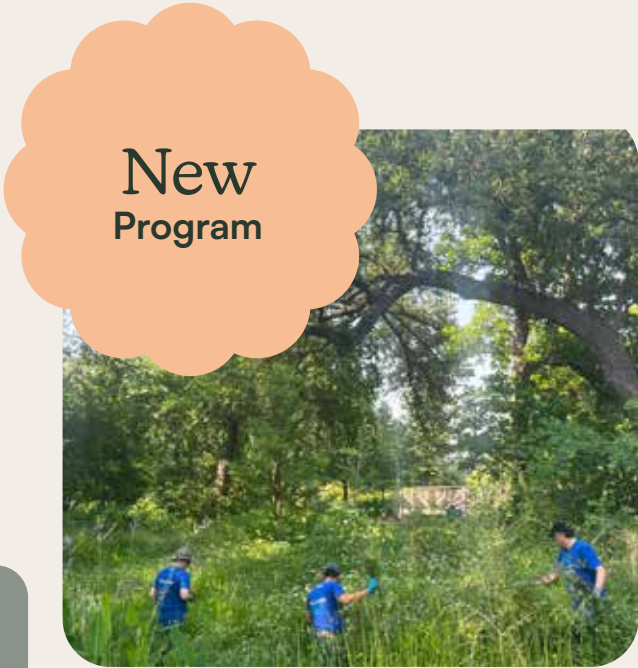
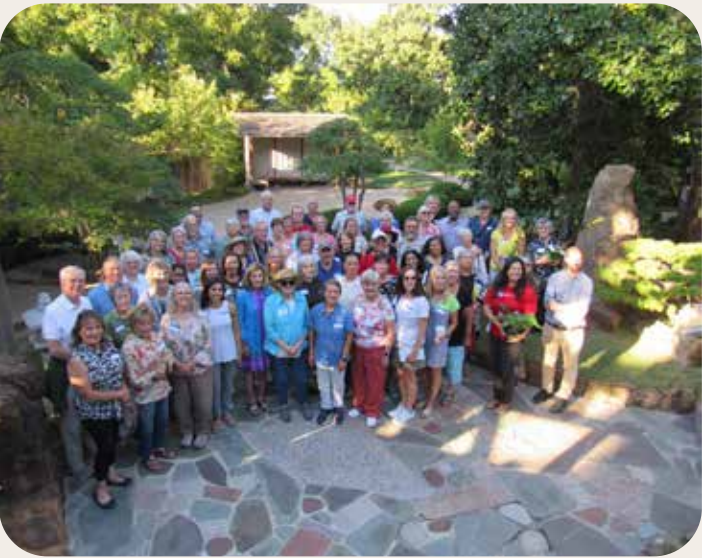
What Does It Offer My Team?

VOLUNTEER OPPORTUNITIES

CORPORATE SATURDAYS
free admission for employee + family

FREE PASSES AND TICKETS TO EVENTS

DISCOUNTS
on admission, personal memberships, and classes!



Learn More

Corporate Sponsorship

Showcase your brand at an exhibit, event, or through program support.

Custom packages available, including branding and recognition, digitally and on signage, tickets, experiences, and activations

Exhibits



Learn More

Butterflies in the Garden

MARCH — APRIL
EXPECTED ATTENDANCE
50,000+

The largest exhibition in North Central Texas brings exotic butterflies from all over the world to the Rainforest Conservatory at the Garden.

Sean Kenney’s Nature POP! Made with LEGO Bricks

MAY 22 — SEPTEMBER 7
EXPECTED ATTENDANCE
60,000+

25 LEGO sculptures on display, overlapping with our FIFA tourism marketing!

¡Celebremos! and Día de los Muertos

MID-SEPTEMBER — MID-OCTOBER
EXPECTED ATTENDANCE
40,000+

Celebration of Hispanic Heritage through art, food, dance, and new experiences. Día de los Muertos late October

Christmas in the Garden

LATE NOVEMBER — EARLY JANUARY
EXPECTED ATTENDANCE
65,000+

Holiday lights walking trail in Fort Worth’s most beautiful setting.



Fairies

FALL

New sculpture exhibit featuring human-sized fairies throughout the Garden.



Japanese Festivals

APRIL 25-26 & NOV 7-8
ESTIMATED ATTENDANCE
10,000+

Experience authentic Japanese culture through performances, food, shopping, and more, in partnership with the Fort Worth Japanese Society.



Blooms & Beats

3 SPRING CONCERTS, 3 FALL CONCERTS
ESTIMATED ATTENDANCE
300+ PER EVENT

Family-friendly concerts featuring local musicians and food trucks



Plant Sales

SPRING APRIL, FALL OCTOBER
EXPECTED ATTENDANCE
1,500+ EACH

Shop a curated variety of plants, seeds and bulbs, with the help of expert horticulturists.



Spring Blooms

MARCH
EXPECTED ATTENDANCE
75,000+

Breathtaking displays of daffodils, tulips, and other flowering bulbs bursting in color during peak season.



Dog Days

MONTHLY
2,500+/WEEKEND

Monthly weekends where canine companions are welcome in FWBG. New add-on Pup Club memberships allow for everyday access.

Access to Nature

The Fort Worth Botanic Garden is a garden for all. We are dedicated to fostering the mental and physical well-being of our community through equitable access to nature.

We proudly offer free admission avenues year-round through initiatives like passes through the Fort Worth Library, passes for individuals with WIC/ SNAP/Medicaid, active military families, veterans, teachers, FWISD students on school days from 3-6 pm, children 5 and under, and family community passes distributed to early education program participants and select nonprofits. We also host quarterly free admission days open to the public.

Neighbors in Nature:
An Earth and Arbor Day Celebration
Friday, April 24

Juneteenth
Friday, June 19

Hispanic Heritage Month Kickoff
Saturday, September 12

Veteran's Day
Wednesday, November 11

Supporting access to nature allows us to continue providing complimentary access opportunities year-round.

Education Programs

The Learning and Engagement Department at FWBG exists to create inclusive, exceptional, nature-based learning experiences that support the growth and well-being of individuals, families, and communities.

Our work spans early childhood programs, school partnerships, family workshops, youth camps, adult learning, volunteer engagement, educator professional development, and community outreach. There is always the opportunity to support our program needs, provide scholarships, and further our reach in the community.



Learn More





FORT WORTH
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Explore, Discover, and Engage with us