



Sponsorship

2024 SEASON IDAHO BOTANICAL GARDEN
SPONSORSHIP OPPORTUNITIES



Our Mission

We grow our community
by connecting people,
plants, and nature.

Cultivate. Educate. Celebrate.

Oh, Hello!

Idaho Botanical Garden is a non-profit organization with over 32 acres of grounds in the Historic Old Penitentiary District. The Garden is dedicated to the cultivation, education, and celebration of our community. Our mission is to grow our community by connecting people, plants and nature. Established in 1984, we have a rich historic past as the former site of the Idaho State Penitentiary tree nursery and inmate recreation yard. Today, we serve as an educational resource and cultural community gathering place for more than 130,000 guests each year, are supported by more than 5,300 members, and have grown to a beloved destination and oasis in the Treasure Valley.

- Through our blossoming specialty gardens, we promote horticulture in the Treasure Valley using native and domestic plants adapted to the Intermountain West.
- In our youth programming, we nurture a child's fascination with the natural world through a variety of educational opportunities including school field trips, seasonal preschool-age programs, and summer science and adventure camps. 6,000-11,000 children experience our youth programs annually. Adults are invited to attend classes and workshops taught by horticultural professionals, where they learn about horticulture, landscaping, gardening and more.
- Culture, arts, and entertainment are hosted each season in the Garden and are the heart of our fundraising efforts to support our horticulture and education programs. Through our public and privately hosted events, we gather our community together in celebration.

Partner with the Garden

The Garden's programs reach diverse demographics throughout the Treasure Valley and provide marketing and experiential opportunities for you, your staff, and your clients. With a growing annual audience of 130,000 visitors, you can connect with people throughout our spaces and associate your brand with a love of nature, the amazing beauty of the Garden, and unforgettable memories made with loved ones. In addition to increased visibility, tickets, and VIP experience opportunities, your partnership with Idaho Botanical Garden ensures our community has access to year-round, low-cost garden experiences and education programming.

Marketing & Experiential Opportunities

Digital Media

Average website page views/month – 55,500

Average website unique visitors/month – 18,100

Email newsletter distribution – 44,800

Email newsletter open rate – 43.6%

Social Media

Facebook – 32,700 followers

Instagram – 20,400 followers

X (formerly known as Twitter) – 3,300 followers

Paid Media

Television, radio and print exposure

Earned Media

On-air, on-site and print exposure

Signage and Collateral

Banners, signs, programs, rack cards, tickets, wristbands, etc.

Tickets & Hospitality

Tables, general admission passes, event vouchers, rentals, VIP tables, verbal acknowledgement, speaking opportunities, networking opportunities, etc.

Customizable Visibility

Based on your goals

*Specific opportunities vary by event



Summer Concerts



Great Garden Escape

Summer 2024

Features an evening of well known, locally curated artists at the Garden. Patrons enjoy live music, and food and beverages are available on-site through local vendors. Average adult attendance 500 (max capacity at 750) per concert with an average of 8-10 concerts each season.

Presenting Sponsorship - \$15,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities, and verbal stage recognition during each event. **Tickets & Hospitality:** VIP table for 8 at each concert, 150 Event Vouchers to signature Garden events, 75 Garden general admission passes, 1 Site rental during event opportunity, discounted additional admissions as requested.

Gold Sponsorship - \$8,500

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities, and verbal stage recognition during each event. **Tickets & Hospitality:** VIP table for 6 at eight concerts of choice, 75 Event Vouchers to signature Garden events, 35 Garden general admission passes, discounted additional admissions as requested.

Silver Sponsorship - \$6,000

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in one select area, tabling or activation opportunities, and verbal stage recognition during each event. **Tickets & Hospitality:** VIP table for 6 at six concerts of choice, 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.

Bronze Sponsorship - \$3,500

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in one select area, tabling or activation opportunities, and verbal stage recognition during each event. **Tickets & Hospitality:** VIP table for 6 at four concerts of choice, 25 Event Vouchers to signature Garden events, 12 Garden general admission passes, discounted additional admissions as requested.



Outlaw Field Summer Concerts

Spring-Fall 2024

Surrounded by the beautiful Boise Foothills, music lovers enjoy live music from nationally recognized artists. Join us for a minimum of 8 concerts each season, in partnership with our concert promotion company CMoore Concerts. Average all-age attendance is 40,000+ throughout the season. All benefits below are based on IBG and Outlaw Field collateral opportunities. No benefits are associated with individual performing artists, or CMoore Concerts.

Presenting Sponsorship - \$50,000

Marketing & Visibility: Title Sponsor opportunity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media) when applicable, onsite signage (provided by IBG), tabling and activation opportunities, and verbal stage recognition during each event. **Tickets & Hospitality:** Garden Suite table seating for 10 with beverage care package at each concert, 15 general admission tickets for each concert, 20 Garden Enthusiast IBG memberships, 100 Event Vouchers to signature Garden events or Garden admission.

Gold Sponsorship - \$30,000

Marketing & Visibility: Recognition in all communication (website, e-mails and social media) when applicable, onsite signage (provided by IBG), tabling and activation opportunities, and verbal stage recognition during each event. **Tickets & Hospitality:** Garden Canopy seating for 12 at one concert of choice, 10 general admission tickets for each concert, 10 Garden Enthusiast IBG memberships, 40 Event Vouchers to signature Garden events or Garden admission.

Silver Sponsorship - \$20,000

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in one select area (provided by sponsor), tabling and activation opportunities, and verbal stage recognition during each event. **Tickets & Hospitality:** 8 general admission tickets for each concert, 5 Garden Enthusiast IBG memberships, 20 Event Vouchers to signature Garden events or Garden admission.

Garden Suite Sponsorship - \$12,000

Marketing & Visibility: Recognition on Suite seating and in communication (IBG website, e-mails and social media). **Tickets & Hospitality:** One Garden Suite Table Seating for 4 with beverage care package at each concert (8 concert minimum).

Tabling Sponsorship - \$5,000

Marketing & Visibility: Recognition in communication (IBG website, e-mails and social media). Onsite tabling or activation opportunities for three concerts of choice. **Tickets & Hospitality:** 6 general admission total for concert(s) of choice.



Seasonal Celebrations

Farm to Table Dinner



June 2024

Features locally sourced food and beverage in a coursed-meal celebrating seasonal ingredients and local partners.

Presenting Sponsorship - \$10,000

Marketing & Visibility: Exclusive sponsor opportunity, Industry exclusivity, Prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media) when applicable, Onsite signage, tabling or activation opportunities. Tickets & Hospitality: 6 tickets to each Dinner, 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.

Fall Harvest Days

October 2024

Celebrates the changing season with seasonal food & beverages, youth activities, and local artisans & musicians to create a family-friendly and festive atmosphere. Average all-age attendance is 5,000-10,000 throughout multiple weekends in October.

Presenting Sponsorship - \$12,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 100 Event Vouchers to signature Garden events, 50 Garden general admission passes, 1 Site rental during event opportunity, discounted additional admissions as requested.

Gold Sponsorship - \$6,000

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.

Silver Sponsorship - \$4,500

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 25 Event Vouchers to signature Garden events, 12 Garden general admission passes, discounted additional admissions as requested.



Winter Garden aGlow

Winter 2024, November - December Wednesdays - Sundays

A holiday tradition for Treasure Valley families. Community members of all ages view the more than 400,000 lights that artfully adorn 10 acres of the lush Garden landscape. Average all-age attendance 45,000+ throughout the event.

Presenting Sponsorship - \$35,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities, and additional custom onsite marketing opportunities. **Tickets & Hospitality:** 250 Event Vouchers to signature Garden events, 100 Garden general admission passes, 1 Site rental during event opportunity, discounted additional admissions as requested.

Gold Sponsorship - \$18,000

Marketing & Visibility: Recognition in print and radio advertisements and communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities. **Tickets & Hospitality:** 150 Event Vouchers to signature Garden events, 75 Garden general admission passes, discounted additional admissions as requested.

Silver Sponsorship - \$12,000

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in one select area, tabling or activation opportunities. **Tickets & Hospitality:** 100 Event Vouchers to signature Garden events, 50 Garden general admission passes, discounted additional admissions as requested.

Bronze Sponsorship - \$6,000

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage in one select area, tabling or activation opportunities. **Tickets & Hospitality:** 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.





Garden Exhibits

Seasonal

Garden exhibits are a unique way to support local artists and add special interest throughout the year! This sponsor level presents both of the 2024 artistic exhibits.

Presenting Sponsorship - \$10,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities.

Tickets & Hospitality: 100 Event Vouchers to signature Garden events, 50 Garden general admission passes, 1 Site rental during event opportunity, discounted additional admissions as requested.



Fairy House Exhibit

April-June 2024

Idaho Botanical Garden is transformed this spring into an enchanted escape. Imaginative fairy houses built by our local community will be displayed throughout the Garden for you to seek out and admire. Who knows, you may even catch a glimpse of one of the residents during your visit!

Featured Exhibit Sponsor - \$5,000

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. **Tickets & Hospitality:** 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.

Scarecrow Stroll Exhibit

October 2024

Local businesses or individuals create unique scarecrows to be found (and voted on!) throughout the Garden grounds. All of Scarecrow Stroll takes place during regular hours throughout the month of October with price of regular admission (members enter free). Winners are selected by visitors, who vote for their favorite. Average all-age attendance 10,000+ throughout the month.

Featured Exhibit Sponsor - \$5,000

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.





Educational Events & Programs



Bug Day

September 2024

The Idaho Botanical Garden hosts our 23rd annual bug-themed event Bug Day, providing a diverse array of bug-themed booths and hands-on activities for all ages. A fun-filled outdoor family experience with interactive experiences led by local and regional experts. Average event attendance is 2,000.

Presenting Sponsorship - \$6,000

Marketing & Visibility: Exclusive sponsor opportunity, industry exclusivity, prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 50 Event Vouchers to signature Garden events, 25 Garden general admission passes, discounted additional admissions as requested.

Gold Sponsorship - \$4,000

Marketing & Visibility: Recognition in print advertisements and communication (IBG website, e-mails and social media, Event Map) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 25 Event Vouchers to signature Garden events, 12 Garden general admission passes, discounted additional admissions as requested.

Silver Sponsorship - \$2,000

Marketing & Visibility: Recognition in IBG communication (IBG website, e-mails and social media) when applicable, onsite signage, tabling or activation opportunities. Tickets & Hospitality: 12 Event Vouchers to signature Garden events, 6 Garden general admission passes, discounted additional admissions as requested.



Education Programming

Year-round

Our all-ages community education programming empowers guests to become knowledgeable environmental stewards and life-long learners! We offer hands-on STEAM (science, technology, engineering, art, and math) education experiences year-round to serve the needs of all learners in our community. Year-round average attendance for facilitated programs is approximately 5,000.

Field Trips - \$25,000

Support experiential learning for 4,000 school-aged youth by providing access to attend a facilitated field trip experience.

STEAM Camps - \$15,000

Support high quality out-of-school enrichment programs during school breaks and summer camp experiences for nearly 500 youth.

Equitable Access - \$10,000

Support IBG's initiative of inclusivity through programming for underserved populations through scholarships, busing support, and no cost programs.

Classes & Workshops - \$5,000

Support continued learning through classes and workshops for nearly 700 community members.



Healthy Employee Program

Offers a unique opportunity to provide a wellness benefit to your employees by giving them year-round Garden memberships OR Garden general admission passes. Employees (or clients/business partners!) can relieve stress and enjoy the peace and tranquility of our beautiful outdoor garden setting.

\$10,000 Level

90 Enthusiast Level Memberships or 850 general admission tickets to give to clients or employees. Logo on our website & social post.

\$5,000 Level

40 Enthusiast Level Memberships or 350 general admission tickets to give to clients or employees. Logo on our website & social post

\$2,500 Level

20 Enthusiast Level Memberships or 200 general admission tickets to give to clients or employees. Logo on our website & social post.

\$1,500 Level

10 Enthusiast Level Memberships or 120 general admission tickets to give to clients or employees. Logo on our website & social post.

\$750 Level

6 Enthusiast Level Memberships or 70 general admission tickets to give to clients or employees. Logo on our website & social post.

Additional Sponsorship Opportunities

*All benefits are customizable.

Free Youth Admission - \$25,000

IBG welcomes thousands of youth (4-12) visitors for general admission into the Garden every year. Your organization can make this experience free to kids.

Free First Fridays - \$15,000

Opportunity for your organization to provide free general admission for garden visitors held on the first Friday April through October. In the event of a Friday not being open for general admission due to special events, the day will shift to the first Sunday.

Flower Power Happy Hour - \$5,000 (season), \$750 (individual evening)

Visitors can enjoy free admission from 4p-7p every Thursday in May and October, the months that have the highest visitor volumes. Ten evenings of co-sponsorship opportunity.

Winter Garden aGlow: Sponsor a Spot! - \$2,000 to \$10,000

Opportunity to exposure your brand to over 35,000 visitors as they enjoy the Treasure Valley's original light show. Sponsorship is available in several locations throughout the Garden. Contact us to learn about this year's opportunities and how we can help meet your community engagement goals.





All sponsor levels are
customizable. Let us propose
a seasonal sponsorship
just for you!

Interested in learning more? Contact Jennifer Parks
208-275-8603 or jennifer@idahobotanicalgarden.org