



# 2020 SPONSORSHIP OPPORTUNITIES

Garden Glow | November 11, 2020 to January 2, 2021



## GARDEN GLOW

November 11, 2020 to January 2, 2021

Twinkling lights. Santa Claus. Photo frames. Holiday music.  
Warm s'mores. Family memories.

Each year, Garden Glow brings families from across our community to the Missouri Botanical Garden for holiday cheer. This outdoor evening event immerses visitors in an experience that redefines the traditional winter light exhibit. During the 2019 exhibit, we hosted more than 139,000 guests and raised more than \$1.8-million in revenue.

We are excited to build upon seven years of incredible success in 2020. Continuing our multi-year development plan, Garden Glow will offer new experiences for our guests once again. Our 2020 plan will bring back favored Garden Glow displays with minor adjustments and improvements. We will also introduce new elements to our guests.

Event dates:  
November 11–January 2

VIP premieres:  
November 6 and 7

Member Previews:  
November 8–10

Average attendance:  
132,000

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We invite you to partner with us to bring this winter celebration to our community. Sponsor the 2020 Garden Glow.



## SPONSORSHIP

### **SIGNATURE LOCATION SPONSOR // \$25,000**

The Garden's most iconic locations become the signature installations of Garden Glow. Each of these displays fully integrates the landscape with unique light designs, creating a magical winter atmosphere that can only be experienced at the Garden. In addition to recognition, Signature Location Sponsors receive 250 Garden Glow 2020 tickets and invitations to the Garden Glow VIP Premiere.

### **SPECIAL VENUE // \$10,000 SPONSOR BENEFITS**

Vibrant colors and a vast array of light techniques create Garden Glow's unique elements. Each year, we update recurring displays and expand into new areas of the Garden, offering more opportunities for sponsors and visitors to enjoy different vistas and experiences. In addition to recognition, Special Venue Sponsors receive 100 Garden Glow 2020 tickets and invitations to the Garden Glow VIP Premiere.

### **EVENT SPONSOR // \$5,000 SPONSOR BENEFITS**

Garden Glow Event Sponsors enjoy recognition, 40 event tickets, and an invitation to the Garden Glow VIP Premiere.

### **GLOW SUPPORTER // \$2,500 SPONSOR BENEFITS**

Garden Glow Supporters enjoy recognition, 20 event tickets, and an invitation to the Garden Glow VIP Premiere.



Each event offered by the Garden includes the opportunity to customize your sponsor experience and connect your brand with your desired audience. We invite you to tell us more about your sales and marketing goals.



## FOR MORE INFORMATION PLEASE CONTACT:

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*\* Some recognition contingent upon print deadlines  
and date of sponsorship confirmation.*

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“To discover and share knowledge about plants and their environment in order to preserve and enrich life.” —mission of the Missouri Botanical Garden  
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