



Corporate Philanthropy Opportunities for Partnership  
2023–2024

## Grow Your Business through Partnership

A partnership with Green Bay Botanical Garden shows your company's commitment to protecting nature, enriching cultural life, and inspiring learners of all ages in northeast Wisconsin. The Garden relies entirely on the community's financial support to achieve our mission to connect plants and people in an environment that engages, inspires, and refreshes.

## Connect to Northeast Wisconsin & Beyond

The Garden offers a variety of events, exhibits, and educational programs that enhance the experience of a growing audience of more than more than 150,000 guests annually that on average represent 50 states including the District of Columbia, Puerto Rico, and the Virgin Islands, and all 72 counties in Wisconsin. Connect with people throughout the region and associate your brand with a love of nature and unforgettable memories made with friends and family.

### Our Annual Guest Snapshot

- From May–August, 66% of guests came to the Garden with extended family or friends, of which 38% were children, making it a perfect place to reach multiple generations
- More than 4,900 member households represent 43 counties throughout Wisconsin
- Children, grandchildren, and friends accompany 69% of our members on their visits

### Our Primary Goals to Increase Visitation

- Improve general awareness in the Northeast, East Central, and Central regions in Wisconsin
- Reach Millennial and Generation X families, and garden enthusiasts from the Baby Boomer generation
- Attract travelers from diverse backgrounds interested in affordable, family-friendly, educational, outdoor recreation; arts and culture experiences, and staycations
- Position the Garden as a “must see” destination in Wisconsin, keeping it in the Top 5 “Things To Do in Green Bay” on TripAdvisor

### Year-Round Benefits

Sponsors receive a one-year complimentary Corporate Partner Membership with many benefits and privileges as outlined on the enclosed benefit grid.

Your partnership is good for the environment, good for the community, and good for your company. Find out more about how the Garden can help you build your brand while you help the Garden advance its mission.

Revenue from sponsorship is used for annual operating support, for specific events and exhibits, and contributions are directed where the need is greatest. Green Bay Botanical Garden is a nonprofit 501(c)(3) organization.

### Your Promotional Recognition

To enhance our partnership, the Garden works with your company to create an integrated sponsorship package tailored to your goals. Opportunities for recognition may include (but are not limited to):

- Owned Digital Media: e-newsletter (reaching 32,000+ inboxes), website (316,000+ unique visitors annually), guest blogs, videos, etc.
- Social Media: Facebook (reaching 38,000+ followers), Instagram (reaching 3,200+ followers), Twitter (reaching 3,800+ followers)
- Print Media: newsletters (1,500+ copies distributed quarterly), event rack cards, posters, tickets, invitations, programs, billboards, banners, signs, ads, press releases, etc.
- Broadcast Media: television and radio ads
- Earned Media: on-air and on-site interviews
- Verbal event acknowledgements and/or opportunities to speak and/or special announcement
- Presence at events
- Logo or written recognition on the event promotional page during event dates and year-round with a link to your company website on the Garden's website
- On-site sponsor recognition signage (select dates)
- Customizable benefits and recognition based on your goals and level of support

### Other Opportunities to Support the Garden

- Corporate Matching Gifts
- Dollars for Doers
- Employee Volunteer Opportunities
- Annual Corporate Donations
- Corporate Events
- Capital Campaigns

For more information on corporate partnership opportunities, contact Cindy Berton, Director of Development, at 920.491.3691 ext.104 or [cberton@gbbg.org](mailto:cberton@gbbg.org).

# TasteBud

Thursday, May 18 | 5–8 pm



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An outdoor culinary experience and silent auction (either online or in person), attracts on average more than 400 attendees. Guests enjoy samples from local caterers, restaurants, wineries, and breweries in the Garden while strolling through more than 350,000 spring blooms.

## Sponsorship Levels

Lead Sponsor: Les Stumpf Ford | \$3,000

Sustaining Sponsors | \$1,000

- Logo recognition on promotional materials
- One corporate table of eight

Supporting Sponsors | \$500

- Written recognition on promotional materials
- Four admission tickets



BMO Harris Bank

# Getaway Wednesdays

Wednesdays, June 7–August 30

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Reignite your passion to be outdoors this summer during Getaway Wednesdays! The Garden opens its doors for all to experience Mother Nature's breathtaking beauty and the new Bell Children's Garden opening May 2023. Sponsors receive recognition from June–August. On average, the Garden welcomes 65,000 visitors throughout the summer.

Buy One Get One Admission | 9 am–8 pm

Guests can enjoy a picnic, play in the new Bell Children's Garden, go on a scavenger hunt, check out the Discovery Boxes, participate in drop-in Garden tours, ask the expert, and so much more.

Bring Your Own Picnic | 11 am–1 pm

Visitors spend lunchtime surrounded by the beauty of nature.

Children's Discovery Activities | Daily

Kids engage in fun, hands-on activities scattered throughout the Garden.

## Sponsorship Levels

Named Title Sponsor: BMO Harris Bank | \$10,000

Children's Discovery Activities Sponsor | \$2,500

- Logo recognition on promotional materials
- Opportunity to have a presence at four event dates (to be mutually agreed upon)
- 25% discount toward facility rental (one-time use, excludes food and beverage)
- 45 General Admission Garden Passes

Supporting Sponsors | \$1,500

- Logo recognition on promotional materials
- Opportunity to have a presence at two event dates (to be mutually agreed upon)
- 22 General Admission Garden Passes

I ♥ my  
Les **STUMPF** Ford  
"Home of the 7 Year 100,000 Mile Warranty"

# Grand Concert Series

Still Surfin' (Beach Boys Tribute) | Friday, June 2  
Nearly Diamond (Neil Diamond Tribute) | Friday, July 14  
Sounds of Nashville (Songwriters TBD) | Friday, August 11  
Brews, Bistros, & Bonfires featuring  
Absolute Queen (Queen Tribute) | Friday, September 8

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An eclectic variety of talented national and regional musicians will grace the Billie Kress Amphitheater surrounded by stunning views of the Schneider Family Grand Garden. Guests are invited to stroll through the breathtaking summer Garden, listen to live music, enjoy wine, beer, and food among native plants and relax with family and friends with a picnic on the lawn—making it the perfect evening for music lovers of all ages. On average, 950 guests attend each concert.

## Sponsor Levels

All sponsors receive onsite sponsor recognition signage (June–September)

\* Prominent logo recognition on promotional materials

^ Verbal recognition at each concert date

**Named Series Sponsor: Les Stumpf Ford | \$25,000**

**^ Sustaining Sponsors | \$10,000**

Opportunity to align sponsorship with one of the following:

- **Lawn Seating Sponsor**  
Receive logo recognition on advanced tickets and online ticket receipt
- **Cowles Terrace Sponsor**  
Receive logo recognition on advanced tickets and online ticket receipt
- **Sound & Lighting Sponsor**  
Receive logo recognition on stage banner
- Logo recognition on banner in front of stage
- One reserved table on the Cowles Terrace for 10 at each concert date
- Sponsor announcement at one concert date (date to be determined)

**^ Contributing Sponsors | \$5,000**

Opportunity to align sponsorship with one of the following:

- **Concessions Sponsor**
- **Beverage Sponsor: Dean Distributing, Inc.**
- Logo recognition on banner in front of stage
- Logo recognition on table tents and concessions building signage
- One reserved table on the Cowles Terrace for 10 at three concerts (dates to be determined)
- Sponsor announcement at one concert date (date to be determined)

**^ Investor Sponsors | \$2,500**

Opportunity to align sponsorship as:

- **Accessibility Sponsor**  
Logo recognition on accessibility signage located in the accessibility seating in the Fischer Family Overlook Arbor and on golf cart
- Logo recognition on promotional materials
- One reserved table on the Cowles Terrace for 10 at one concert date (date to be determined)

**^ Community Partner Sponsors | \$1,500**

- Written recognition on promotional materials
- 12 complimentary tickets



# Sanimax Concert Series

Select Thursdays, June 8–August 19

The Pocket Kings (R&B/Soul/Funk) | Thursday, June 8

John Kelley & Fusion Xpress Orchestra (Jazz & Broadway) | Thursday, June 15

Civic Symphony (Symphonic) | Thursday, June 22

Cathy Grier (Blues) | Thursday, June 29

Nettle Hill (Americana) | Thursday, July 20

Patchouli & Terra Guitarra (Folk) | Thursday, July 27

Alive Again (Chicago Tribute Band) | Thursday, August 3

Moonglow (Pop/Soul) | Thursday, August 17

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Surrounded by the spectacular views of the Schneider Family Grand Garden, music lovers of all ages will enjoy live family-friendly music in the Billie Kress Amphitheater. Concert-goers can stroll throughout the Garden, play various yard games, or enjoy wine, beer, and food. On average, 700 guests attend each concert.

Seeds to Snacks | 4:30–6:30 pm

Guests can enjoy a delicious snack made with fresh ingredients from our weekly harvest. Sponsored by Cornerstone Foundation of Northeastern Wisconsin, Inc.

## Sponsor Levels

All sponsors receive onsite sponsor recognition signage (June–August)

\* Prominent logo recognition on promotional materials

^ Verbal recognition at each concert date

Named Title Presenting Sponsor: Sanimax | \$15,000

Lead Sponsor: Terri Trantow–US Bank | \$5,500

^Investor Sponsors | \$2,500

- One table for 10 reserved on the Cowles Terrace at four concert dates (dates to be determined)
- 72 additional complimentary event admission tickets
- One dedication and/or sponsor announcement (date to be determined)
- Opportunity to have a presence at one event date (to be mutually agreed upon)

^Supporting Sponsors | \$1,500

- Written recognition on promotional materials
- One table for 10 reserved on the Cowles Terrace at two concert dates (dates to be determined)
- 44 additional complimentary event admission tickets
- One dedication and/or sponsor announcement (date to be determined)

^Patron Sponsors | \$1,000

- Written recognition on promotional materials
- One Table for 10 reserved on the Cowles Terrace at one concert date (date to be determined)
- 22 additional complimentary event admission tickets



# Field to Fork

Wednesday, September 13

5–8 pm

Guests savor an elegant six-course meal prepared with locally grown produce and farm fresh ingredients accompanied by exquisite wine pairings and live music.

## Sponsorship Level

Lead Sponsor | \$1,500

- Logo recognition on promotional materials including event webpage and dinner menu
- Opportunity to speak at event
- Four event tickets
- One-year \$2,500 Corporate Partner Membership at Patron level



# Fall Family Festival

Saturday, September 30

Guests enjoy a complimentary admission day at the Garden while discovering the traditions and culture of Oneida Nation and the Garden's fall colors. Activities for all ages, including educational speakers and booths, traditional entertainment, local garden club displays, crafts, games, and food and beverages for sale. On average, more than 3,000 guests enjoy this fun fall day.

## Sponsor Levels

Lead Sponsor | \$5,000

- Prominent logo recognition on promotional materials including activity signage and event program
- Opportunity to have a presence at event in a tented space
- 100 General Admission passes

Sustaining Sponsors | \$2,500

- Logo recognition on promotional materials
- Opportunity to have a presence at event in tented space
- 46 General Admission passes

Contributing Sponsors | \$1,750

- Logo recognition on promotional materials
- 26 General Admission passes

Supporting Sponsors | \$1,000

- Written recognition on promotional materials
- 16 General Admission passes

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WPS

# Garden of Lights



Thursdays, Fridays, Saturdays, Sundays  
4:30–9 pm  
November 24–December 23  
December 26–30 | 4:30–9 pm



Celebrating its 27th year, WPS Garden of Lights is the Garden's largest annual fundraiser. On average, 53,000 visitors experience this dazzling and engaging light show. More than 350,000 lights sparkle throughout the Garden creating a stunning winter landscape filled with a variety of nature-inspired light displays from the iconic Caterpillar and Butterflies in Motion to new displays like Lake of Lights and Walking on Dreams. Photos with Santa and story time with Mrs. Claus are just a few of the other activities guests can enjoy.

## Sponsor Levels

\* Receive logo recognition on promotional materials and sponsor signage.

### \*Sustaining Sponsors | \$5,000

- Sponsorship of a premier light display with signage
- 180 admission tickets

### \*Investor Sponsors | \$2,500

- Sponsorship of a signature light display with signage
- 90 admission tickets

### \*Contributing Sponsors | \$1,750

- Sponsorship of a traditional light display with signage
- 65 admission tickets

### Supporting Sponsors | \$1,000

- Written recognition on promotional materials
- 20 admission tickets

### Additional Sponsor Benefits

- Invitation to the VIP Tree Lighting Ceremony on Monday, November 20 from 5–7 pm. This evening marks the opening of WPS Garden of Lights for the season and includes a press conference, lighting of the 50-ft. holiday tree and reception. Sponsor receives recognition at event.
- Opportunity to receive discount on additional admission tickets (\$2 off/adult tickets only)

### \$2,500 & above

- Complimentary room rental for a Corporate Night Reception on public event nights only (subject to availability, excludes food and beverage)

# 2022–2023 Special Event Sponsors & Corporate Partner Members

Platinum | \$10,000+



Gold | \$5,000–\$9,999



Silver | \$2,500–\$4,999



## Additional Sponsors & Partner Members

88 Events  
Amenson Studio  
Appleton Trophy & Engraving, Inc.  
Bay Towel  
Biebel's Catering & Rental, LLC  
Caylor Photography  
Cody L33 Photography  
Colorblends Wholesale  
Flowerbulbs  
Elite Music Service

Ginger Birch Floral & Events  
Foodelicious Catering & Consulting  
Jess Krcmar Photography  
Margarita's of Wisconsin, Inc.  
Not By Bread Alone  
Parker John's BBQ & Pizza  
Petal Pusher  
Radisson Hotel & Conference  
Center Green Bay  
Renard's Catering

Shift Visuals  
Stitch & Tie: Nationwide Online  
Suit & Tuxedo Rentals  
Taylor's Treats LLC  
The Marq  
The Runaway Spoon  
Tundra Lodge Resort, Waterpark,  
& Conference Center  
Van Abel's of Hollandtown  
Yo Dj Entertainment

### Grants

Associated Bank N.A. Fund,  
a fund of the Greater Green Bay Community Foundation  
Cellcom Green Gifts  
Garden Club of Des Peres

Green Bay Packers Foundation  
Rotary Foundation of Green Bay, Inc.  
Kimberly-Clark Cares

### Individuals

Tom & Wendy Larson  
& Dennis Schmidt

Robert Lenz

Mary & the Late Rawson Price

Mary L. Zaborski

### Print

