



Corporate Philanthropy Opportunities for Partnership 2024-2025



Make an Impact

Thank you for considering supporting the Garden's mission to connect people with plants by providing year-round educational and recreational experiences for everyone through your sponsorship! Let's help our partnership bloom.

This booklet will assist you in identifying a sponsorship opportunity that meets your philanthropic initiatives and interests.



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Invest in Your Community

Demonstrate your organization's commitment to your community! Educate and inspire learners of all ages in northeast Wisconsin, protect nature, enrich cultural life, and encourage a healthy community by proudly partnering with Green Bay Botanical Garden, one of the region's most appreciated cultural and educational institutions.

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 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 **including on average 6,000+ household members of the Garden** and associate your brand with a love of nature and unforgettable memories made with friends and family.

Our Annual Guest Snapshot

Gender | 77% Female

Average Age | 49% 26–55

Diversity | 12% People of color

Visit with kids or grandkids | 46%

Our Primary Goals to Increase Visitation

- Improve general awareness in the Northeast, East Central, and Central regions of Wisconsin
- Reach Millennial and Generation X families, Baby Boomer grandparents, and all nature enthusiasts
- 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 as outlined on page 4.

Your partnership is good for the environment, good for the community, and good for your company. Learn 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, 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 35,000+ inboxes
 - Website | 315,000+ unique visitors annually
 - Guest blogs, videos, etc.
- Social Media
 - Facebook | reaching 41,000+ followers
 - Instagram | reaching 3,600+ followers
 - TikTok | reaching 570+ followers
- Print Media
 - Newsletters | 1,000+ copies distributed tri-annually
 - Event rack cards, posters, tickets, invitations, programs, billboards, banners, signs, ads, press releases, etc.
- Broadcast Media
 - Television, streaming, and radio ads
- Earned Media
 - On-air and on-site interviews
- Verbal event acknowledgements and/or opportunities to speak and/or special announcements
- 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 920.593.5663 or cberton@gbbg.org.

Corporate Partner Member Benefits

Your Employees

Free admission for employees and immediate family members on Corporate Partner Employee Day | First Sunday in May & August

✓ ✓ ✓ ✓ ✓ ✓

Employee volunteer team opportunities in the Garden

✓ ✓ ✓ ✓ ✓ ✓

\$10 discount on new memberships for employees

✓ ✓ ✓ ✓ ✓ ✓

Member rate available on Garden classes for employees

✓ ✓ ✓ ✓ ✓ ✓

Employee Lunch & Learn Program about the Garden

✓ ✓ ✓ ✓ ✓ ✓

\$2 off general admission for employees with employee ID
(excludes concerts and events)

✓ ✓ ✓ ✓ ✓ ✓

Customized Garden presentation at corporate office

✓ ✓ ✓

Your Executive Team

\$10 discount on purchase of gift membership for clients

✓ ✓ ✓ ✓ ✓ ✓

Number of tickets to select special events
Sanimax Concerts and WPS Garden of Lights

4 6 8 10 14 20

One-time use general admission guest passes
(excludes concerts and events)

10 15 20 25 50 50

Number of Annual Garden Party invitations

2 2 4 4 6

TasteBud admission tickets

2 4 6

Brews, Bistros, & Bonfires admission tickets

2 4 6

Private behind-the-scenes tour for up to 10 people

✓ ✓ ✓

Your Company

One facility rental discount
(subject to availability, not valid with other discounts, does not include food and beverage, excludes Grand Corporate Nights for WPS Garden of Lights)

15% 20% 25% \$400 \$400 \$400

One complimentary meeting space for up to 25 people
(subject to availability, not valid with other discounts, does not include food and beverage)

✓ ✓

One complimentary Family Membership
(recipient to be determined by company)

✓ ✓ ✓ ✓ ✓ ✓

Number of transferable memberships cards issued in company's name

1 2 2 4 4 6

Number admitted into the Garden per visit with transferable membership card
(excludes concerts and events)

4 6 6 8 10 10

Written recognition on the Garden's Corporate Partners webpage and select print materials

✓ ✓

Logo recognition on the Garden's Corporate Partners webpage and select print materials

✓ ✓ ✓ ✓



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



Nurture your roots in the Wisconsin outdoors this summer during Getaway Wednesdays! The Garden opens its doors for all to experience Mother Nature's breathtaking beauty including the new Bell Children's Garden. Sponsors receive recognition from June–August. On average, the Garden welcomes 70,000+ visitors throughout the summer.

Sponsorship Levels

Named Title Presenting Sponsor: BMO | \$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

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 Discovery Boxes, participate in drop-in Garden tours, and so much more.

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



CHILDREN & FAMILY EDUCATION PROGRAMS & ACTIVITIES

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Nurturing a Love of Nature for All Time Children & Family Adventures

Connecting nature, play, and learning through our year-round programming, Green Bay Botanical Garden is a natural wonderland where children and families of all backgrounds discover, delight, and wonder in the outdoors while creating memories that will last a lifetime.

From flowers and fruits to wetlands and tree tops, our year-round programming brings nature's stories to life and explores the intersections between the natural and cultivated worlds. Guided tours, educator-led exploration, camp programs, self-guided activities, and more provide children and their families with the perfect way to immerse themselves in an outdoor adventure. In turn, the time spent outside will have immeasurable impacts on their mind, body, and spirit.

With the Bell Children's Garden and Education Team members, the possibilities for education activities in 2024–25 and beyond will continue to grow in addition to those listed below. Through years of Children and Family Programming, the Garden has become an inclusive place for kids, parents, grandparents, and other members of the family to learn and grow together while experiencing all the Garden has to offer in a safe, nurturing environment.

Summer Programs

- Guided field trips for school and youth groups
- Summer camps for youth aged 3–12
- Family entertainment series
- Story time
- Discovery stations
- Self-guided discovery boxes and scavenger hunts
- Pop-up family activities

Fall-Spring Programs

- Guided field trips for groups
- Winter Celebration
- Snowshoe hikes
- Story time
- Family classes
- Scout programs
- Scavenger hunts

Children & Family Program Goals

- Provide new and engaging ways for children and their families to connect with nature and learn through the Bell Children's Garden
- Increase excitement and passion among youth and their families about science, nature, and stewardship
- Contribute to the overall wellbeing of children and families in our community by helping provide meaningful experiences in nature
- Increase awareness of the Garden as a positive and affordable educational, arts, and cultural organization for the community and the region resulting in visits throughout the year

Sponsorship Levels & Promotional Recognition

In addition to the general promotional recognition outlined on page 3, specific recognition includes:

- Year-round website recognition on program and activity event web pages and field trip web page
- Recognition in educator email series sent to more than 370 educators in Wisconsin and on field trip confirmation emails
- Youth and family-specific print materials including scavenger hunts and program guide booklet

*Prominent Logo recognition on promotional materials | ^Verbal recognition during select programs throughout the year

*^Named Title Presenting Sponsor | \$30,000

- Co-branded Named Title Sponsor on all promotional materials
- Grand Corporate Night for up to 1,000 (select dates available, excludes food and beverages) or 1,000 General Admission Complimentary Passes
- Six onsite tabling opportunities to connect directly with potential customers (dates subject to availability)
- Two guided tours for up to 25 with a Garden Education Team Member in any season
- One-year \$15,000 Guardian Level Corporate Membership
- Customized benefits available

*^Sustaining Sponsors | \$15,000

- 500 General Admission Complimentary Passes
- One complimentary room rental for a Corporate Night Reception for up to 100 people (select dates available, excludes food and beverages)
- Three onsite tabling opportunities to connect directly with potential customers (dates subject to availability)
- One-year \$15,000 Guardian Level Corporate Membership
- Customized benefits available

*Contributing Sponsors | \$5,000

- 170 General Admission Complimentary Passes
- One complimentary room rental for a Corporate Night Reception for up to 50 people (select dates available, excludes food and beverages)
- One onsite tabling opportunities to connect directly with potential customers
- One-year \$5,000 Benefactor Level Corporate Membership

Community Partner Sponsors | \$2,500

- Written recognition provided
- 85 General Admission Complimentary Passes
- One-year \$2,500 Patron Level Corporate Membership



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

Grand Concert

Series

4 Concert Dates in 2024
Friday Evenings
June 7 | July 12 | August 9 | September 6
Lineup To Be Announced

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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.

Sponsorship Levels

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

*Prominent Logo recognition on promotional materials | ^Verbal recognition during select programs throughout the year

Named Title Presenting 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
- Eight complimentary tickets



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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 pm

Guests can enjoy a delicious snack made with fresh ingredients from our weekly harvest.

Sponsorship Levels

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

*Prominent Logo recognition on promotional materials | ^Verbal recognition during select programs throughout the year

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



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



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.

Sponsorship 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
- 50 General Admission passes

Contributing Sponsors | \$1,750

- Logo recognition on promotional materials
- 28 General Admission passes

Supporting Sponsors | \$1,000

- Written recognition on promotional materials
- 16 General Admission passes



WPS

Garden of Lights

November 29–December 1,
December 5–8, 12–15, 19–22, & 26–30

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Celebrating its 28th 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.

Sponsorship 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 25 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 beverages)

2023–2024 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
Ansay & Associates, LLC.
Appleton Trophy & Engraving, Inc.
Ariens Co
Bay Towel
Biebel's Catering & Rental, LLC
Caylor Photography
Cody L33 Photography
Colorblends Wholesale
Flowerbulbs

Elite Music Service
Foodelicious Catering & Consulting
Ginger Birch Floral & Events
Hotel Northland, Autograph Collection
Jess Krcmar Photography
Margarita's of Wisconsin, Inc.
Not By Bread Alone
Nothing Bundt Cakes
Photography Mayte Pena
Radisson Hotel & Conference
Center Green Bay

Renard's Catering
Selner Tree & Shrub Care
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 – Nonprofit Ticketing

Associated Bank N.A. Fund,
a fund of the Greater Green Bay
Community Foundation

Howard Suamico Optimist Club
Garden Club Des Peres
US Bank Foundation

Individuals

David & Kim Schanock
Greg & Jean Klimek

Tom & Wendy Larson
& Dennis Schmidt

Mary & the Late Rawson Price
Mary L. Zaborski

In Memory of Theresa Savage
by Schreiber Foods

Print



Media

