



CELEBRATING 30 YEARS

SPONSORSHIP

Opportunities Guide 2026



Make an Impact

Thank you for considering a sponsorship with Green Bay Botanical Garden. Your support brings our mission to life — connecting people with plants through educational programs, vibrant exhibits, and meaningful experiences for all. Together, we can grow a greener, healthier community and ensure the Garden continues to thrive for generations to come.

Grow Your Community Impact



Reach on average 200,000 annual guests from all 50 states and every Wisconsin county.



Connect with 6,200+ engaged Garden member households.



Align your brand with nature, learning, and lasting memories.

Audience at a Glance



Age

46% are ages 26–55
(average guest age ~54)



Gender

83% female



Diversity

7% of guests identify as people of color



Families

45% visit with kids or grandkids



Group Type

80–94% visit with another adult

Guests come for shared experiences

Guests typically come with others — couples, friends, or multigenerational families — making the Garden a natural fit for brands that value connection and community.

Experiences happen year-round, with peak engagement in signature seasons

Garden of Lights, summer concerts, and major exhibits draw the highest attendance, while spring and fall bring steady participation through daily visits, classes, and educational programs.

Signature events spark strong engagement

High-energy programs attract both first-time and returning guests, creating multiple, high-visibility touchpoints for sponsors.

Members are among the Garden's most loyal supporters

Our 6,200+ member households visit often, engage deeply, and return throughout the year — providing consistent visibility for partner brands.

Corporate Partner Member Benefits

	Fellow \$500	Partner \$1,000	Patron \$2,500	Benefactor \$5,000	Visionary \$10,000	Guardian \$15,000
Free admission for employees and immediate family members on Corporate Partner Employee Day in May & August	✓	✓	✓	✓	✓	✓
Employee volunteer team opportunities in the Garden	✓	✓	✓	✓	✓	✓
\$2 off general admission for employees with employee ID (excludes concerts, Garden of Lights and other events)		✓	✓	✓	✓	✓
One-time use general admission guest passes (excludes concerts, Garden of Lights and other events)	10	15	20	25	50	50
Number of Garden of Lights presented by WPS Foundation tickets	4	6	8	10	14	20
Number of Music in Bloom presented by Employment Resource Group tickets	4	6	8	10	14	20
Number of Sunset Sessions presented by Sanimax tickets	4	6	8	10	14	20
Number of Annual Garden Party invitations		2	2	4	4	4
Botanica event admission tickets				2	4	6
Private behind the scenes tour for up to 10 people				✓	✓	✓
One facility rental discount (subject to availability, not valid with other discounts, does not include food and beverage, excludes Grand Corporate Nights for Garden of Lights presented by WPS Foundation)	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 & beverage)					✓	✓
One complimentary Family Membership (recipient to be determined by company)	✓	✓	✓	✓	✓	✓
Recognition on the Garden's Corporate Partners webpage and select print materials	Written	Written	Logo	Logo	Logo	Logo

Benefits subject to change. Green Bay Botanical Garden is a 501(c)(3) non profit organization supported 100% by the community it serves.

Shine in the Spotlight

We'll help your brand bloom! As a Garden sponsor, you'll be recognized across a mix of media platforms that connect with thousands of nature lovers across the region and beyond. Recognition opportunities may include:



Social Reach

Facebook | 52,200+ followers
Instagram | 13,200+ followers
TikTok | 2,500+ followers



Digital Buzz

E-newsletters to 38,000+ inboxes
Website visits from 254,000+
unique users annually



Print Power

Tri-annual newsletters
(1,000+ copies)
Eye-catching event materials —
rack cards, invitations,
banners, and more



Media Moments

TV, streaming, and radio ads
Earned media through interviews
and press coverage

Let's build a recognition plan that fits your goals
and gets you noticed.

Grow a Lasting Partnership

Looking for more ways to make a meaningful difference with your team? These opportunities help deepen your relationship with the Garden while supporting our mission year-round:



Employee Volunteer Opportunities

Give your team a hands-on way to connect with nature and community.



Corporate Matching Gifts

Double the impact of employee giving.



Dollars for Doers

Support the Garden through your company's volunteer grant program.



Annual Corporate Donations

Provide vital support for programs and operations.



Corporate Events

Host team outings, retreats, or client gatherings in a unique natural setting.



Capital Campaigns

Invest in the future of the Garden through transformational support.

For more information on partnering contact
Sarah Seeger, Development & Corporate Engagement Manager
at 920.593.5664 or sseeger@gbbg.org
or Cindy Berton, Director of Development at 920.593.5663 or cberton@gbbg.org.

2025–2026 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
Ansay & Associates, LLC.
Appleton Trophy & Engraving, Inc.
Bank of Luxemburg
Bay Towel
Bee Enchanted Florist
Bibel's Catering & Rental, LLC
Big Day Dog Company
Caylor Photography

Delights Bakery & Café
Elite Music Service
Elizabeth Grace Photography
Foodelicious Catering & Consulting
From the Ash Tree
Green Bay Expo Services
Hawkins Ash CPAs
Jess Krcmar Photography
Laura Hartmann Films

M3 Insurance
Margarita's of Wisconsin, Inc.
Mission BBQ
Monzu Bakery & Custom Cakes
Not By Bread Alone
Oneida Hotel
Parker John's BBQ & Pizza
Pop to It, Balloons by Sheena
PoshNosh Kitchen

Renard's Catering
Ruby Design
Schwaba Law Firm
Stitch & Tie: Nationwide Online Suit & Tuxedo Rentals
The Black Orchid Catering LLC
The Farmacy
The Marq
The Runaway Spoon
Van Abel's of Hollandtown

Grants & Nonprofit Ticketing

4imprint
Amerhart Foundation,
A Fund at the Greater Green Bay Community Foundation
Byron L. Walter Family Trust

Catherine E. & Myrl S. Apple Family Foundation
De Pere Christian Outreach
Jack & Engrid Meng Fund,
A Fund at the Greater Green Bay Community Foundation

Johnson's Nursery Inc.
Ladybug Garden Club
Laurie Sales Venture
Foundation of Lakeshore Community Foundation

Northeast Wisconsin Master Gardeners
The Pivot Rock Fund
US Bank Foundation



Individuals

Greg & Jean Klimek

Judy Parrish & Family

Dar Stumpf

Clyde Reed

Terri Trantow-Witek & Paul Witek

Mary L. Zaborski

Print



Media



SPROUT & GROW

YOUTH & FAMILY ACTIVITIES

PRESENTED BY

Nature's
way



A year-round partnership that nurtures families, inspires young minds, and strengthens our community. Through inclusive, hands-on programming, the Garden creates enriching experiences that bring people together and foster a lifelong love of nature. With your support, we can continue to provide:

- **Accessible learning opportunities** for children of all backgrounds through camps, guided tours, and educator-led exploration
- **Unstructured outdoor play and discovery** that supports mental, physical, and emotional well-being
- **Shared family experiences** that build strong connections across generations
- **A welcoming, nature-rich space** where families come to relax, recharge, and grow together

By investing in this partnership, you're helping to create a healthier, more connected community — one child, one family, and one memory at a time.

Garden Access | Free w/ Admission & select fee based experiences

Demographic | Youth, families, educators, and caregivers

Average Attendance | 105,000+

How the Garden Delivers Year-Round Learning

From hands-on discovery to seasonal family fun, Sprout & Grow offers a wide range of educational experiences that bring nature to life for children and caregivers alike.

Program Categories

Guided Learning Experiences

- Field trips for school and youth groups (spring–fall and winter)
- Educator-led discovery programs
- Scout badge workshops
- Youth camps (ages 3–12)

Self-Guided Exploration

- Discovery Boxes & Scavenger Hunts (year-round)
- Pop-up family activities

Family Engagement & Play

- Story Time (spring–fall)
- Family nature classes
- Pop-up events like children's concerts, kid-focused theater, and hands-on activity days

Sponsorship Levels

	Presenting \$30,000 SOLD	Sustaining \$15,000	Contributing \$5,000	Community Partner \$2,500
Recognition on print and digital marketing for this program	Event Logo + "Presented by [Your Company]" Logo	Logo	Logo	Written
Year-round recognition on related program, activity, and field trip web pages	Logo	Logo	Logo	Written
Onsite sponsor recognition	Logo	Logo	Logo	Written
Verbal recognition during select programs & events throughout the year	✓			
Complimentary general admission passes	1,000	500	170	85
Opportunities for onsite tabling to connect with guests (dates TBD)	6	3	1	
Recognition in select social media posts and email marketing	Logo	Logo	Logo	Written
Year-round recognition on the Sponsor/Corporate Partner thank you page with a link to your website	Logo	Logo	Logo	Logo
Recognition in the <i>Rooted</i> newsletter	Logo	Logo	Logo	Written
Complimentary one-year Corporate Membership	Guardian	Guardian	Benefactor	Patron
Post-sponsorship proof of performance and recap	✓	✓	✓	✓
Opportunity to customize benefits	✓	✓	✓	✓

Music in Bloom

presented by



**Employment
Resource**
GROUP, INC.



Select Friday Nights | 7–9 pm
 June 12 | July 17 | August 7 | Sept 11
 Lineup to Be Announced

Garden Access | Ticketed

Demographic | 21+

Attendance | 950+ per concert

Music in Bloom presented by Employment Resource Group brings high-energy, nationally touring tribute bands to a one-of-a-kind venue — an outdoor stage surrounded by vibrant gardens in full summer bloom. Unlike traditional concert spaces, guests enjoy music, nature, and community all in one unforgettable setting. Sponsorship supports accessible, family-friendly entertainment while aligning your brand with cultural enrichment, connection, and the beauty of the Garden.

Sponsorship Levels	Presenting	Sustaining	Contributing	Investor
	\$25,000	\$10,000	\$5,000	\$2,500
Recognition on print and digital marketing for this event series	Event Logo + "Presented by [Your Company]" Logo	Logo	Logo	Logo
Recognition on the concert event web page	✓	✓	✓	✓
Recognition on banner in front of stage	Logo	Logo	Logo	
Onsite sponsor recognition	Logo	Logo	Logo	Logo
Opportunity to speak at all concerts in event series	✓			
Verbal recognition during select programs & events throughout the year	✓			
Verbal recognition at all concert dates	✓	✓	✓	✓
Sponsor announcement (date TBD)		1	1	1
Reserved table for 10 on Cowles Terrace	2 Tables 4 Concerts	1 Table 4 Concerts	1 Table 3 Concerts	1 Table 2 Concerts
Recognition in select social media posts and email marketing	Logo	Logo	Logo	Logo
Year-round recognition on the Sponsor/Corporate Partner thank-you page with a link to your website	Logo	Logo	Logo	Logo
Recognition in the <i>Rooted</i> newsletter	Logo	Logo	Logo	Logo
Complimentary one-year Corporate Membership	Guardian	Visionary	Benefactor	Patron
Post-sponsorship proof of performance and recap	✓	✓	✓	✓
Opportunity to customize benefits	✓	✓	✓	✓



Sunset Sessions

presented by



Select Thursday Evenings | 6–8 pm
 June 18, 25 | July 23, 30 | August 13, 20

Lineup to Be Announced

Garden Access | Free w/ Garden
 Membership or Admission

Demographic | All ages

Attendance | 700+ per concert

Sunset Sessions presented by Sanimax brings the community together through the power of live performances in a beautiful, nature-filled setting. This series features local and regional performers and offers an accessible, family-friendly experience that strengthens community bonds. Sponsorship helps make these shared cultural moments possible while connecting your brand to creativity, connection, and the joy of summer at the Garden.

Sponsorship Levels

	Presenting \$15,000 SOLD	Lead \$5,500	Investor \$2,500	Supporting \$1,500
Recognition on print and digital marketing for this event series	Event Logo + "Presented by [Your Company]" Logo	Logo	Logo	Logo
Recognition on the event web page	Logo	Logo	Logo	Logo
Recognition on banner in front of stage	Logo	Logo		
Onsite sponsor recognition	Logo	Logo	Logo	Logo
Opportunity to speak at all concerts in event series	✓			
Verbal recognition during select programs & events throughout the year	✓			
Verbal recognition at all concert dates	✓	✓	✓	✓
Sponsor announcement (date TBD)		6	1	1
Reserved table for 10 on Cowles Terrace	2 Tables 6 Dates	1 Table 6 Dates	1 Table 4 Dates	1 Table 2 Dates
Complimentary event tickets	300	200	100	60
Recogniton in various social media postings and email marketing	Logo	Logo	Logo	Logo
Year-round recognition on the Sponsor/Corporate Partner thank you page with a link to your website	Logo	Logo	Logo	Written
Recognition in the <i>Rooted</i> newsletter	Logo	Logo	Logo	Logo
Complimentary one-year Corporate Membership	Guardian	Benefactor	Patron	Patron
Post-sponsorship proof of performance and recap	✓	✓	✓	✓
Opportunity to customize benefits	✓	✓	✓	✓

Garden of Lights

30 Years

Presented by



Wisconsin Public Service Foundation



©John Oates Photography



Select Dates November 27–December 30 4:30–9 pm

Garden Access | Ticketed

Demographic | All ages

Average Attendance | 60,000+

As the Garden's largest annual fundraiser, Garden of Lights presented by Wisconsin Public Service Foundation has grown into a beloved northeast Wisconsin tradition. Now celebrating its 30th anniversary, this dazzling event draws an average of 60,000+ guests each season to experience where nature shines bright with a 1-mile path filled with luminous lightscapes, sparkling outdoor scenes, and endless magical moments. From iconic favorites like Caterpillar Glow and Butterfly Haven to interactive displays like the Petal Path and Tic Tac Snow, guests of all ages make memories alongside themed Bright Nights, visits with Santa, story time with Mrs. Claus, and more.

Be part of this milestone year! Sponsorship offers the chance to align your brand with one of the region's most treasured seasonal experiences while supporting the Garden's mission and year-round impact.

Sponsorship Levels

	SOLD Presenting \$27,500	Sustaining \$7,500	NEW Theme Night \$7,500	NEW Volunteer Impact \$5,000	Investor \$3,500	Contributing \$2,500	Supporting \$1,750
Recognition on print and digital promotional and marketing materials	Event Logo + "Presented by [Your Company]" Logo	Logo	Event logo + "Presented by [Your Company]" Logo with Theme Nights materials	Event logo + "Presented by [Your Company]" Logo with volunteer materials	Logo	Logo	Written
Recognition on the event web page	Logo	Logo	Logo	Logo	Logo	Logo	Written
Onsite sponsor recognition	Logo	Logo	Logo	Logo	Logo	Logo	Written
Opportunity to align sponsorship with light display with signage	Event Entrance + Logo	Premier Display + Logo			Signature Display + Logo	Traditional Display + Logo	
Invitation to Tree Lighting Ceremony (Monday, November 23 5-7 pm)	✓	✓	✓	✓	✓	✓	✓
Opportunity to speak at Tree Lighting Ceremony	✓						
Verbal Recognition at Tree Lighting Ceremony	✓	✓	✓	✓			
Recognition on presentation at Tree Lighting Ceremony	✓	✓	✓	✓	✓	✓	✓
Recognition at Tree Lighting Ceremony	✓	✓	✓	✓	✓	✓	✓
Recognition on volunteer t-shirts, volunteer sign up website, Volunteer Vine e-news, opportunity to speak at volunteer post event				Logo			
Complimentary tickets to be used any date/time	300	180	180	120	90	65	20
Receive discount on additional admission tickets (\$2 off/adult tickets only)	✓	✓	✓	✓	✓	✓	✓
Recognition in select social media posts and email marketing	Logo	Logo	Logo	Logo	Logo	Logo	Written
Year-round recognition on the Sponsor/Corporate Partner thank you page with a link to your website	Logo	Logo	Logo	Logo	Logo	Logo	Written
Recognition in the <i>Rooted</i> newsletter	Logo	Logo	Logo	Logo	Logo	Logo	Written
Complimentary one-year Corporate Membership	Guardian	Visionary	Visionary	Benefactor	Patron	Patron	Patron
Post-sponsorship proof of performance and recap	✓	✓	✓	✓	✓	✓	✓
Opportunity to customize benefits	✓	✓	✓	✓	✓	✓	✓



Wednesdays | June 3–August 26

Garden Access | BOGO w/ Admission

Demographic | All Ages

Average Attendance | 9,000+

Getaway Wednesdays offer Buy One, Get One Admission and extended summer hours (9 am–8 pm) from June–August, welcoming families, seniors, and guests to explore the Garden through scavenger hunts, drop-in tours, and hands-on nature activities. With an average of 93,000+ summer guests, this program promotes wellness, accessibility, and outdoor engagement — making it a meaningful sponsorship opportunity for organizations looking to increase brand visibility while supporting affordable, community-focused experiences in a beautiful natural setting.

Sponsorship Levels	Presenting	Contributing	Children's Discovery Activities Sponsor	Supporting
	\$15,000	\$5,000	\$2,500	\$1,500
Recognition on print and digital marketing for this program	Event Logo + "Presented by [Your Company]" Logo	Logo	Logo	Logo
Recognition on the event web page	Logo	Logo	Logo	Logo
Onsite sponsor recognition	Logo	Logo	Logo	Logo
Complimentary general admission passes	1,000	500	150	85
Opportunities for onsite tabling to connect with guests (dates TBD)	6	4	2	1
Recognition in select social media posts and email marketing	Logo	Logo	Logo	Logo
Verbal recognition during select programs & events throughout the year.	✓			
Year-round recognition on the Sponsor/Corporate Partner thank-you page with a link to your website	Logo	Logo	Logo	Written
Recognition in the <i>Rooted</i> newsletter	Logo	Logo	Logo	Logo
Complimentary one-year Corporate Membership	Guardian	Benefactor	Patron	Partner
Post-sponsorship proof of performance and recap	✓	✓	✓	✓
Opportunity to customize benefits	✓	✓	✓	✓



June 4 | 5–8 pm

Garden Access | Ticketed

Demographic | 21+

Average Attendance | 300

Botanica is a lively early summer garden gathering that celebrates plants, community, and the start of the season. Guests wander the Garden discovering unique plant offerings, enjoying light food and drink, and participating in curated silent and live auctions that support the Garden's mission.

Sponsorship Levels	Presenting	Sustaining	Supporting
	SOLD \$3,000	\$1,500	\$1,000
Recognition on print and digital marketing for this event	Event Logo + "Presented by [Your Company]" Logo	Logo	Written
Recognition on the event web page	Logo	Logo	Written
Onsite sponsor recognition	Logo	Logo	Written
Complimentary event tickets &/or reserved table	16 Tickets 2 Tables	8 Tickets 1 Table	4 Tickets
Verbal recognition during select programs & events throughout the year	✓		
Recognition in select social media posts and email marketing	Logo	Logo	Written
Year-round recognition on the Sponsor/Corporate Partner thank-you page with a link to your website	Logo	Written	Written
Recognition in the <i>Rooted</i> newsletter	Logo	Written	Written
Complimentary one-year Corporate Membership	Benefactor	Patron	Partner
Post-sponsorship proof of performance and recap	✓	✓	✓
Opportunity to customize benefits	✓	✓	✓



September 9 | 5–8 pm

Garden Access | Ticketed

Demographic | 21+

Average Attendance | 80

Guests enjoy an elegant five-course meal featuring locally sourced ingredients, expertly paired with fine wines and accompanied by live music — all set within the stunning backdrop of the Garden.

This exclusive evening celebrates local flavor, community connection, and seasonal beauty, offering sponsors a unique opportunity to engage with an audience that values sustainability, artistry, and experience.

Sponsorship Levels	Presenting \$3,000
Recognition on print and digital marketing for this event	Event Logo + "Presented by [Your Company]" Logo
Website recognition on event page	Logo
Onsite sponsor recognition	Logo
Opportunity to speak at event	✓
Logo on dinner menu at event	✓
Complimentary event reservations	4 Tickets
Recognition in select social media posts and email marketing	✓
Year-round recognition on the Sponsor/Corporate Partner thank-you page with a link to your website	Logo
Recognition in the <i>Rooted</i> newsletter	Logo
Complimentary one-year Corporate Membership	Partner
Post-sponsorship proof of performance and recap	✓
Opportunity to customize benefits	✓

How Woodland Wonders

Will Come to Life

The exhibition will be woven into existing programs, seasonal events, and guest touchpoints, including:

Youth & Family Programs

Scavenger hunts, summer camps, story time, and discovery activities

Community Outreach

Collaborations with local schools, libraries, and environmental partners

Adult Education

Nature-focused classes, workshops, and woodland walking tours

Digital Engagement

App-based tours, seasonal content, and interactive storytelling

Signature Events

Botanica, summer concerts, Garden of Lights, and themed pop-up moments

Horticultural Displays

Themed annual beds and plantings inspired by native trees and woodland ecosystems

Membership Activities

Special tours, promotions, and themed experiences

Gift Shop Features

Curated items celebrating forest life, native species, and seasonal inspiration

Inspiring Exhibits with Powerful Messages

In addition to events and programs, Green Bay Botanical Garden hosts **rotating outdoor exhibits every three years** that blend art, education, and nature to spark curiosity and inspire change. Since 2018, these immersive experiences have included **Nature Connects®: Art with LEGO® Bricks by Sean Kenney**, **Butterflies & Blooms** (a Garden-produced pollinator-focused exhibit), **Habitat**, and **Washed Ashore: Art to Save the Sea**, which featured large marine sculptures made from ocean plastic debris. Each exhibit has offered guests a powerful, engaging experience while addressing timely topics — from biodiversity and sustainability to art and science.

Future exhibit sponsorships offer a unique opportunity to align your brand with meaningful storytelling, creativity, and community impact.

2018



Large-scale sculptures made entirely of LEGO bricks that celebrated the connection between nature and design.

2019



A Garden-produced exhibit showcasing live butterflies and pollinator education, immersing guests in the life cycle, beauty, and ecological importance of these winged wonders.

2020

2021



Powerful marine animal sculptures made from ocean plastic debris introduced guests to the impact of marine pollution and the importance of sustainability.

2022



An engaging and educational exhibit featuring displays of homes found in nature showing how plants, animals, and people coexist in our local ecosystem.

2025



Back by popular demand, Washed Ashore returned with seven new sculptures and refreshed interpretive aspects, deepening its impact guest awareness of plastic pollution and water conservation.

This Garden will continue to grow and beautify our world, thanks to generous partners like you!