

# Sponsorship Opportunities at Fairchild



Fairchild Tropical Botanic Garden would like to cordially invite you to become a sponsor of one of Fairchild Tropical Botanic Garden's signature events.

As a sponsor, you will reap numerous sponsorship benefits, such as media coverage, name recognition, visibility, association with our institution and a true partnership. Fairchild receives excellent exposure in the community, across the country and around the globe. We have enjoyed vast media coverage highlighting our leadership role in the community as a cultural, educational and scientific institution. Our quarterly award-winning membership magazine, *The Tropical Garden*, is distributed to nearly 35,000 individuals. Our website, [www.fairchildgarden.org](http://www.fairchildgarden.org), is highly visited and lists our upcoming events, programs, a virtual herbarium and a palm guide. With all of these exciting things, it's no wonder *The Miami Herald* readers voted Fairchild the number one natural wonder in Florida!

Last year, Fairchild enjoyed a rewarding season as a destination of choice for over 250,000 visitors. Our garden serves a diverse community: approximately 80% of all visitors are Florida residents hailing from all over the U.S. and around the globe, 14% are from other states and 6% of our visitors came from more than 100 countries. Over 3,000 visitors became members, bringing Fairchild's membership base to 35,000 individuals. In addition, over 120,000 school-aged children visited Fairchild or were engaged by Fairchild's programs from over 200 schools.

Fund-raising is a fundamental component of Fairchild's success. As a 501(c)3 non-profit organization, we are dependent upon the support and generosity of individuals, businesses, foundations, members and grants to support our scientific initiatives and our vital works in environmental research, conservation and education both locally and around the world.

All sponsorship opportunities can be tailored to fit your needs and bring you maximum benefits.

Upcoming events:

- The International Chocolate Festival, with Coffee and Tea, January (attendance 14,500)
- Gala in the Garden, February (attendance 450)
- Valentine's Day Concert, February (attendance 3,000)
- The International Orchid Festival, March (attendance 10,000)
- The Food and Garden Festival, March (attendance 5,000)
- The International Mango Festival, July (attendance 10,000)
- The Fairchild Challenge, September - June
- Butterfly Days, September (attendance 2,000)
- Howl-o-ween at Fairchild, October (attendance 2,000)
- The Edible Garden Festival, October (attendance 5,000)
- The Ramble - A Garden Festival, November (attendance 10,000)
- Holiday Music Concert, December
- Art at Fairchild, December - May

**FAIRCHILD TROPICAL BOTANIC GARDEN**

Exploring, Explaining and Conserving the World of Tropical Plants

10901 Old Cutler Road, Coral Gables, Florida 33156-4296 USA | 305.667.1651 | [www.fairchildgarden.org](http://www.fairchildgarden.org)

# Sponsorship Opportunities

All sponsorship opportunities can be tailored.

## GARDEN FRIEND \$250

- Your name included on sponsor signs during the festival.
- One Associate Plus Membership and related benefits.

## SUPPORTING SPONSOR \$500

- Your name included on sponsor signs during the festival.
- Quarter-page advertisement in high-end keepsake event program distributed to all attendees, vendors and local plant societies.
- One Family and Friends Membership and related benefits.

## BRONZE SPONSOR \$1,000

- Your name recognized as Bronze Sponsor on sponsor signs displayed during the festival.
- Your name recognized as Bronze Sponsor in all festival related press releases.
- Half-page advertisement in high-end keepsake event program distributed to all attendees, vendors and local plant societies.
- One Sustaining Membership and related benefits.

## SILVER SPONSOR \$2,500

- Your name/logo as Silver Sponsor on sponsor signs during the festival.
- Half-page advertisement in high-end keepsake event program distributed to all attendees, vendors and local plant societies.
- Optional booth at event to promote your company to attendees.
- Quarter-page ad in one issue of *The Tropical Garden* magazine.
- Silver Sponsorship recognition in all festival related press releases.
- One Supporting Membership and related benefits.

## GOLD SPONSOR \$5,000

- Your name/logo as Gold Sponsor in all pre- and post-promotional materials and press releases.
- Your name and company logo recognized as Gold Sponsor on sponsor signs during the festival.
- Full-page, color advertisement in high-end keepsake event program distributed to all attendees, vendors and local plant societies.
- Half-page advertisement in one issue of *The Tropical Garden* magazine.
- Optional booth at event to promote your company to attendees.
- One Signature Membership and related benefits.

FAIRCHILD TROPICAL BOTANIC GARDEN

Exploring, Explaining and Conserving the World of Tropical Plants

10901 Old Cutler Road, Coral Gables, Florida 33156-4296 USA | 305.667.1651 | [www.fairchildgarden.org](http://www.fairchildgarden.org)

PLATINUM SPONSOR     \$10,000

- Your name/logo as Platinum Sponsor in all festival related promotional materials and press releases.
- Your name and company logo recognized as Platinum Sponsor on sponsor signs during the festival.
- Banner with your name, logo and marketing message displayed during festival (you must provide the banner).
- Full-page, color advertisement on inside back cover of high-end keepsake event program distributed to all attendees, vendors and local plant societies.
- Optional booth at event to promote your company to attendees.
- One Fairchild Tropical Botanic Garden Fellows Membership and all related benefits.
- Full-page advertisement in one issue of *The Tropical Garden* magazine.

PRESENTING SPONSOR     \$20,000

- Your name/logo as Presenting Sponsor prominently displayed with the festival logo in and on all advertisements, promotional materials and festival related press releases.
- Exclusivity in your product/service category.
- Banner with your name and logo listed as Presenting Sponsor during the festival.
- Full-page, color advertisement on inside front cover of high-end keepsake event program distributed to all attendees, vendors and local plant societies.
- Optional booth at event to promote your company to attendees.
- One Fairchild Tropical Botanic Garden Platinum Fellows Membership and all related benefits.
- Full-page advertisement for one year (4 issues) in *The Tropical Garden* magazine.

FAIRCHILD TROPICAL BOTANIC GARDEN

Exploring, Explaining and Conserving the World of Tropical Plants

10901 Old Cutler Road, Coral Gables , Florida 33156-4296 USA | 305.667.1651 | [www.fairchildgarden.org](http://www.fairchildgarden.org)

# Sponsorship Pledge Form

## SPONSORSHIP

<input type="checkbox"/>	Presenting Sponsor.....	\$20,000
<input type="checkbox"/>	Platinum Sponsor.....	\$10,000
<input type="checkbox"/>	Gold Sponsor.....	\$ 5,000
<input type="checkbox"/>	Silver Sponsor.....	\$ 2,500
<input type="checkbox"/>	Bronze Sponsor.....	\$ 1,000
<input type="checkbox"/>	Supporting Sponsor.....	\$ 500
<input type="checkbox"/>	Garden Friend.....	\$ 250

## ADVERTISING OPPORTUNITY IN PROGRAM

Full-Page Ad, \$300       Half-Page Ad, \$200       Quarter-Page Ad, \$160

## CONTACT INFORMATION

Name \_\_\_\_\_ Company \_\_\_\_\_  
Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_  
Telephone (Day) \_\_\_\_\_ Telephone (Evening) \_\_\_\_\_  
Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## SPONSORSHIP ACKNOWLEDGMENT IN PROGRAM

\_\_\_\_\_  
(Please print how you would like your gift to be acknowledged in the Festival Program.)

## METHOD OF PAYMENT

\$ \_\_\_\_\_ Total amount pledged  
 A check payable to Fairchild Tropical Botanic Garden is enclosed.  
 Please charge my credit card for the following amount \$ \_\_\_\_\_  
 American Express     VISA     MasterCard     Discover  
Card No. \_\_\_\_\_ Expiration \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

Thank you in advance for your support of Fairchild Tropical Botanic Garden.  
For your convenience, please mail this form in the preaddressed envelope enclosed to:  
Mari Novo, Fairchild Tropical Botanic Garden,  
10901 Old Cutler Road, Coral Gables, FL 33156  
Phone: 305.667.1651, ext. 3357 Fax: 305.661.8953 Email: mnovo@fairchildgarden.org

**FAIRCHILD TROPICAL BOTANIC GARDEN**

Exploring, Explaining and Conserving the World of Tropical Plants

10901 Old Cutler Road, Coral Gables, Florida 33156-4296 USA | 305.667.1651 | www.fairchildgarden.org