

2023 PARTNERSHIP OPPORTUNITIES



OLBRICH BOTANICAL GARDENS

WHY PARTNER WITH OLBRICH GARDENS

Olbrich Botanical Gardens is a free public garden located within Olbrich Park in Madison, WI. Connecting people with plants is our mission! Olbrich is dedicated to the creation, conservation, and interpretation of gardens and plant collections hardy to the American Midwest and the world's tropical rainforests. Our 16 acres of outdoor prairie-style gardens and 10,000 sq ft tropical Bolz Conservatory are operated through a public/private partnership between the City of Madison Parks Department and the **Olbrich Botanical Society, 501(c) 3 non-profit** that fundraises \$2.4 million per year to support the Gardens.

In addition, the support of over 600 dedicated volunteers working alongside 40 staff members make the Gardens a very special place of respite, beauty, and education! Among its many awards, the Gardens have been nationally recognized by the American Public Garden Association as a Garden of Excellence and by Horticulture Magazine as one of the 10 most inspiring gardens in North America. From educational offerings like Explorer School Programs and Blooming Butterflies that reach over 155,000 children and adults annually, to other exciting exhibitions such as GLEAM, Art in a New Light, that showcases the beauty of the Gardens and the importance of public art, there are many ways to engage with and support Olbrich's mission.

With your partnership, you can support one of Madison's top attractions, keeping the Gardens free and accessible for all community members. This Partnership guide provides an annual snapshot and brief description of each program, including partner benefits and recognition opportunities.



OVER **155,000**
MINDS ARE ENRICHED
BY OUR EDUCATION
PROGRAMS EACH YEAR

16 ACRES
OF AWARD-WINNING PRAIRIE-
STYLE OUTDOOR GARDENS

CONNECTING OVER
335,000 PEOPLE
WITH PLANTS EVERY YEAR!

2022 AMERICAN
HORTICULTURAL SOCIETY
GARDEN STEWARDSHIP
AWARD RECIPIENT



ACCESSIBILITY AT THE GARDENS

Olbrich prides itself on being a free, accessible public garden, open 361 days a year. The outdoor gardens are free, and the tropical Bolz Conservatory is \$6 for the public, \$3 for kids, free for members, and free overall on Wednesday and Saturday mornings. No one is turned away because of an inability to pay. A free public tram operates seasonally and free access is provided to wheelchairs and motorized scooters.

Audience: Public

Attendance: 335,000 / year

Reach: Regional

2022 Highlights

- **Continuing to Serve the Public**
Visitor levels at Olbrich have generally returned to pre-pandemic levels, as the community continues to enjoy the beauty and inspiration of the Gardens. Olbrich continues to make major investments in accessibility, with more than \$325,000 in new funding committed to various projects, including improved pathways, after hours access, and a new website.

- **Tram Vehicle Returns in 2022**
The free electric tram returned! The tram provided daily tours of the Gardens Memorial Day through Labor Day, and on weekends in late spring and fall, serving 11,000 riders.

- **Improved Tram Waiting Area Installed**
New, dedicated tram seating was enjoyed for the 2022 tram season, improving the visitor experience, particularly for those who need assistance when viewing the outdoor gardens.

RECOGNITION

	Online		Social Media	Onsite		Print			Advertising
	Garden Website	Monthly E-Newsletter (20k subscribers)	Facebook/Instagram (45k Followers)	Onsite Signage	Onsite Announcements	Annual Report	Education Catalog (Twice Yearly - 7,000)	Garden Newsletter (Sent quarterly to 9,500 households)	Program Advertising
Presenting Sponsor \$10,000	Logo	Logo - 12 e-news	Included in event posts	Logo on Tram, Logo In Lobby	Public Thank You on Tram Tour	Name	Logo - 2 issues	Logo - 4 issues	Logo/Name
Sponsor \$5,000	Logo	Logo when applicable	Included in event posts	Logo in Lobby	N/A	Name	Logo - 2 issues	Logo - 4 issues	Name
Supporter \$2,500	Name	Name when applicable	Included in event posts	Name in Lobby	N/A	Name	Name - 2 issues	Name - 4 issues	Name

BENEFITS

	Additional Benefits	
	Annual Sponsor Thank You Reception	Private Tour of Gardens
Presenting Sponsor	Invited	Yes
Sponsor	Invited	N/A
Supporter	Invited	N/A



EDUCATION – EXPLORER SCHOOL PROGRAMS

Olbrich's Explorer School Programs provides plant science-based classes to over 4,000 K-5 students, teachers, and chaperones each year. These hands-on, inquiry-based field trips support the Wisconsin Model Academic Standards in three tracks: Forest, Ecology, and Botany. Although most students are from the Madison area, Explorer serves students over seven counties, in addition to schools from Illinois and Iowa.

Audience: K-5 students

Attendance: 4,000 / year
(Avg 50 per class)

Reach: Local/Regional

2022 Highlights

- **Virtual Programming**
Olbrich secured \$20,000 in new funding to launch "Let's Explore!" – which will provide unique and transformative virtual learning experiences for K-5 Students in the Dane County area. Let's Explore will launch in 2023.
- **Scholarships**
Olbrich's provides scholarship assistance for Madison public schools that need help sending kids to Olbrich's classes.
- **Frautschi Family Learning Center**
Classes are taught in Olbrich's new Learning Center: a LEED Platinum certified facility with three indoor classrooms, an outdoor classroom, and age appropriate furniture and equipment.

RECOGNITION

	Online		Social Media	Onsite	Print			Volunteer Opportunity
	Garden Website	Monthly E-Newsletter (20k subscribers)	Facebook/ Instagram (45k Followers)	Onsite Signage	Annual Report	Education Catalog (Twice Yearly - 7,000)	Garden Newsletter (Sent quarterly to 9,500 households)	Help Teach a Class
Presenting Sponsor \$10,000	Logo	Logo - 12 e-news	Included in event posts	In Learning Center & at Registration	Name	Logo - 2 issues	Logo - 4 issues	Yes
Sponsor \$5,000	Logo	Logo when applicable	Included in event posts	In Learning Center & at Registration	Name	Logo - 2 issues	Logo - 4 issues	N/A
Supporter \$2,500	Name	Name when applicable	Included in event posts	In Learning Center & at Registration	Name	Name - 2 issues	Name - 4 issues	N/A

BENEFITS

	Additional Benefits	
	Annual Sponsor Thank You Reception	Private Tour of Gardens
Presenting Sponsor	Invited	Yes
Sponsor	Invited	N/A
Supporter	Invited	N/A

\$10,000 – Supports three full-time professional educators on staff.

\$5,000 – Sends staff to continuing education workshops.

\$2,500 – Covers outreach efforts and scheduling work with participating school districts.



EDUCATION – YOUTH & FAMILY PROGRAMS

Olbrich's Youth & Family Programs create opportunities for families to explore the natural world together. Classes are designed to explore nature-themed topics side-by-side with children as they engage in hands-on, fun, age-appropriate experiences. Programs are nature and literature-based, and support the Wisconsin Model Early Learning Standards, for ages 2-12.

Audience: Families

Attendance: 6,000 – 6,500 / year
(Avg 30 per class)

Reach: Local

2022 Highlights

- **Classes Sold Out and Waitlisted**
Many Youth & Family Programs frequently reach capacity and have waitlists. There is a demand for Olbrich's safe, enriching, in-person programming.
- **Children Kitchen's Garden (CKG)**
544 people participated in classes in the CKG, growing more than 950 pounds of produce for the Goodman Community Center Fritz Food Pantry!
- **Frautschi Family Learning Center**
Classes are taught in Olbrich's new Learning Center: a LEED Platinum certified facility equipped with three indoor classrooms, an outdoor classroom, and age appropriate furniture and equipment.

RECOGNITION

	Online		Social Media	Onsite	Print			Advertising
	Garden Website	Monthly E-Newsletter (20k subscribers)	Facebook/ Instagram (45k Followers)	Onsite Signage	Annual Report	Education Catalog (Twice Yearly - 7,000)	Garden Newsletter (Sent quarterly to 9,500 households)	Program Advertising
Presenting Sponsor \$10,000	Logo	Logo - 12 e-news	Included in event posts	In Learning Center & at Registration	Name	Logo - 2 issues	Logo - 4 issues	Logo/Name
Sponsor \$5,000	Logo	Logo when applicable	Included in event posts	In Learning Center & at Registration	Name	Logo - 2 issues	Logo - 4 issues	Name
Supporter \$2,500	Name	Name when applicable	Included in event posts	In Learning Center & at Registration	Name	Name - 2 issues	Name - 4 issues	Name

BENEFITS

	Additional Benefits	
	Annual Sponsor Thank You Reception	Private Tour of Gardens
Presenting Sponsor	Invited	Yes
Sponsor	Invited	N/A
Supporter	Invited	N/A

\$10,000 – Supports three full-time professional educators.

\$5,000 – Fully funds paid professional internship for college student.

\$2,500 – Helps translate written materials into Spanish.



EDUCATION – ADULT PROGRAMS

Olbrich's popular in-person and virtual adult programs develop techniques, engage senses, and explore relationships with plants and nature. From gardening practices, to using nature as inspiration for the arts and do-it-yourself projects, Olbrich Botanical Gardens offers a broad range of classes and programs for adults. Led by experts in their fields, adult programs provide something for every interest and skill level.

Audience: Adults

Attendance: 3,000 – 3,500 / year
(Class size varies)

Reach: Local

2022 Highlights

- **Classes Sold Out and Waitlisted**
Many Adult Programs frequently reach capacity and have waitlists. There is a demand for Olbrich's enriching programming, either safely in-person, or from the comfort of one's home.
- **2nd Annual Virtual Lecture Series**
Olbrich's 2nd Annual Virtual Lecture Series, Reimagining Beauty, was a hit, with more than 900 enjoying informative and inspiring lectures from speakers around the nation.
- **Frautschi Family Learning Center**
In-person classes are taught in Olbrich's new Learning Center: a LEED Platinum certified facility with three indoor classrooms, an outdoor classroom, and age appropriate furniture and equipment.

RECOGNITION

	Online		Social Media	Onsite		Print			Advertising
	Garden Website	Monthly E-Newsletter (20k subscribers)	Facebook/Instagram (45k Followers)	Onsite Signage	Pre-class Announcements	Annual Report	Education Catalog (Twice Yearly - 7,000)	Garden Newsletter (Sent quarterly to 9,500 households)	Program Advertising
Presenting Sponsor \$10,000	Logo	Logo - 12 e-news	Included in event posts	In Learning Center & at Registration	Public Thank You w/ Message	Name	Logo - 2 issues	Logo - 4 issues	Logo/Name
Sponsor \$5,000	Logo	Logo when applicable	Included in event posts	In Learning Center & at Registration	Public Thank You	Name	Logo - 2 issues	Logo - 4 issues	Name
Supporter \$2,500	Name	Name when applicable	Included in event posts	In Learning Center & at Registration	Public Thank You	Name	Name - 2 issues	Name - 4 issues	Name

BENEFITS

	Additional Benefits	
	Annual Sponsor Thank You Reception	Private Tour of Gardens
Presenting Sponsor	Invited	Yes
Sponsor	Invited	N/A
Supporter	Invited	N/A

\$10,000 – Provide stipends for adult program instructors.

\$5,000 – Helps print one semester of the class catalog, mailed to 7,000 homes.

\$2,500 – Provides supplies for adult classes and workshops.



COCKTAILS IN THE CONSERVATORY

JANUARY 20, FEBRUARY 24, MARCH 24, NOVEMBER 17, 2023

Opportunity to enjoy Olbrich's iconic tropical Bolz Conservatory after dark, featuring local DJs and signature cocktails and local beers.

Audience: Young professionals

Attendance: 1,500-2,000
(average 400–500 per event)

Reach: Local

2023 Preview

- Cocktails in the Conservatory returns for the first time since the pandemic, with DJ Shotski and DJ Femme Noir on the decks!
- Previous Cocktails events have featured some of Madison's favorite DJs and groups, including DJ ACE, DJ Urbane, DJ Glynis, DJ Boyfrriend, Nick Nice, DJ Bruce BlaQ, Phil Money, Queer Pressure, and DJ Breezah.

RECOGNITION

	Online		Social Media	At the Gardens	Print		Advertising
	Garden Website	Monthly E-Newsletter (20k - subscribers)	Facebook/ Instagram (45k followers)	Onsite Signage (Event Duration)	Annual Report	Garden Newsletter (Quarterly - 9,500)	Event Advertising
Presenting Sponsor \$4,000	Logo	Logo	Included in Event Posts	Bar Signs	Name	Logo	Logo
Sponsor \$2,000	Logo	Logo	Included in Event Posts	Bar Signs	Name	Logo	Logo/Name
Supporter \$500	Name	Name	Included in Event Posts	Bar Signs	Name	Name	Name

BENEFITS

	Event Participation		Additional Benefits	
	Company Presence at Event	Tickets/Admission	Product Display/ Usage	Annual Sponsor Thank You Reception
Presenting Sponsor	Yes	12	Yes	Invited
Sponsor	n/a	6	n/a	Invited
Supporter	n/a	4	n/a	Invited

\$4,000 – Guarantees top-notch entertainment for the entire series, and excellent bartending services

\$2,000 – Underwrites local DJs for two Cocktail events.

\$500 – Supports professional photography documentation of this fundraiser for future promotions



ORCHID ESCAPE

JANUARY 28 - FEBRUARY 28, 2023

Escape to the tropics and take in bountiful, beautiful orchids displayed throughout the Bolz Conservatory!

Audience: Adults & Families

Attendance: 13,000-15,000

Reach: Regional

2022 Highlights

- The 2022 theme “Revel in the Rainbow” was a smashing success, providing guests with a burst of beauty and warmth in the depths of winter.
- The 2023 show will have a “Circus” theme and promises to be the best yet!

\$6,000 – Covers much of the show expenses, including custom-welded structures created each year to support the Orchid Displays

\$3,000 – Funds exhibit décor and plant materials

\$1,500 – Provides funding for support staff to facilitate daily operation of exhibit

RECOGNITION

	Online		Social Media	At the Gardens	Print		Advertising
	Garden Website	Monthly E-Newsletter (20k subscribers)	Facebook/ Instagram (45k Followers)	Onsite Signage (Event Duration)	Annual Report	Garden Newsletter (Sent quarterly to 9,500 households)	Event Advertising
Presenting Sponsor \$6,000	Logo	Logo	Included in event posts	Admission Sign	Name	Logo	Logo
Sponsor \$3,000	Logo	Logo	Included in event posts	Admission Sign	Name	Logo	Logo/Name
Supporter \$1,500	Name	Name	Included in event posts	Admission Sign	Name	Name	Name

BENEFITS

	Event Participation	Additional Benefits
	Tickets/Admission	Annual Sponsor Thank You Reception
Presenting Sponsor	20	Invited
Sponsor	10	Invited
Supporter	4	Invited



SPRING FLOWER SHOW

March 4-26, 2023

Explore a stunning scene of hand-crafted displays bursting with fresh blooming spring flowers at Olbrich's Spring Flower Show. Adults and children alike will delight in the imagination and creativity used to create this first glimpse of spring!

Audience: Adults & families

Attendance: 7,000 -9,000

Reach: Regional

2022 Highlights

- The Spring Flower Show returned for the first time in three years, and welcomed more than 11,000 visitors!
- The 2022 theme was "Roy G. Biv's Rainbow Rooms," and provided winter-weary guests several rooms of fresh flowers and explosive colors to enjoy.

\$5,000 – Support show design, creation, and display materials.

\$2,500 – Underwrites a portion of the show display materials.

\$1,000 – Provides funding for support staff to facilitate daily operation of exhibit

RECOGNITION

	Online		Social Media	At the Gardens	Print		Advertising
	Garden Website	Monthly E-Newsletter (20k - subscribers)	Facebook/ Instagram (45k Followers)	Onsite Signage (Event Duration)	Annual Report	Garden Newsletter (Quarterly - 9,500)	Event Advertising
Presenting Sponsor \$5,000	Logo	Logo	Included in event posts	Logo	Name	Logo	Logo
Sponsor \$2,500	Logo	Logo	Included in event posts	Name	Name	Logo	Name
Supporter \$1,000	Name	Name	Included in event posts	Name	Name	Name	Name

BENEFITS

	Event Participation	Exclusive Preview	Additional Benefits
	Tickets/Admission	Private Reception	Annual Sponsor Thank You Reception
Presenting Sponsor	16	6 - Guests for Member Preview	Invited
Sponsor	8	4	Invited
Supporter	4	2	Invited



LIVE MUSIC SERIES

The Canopy Sessions.....First Friday Evenings - February-April
Summer Concerts.....Tuesdays, June-August
Holiday Concerts.....Sundays in December

Olbrich's three live music series showcase local musicians in a variety of genres. Olbrich's Music Committee, which includes staff, volunteers, and professionals in the local music industry, make it a priority to pay artists fairly while booking an increasingly diverse lineup of performers.

Audience: Adults & families

Series Average Attendance:

Winter - 1,200

Summer - 3,000–4,800

Holiday - 800

Reach: Local

2022 Concert Series Recap

The Summer Concert Series provided 10 free shows to the community, with 4,389 music fans enjoying a wide variety of bands and musical genres, from the Hip Hop supergroup Supa Friends, to Tex-Mex Country with Cris Plata and the Extra Hots, to Irish rock local legends The Kissers. Planning is underway for the Holiday Concerts and Canopy Sessions.

RECOGNITION

	Online		Social Media	At the Gardens		Print		Advertising
	Garden Website	Monthly E-Newsletter (20k subscribers)	Facebook/ Instagram (45k Followers)	Onsite Signage (Event Duration)	Event Announcements	Annual Report	Garden Newsletter (Sent quarterly to 9,500 households)	Event Advertising
Presenting Sponsor \$5,000	Logo	Logo	Included in event posts	Concert Listing Sign	Yes	Name	Logo	Logo
Sponsor \$2,500	Logo	Logo	Included in event posts	Concert Listing Sign	Yes	Name	Logo	Name
Supporter \$1,000	Name	Name	Included in event posts	Concert Listing Sign	Yes	Name	Name	Name

BENEFITS

	Event Participation		Additional Benefits
	Company Presence at Event	Tickets/Admission	Sponsor Thank you Reception
Presenting Sponsor	All three concert series	Front row seating at all concert, up to 10 guests	Invited
Sponsor	Winter and Holiday Series	Front row seating at all winter and Holiday concerts, up to 6 guests	Invited
Supporter	n/a	Front row seating at all Winter concerts, up to 4 guests	Invited

2023 Presenting Sponsor





SUMMER BREEZE

JUNE 16 & 17, 2023

A new summer tradition, with something for everyone! Enjoy simple pleasures with friends & family, including fun lawn games, live music & performers, and tasty food & drink!

Audience: Adults & families

Attendance:
Average 400 -500 per event

Reach: Local

2022 Highlights

- This newer Olbrich summer shindig is designed to attract a wide demographic of community members – positioned as an opportunity for everyone to enjoy and support the Gardens.
- This year featured a variety of classic lawn games including Kubb, Pass the Pigs, Giant Dice, Twister, and Ping-Pong, plus dominoes and playing cards offered throughout the Gardens.
- Music played around every pathway, and featured DJ Shotski, Cynthia Schuster from WSUM, DJ Kayla Kush, Cooper Talbot, DJ Funkenstein, and Red Rose.

RECOGNITION

	Online		Social Media	At the Gardens	Print			Advertising
	Garden Website	Monthly E-Newsletter (20k subscribers)	Facebook/ Instagram (45k Followers)	Onsite Signage (Event Duration)	Annual Report	Garden Newsletter (Sent quarterly to 9,500 households)	Onsite Collateral	Event Advertising
Presenting Sponsor \$4,000	Logo	Logo	Included in event posts	Sign at Bar Station	Name	Logo	Program	Logo
Sponsor \$2,000	Logo	Logo	Included in event posts	Sign at Bar Station	Name	Logo	Program	Name
Supporter \$500	Name	Name	Included in event posts	Sign at Bar Station	Name	Name	Program	Name

BENEFITS

	Event Participation		Exclusive Preview	Additional Benefits
	Company Presence at Event	Tickets/Admission	Early Admittance	Annual Sponsor Thank You Reception
Presenting Sponsor	Yes	20	Yes	Invited
Sponsor	Yes	10	Yes	Invited
Supporter	n/a	4	n/a	Invited

\$4,000 – Sponsors local entertainers for both events

\$2,000 – Gets the lawn games going for all to enjoy

\$500 – Provides support staff to help the event run smoothly



OLBRICH'S HOME GARDEN TOUR

JULY 7 & 8, 2023

Madison's premier home garden tour in mid-July, featuring a variety of styles, techniques, and gardening challenges in different Madison neighborhoods and surrounding communities. The 2023 tour highlights the beautiful gardens of the Shorewood Hills community.

Audience: Adults

Attendance: 800–1,200

Reach: Regional

2022 Highlights

- The 2022 tour, featuring 7 spectacular gardens and 1 county park in the Oregon area, welcomed 1,450 garden enthusiasts!
- Tour patrons strolled through a prairie/forest restoration at Anderson Farm County Park, several different pond features, a rolling hill farmette, unique plant collections, native plant highlights, artful accents, bountiful veggie gardens, shady palettes of patterned greenery, and Japanese inspired designs – there was truly something for everyone!

RECOGNITION

	Online		Social Media	Print			Advertising
	Garden Website	Monthly E-Newsletter (20k subscribers)	Facebook/ Instagram (45k Followers)	Annual Report	Garden Newsletter (Sent quarterly to 9,500 households)	Onsite Collateral	Event Advertising
Presenting Sponsor \$2,000	Logo	Logo	Included in event posts	Name	Logo	Tour Ticket	Logo
Supporter \$500- \$1,000	Name	Name	Included in event posts	Name	Name	Tour Ticket	Name

BENEFITS

	Event Participation		Additional Benefits	
	Company Presence at Event	Tickets/ Admission	Product Display Usage	Annual Sponsor Thank You Reception
Presenting Sponsor	Multiple Garden Sites	20	Yes	Invited
Supporter	One Garden Site	8	Yes	Invited

\$2,000 – Underwrites all tour expenses, ensuring program's financial success in the event of inclement weather on the tour dates

\$500 - \$1,000 – Supports individually engraved "thank you stones" for each participating homeowner



BLOOMING BUTTERFLIES EXHIBIT

JULY 13 - AUGUST 6, 2023

Olbrich's signature summer exhibit returns, featuring thousands of free flying butterflies in the Bolz Conservatory and an educational seek and find activity in the outdoor gardens.

Audience: Adults & families

Attendance: 20,000–25,000

Reach: Regional

2022 Highlights

- 23,990 guests enjoyed Blooming Butterflies, which made its return for the first time since the pandemic began.
- The Monarch butterfly is now listed as an endangered species. Exhibits like Blooming Butterflies are critical, providing a unique opportunity for people to connect with and gain an appreciation for butterflies and the ecosystems that sustain all living things.
- 105 volunteers donated more than 1,200 hours to make the exhibit a success!

\$20,000 – Funds the purchase of approx 5,000 butterfly pupae - 19 different North American native species

\$10,000 – Covers Butterfly Interns & support staff for daily operation of this 26-day exhibit

\$5,000 – Educational exhibit interpretation materials

\$2,500 – Distributes pollinator-themed books and milkweed plants to Madison's Little Free Libraries.

RECOGNITION

	Online		Social Media	At the Gardens	Print			Advertising
	Garden Website	Monthly E-Newsletter (20k subscribers)	Facebook/ Instagram (45k Followers)	Onsite Signage (Event Duration)	Annual Report	Garden Newsletter (Sent quarterly to 9,500 households)	Onsite Collateral	Event Advertising
Presenting Sponsor \$20,000	Logo	Logo	Included in event posts	Banner	Name	Logo	Butterfly Guide & Outdoor Activity Booklet	Logo
Sponsor \$10,000	Logo	Logo	Included in event posts	Banner	Name	Logo	Outdoor Activity Booklet	Logo/Name
Supporter \$5,000	Name	Name	Included in event posts	Banner	Name	Name	Outdoor Activity Booklet	Name
Patron \$2,500	Name	Name	Included in event posts	Banner	Name	Name	Outdoor Activity Booklet	Name

BENEFITS

	Event Participation		Additional Benefits	
	Company Presence at Event	Tickets/Admission	Annual Sponsor Thank You Reception	Private Tour with Conservatory Curator
Presenting Sponsor	Yes	100	Invited	Yes
Sponsor	Yes	50	Invited	Yes
Supporter	n/a	25	Invited	n/a
Patron	n/a	12	Invited	n/a



GLEAM, ART IN A NEW LIGHT

SEPTEMBER & OCTOBER, WEDNESDAYS - SATURDAYS, 2023

Olbrich's signature fall exhibit. An interactive experience of light & sound with large scale light installations created by local, regional, and international designers. Guests experience an enchanting stroll through Olbrich's 16-acre garden and tropical Bolz Conservatory after dark.

Audience: Adults

Attendance: Average 25,000-35,000

Reach: Regional

2022 Highlights

- 2022's GLEAM exhibit is on pace to smash attendance records, generating critical funds to ensure the Gardens remain free and accessible.
- Continued emphasis is placed on providing art that is interactive and immersive.
- The art pieces in GLEAM are selected by jury each year, providing a new experience each fall. This year's exhibit includes several national artists, including from Madison, as well as artists from Canada and Australia!

\$20,000 – Underwrites approx. 20% of the artist/lighting designer installation stipends

\$10,000 – Provide an opportunity for an artist to participate in this public art exhibit

\$5,000 – Supports the design and materials for the wayfinding or direction lighting effects between the installations

\$2,500 – Funds staffing for weekly evening viewings

RECOGNITION

	Online		Social Media	At the Gardens		Print		Advertising
	Garden Website	Monthly E-Newsletter (20k subscribers)	Facebook/Instagram (45k Followers)	Onsite Signage (Event Duration)	Annual Report	Garden Newsletter (Sent quarterly to 9,500 households)	Onsite Collateral	Event Advertising
Presenting Sponsor \$20,000	Logo	Logo	Included in event posts	Posted Sign	Name	Logo	Exhibit Guide	Logo
Sponsor \$10,000	Logo	Logo	Included in event posts	Posted Sign	Name	Logo	Exhibit Guide	Logo/Name
Supporter \$5,000	Name	Name	Included in event posts	Posted Sign	Name	Name	Exhibit Guide	Name
Patron \$2,500	Name	Name	Included in event posts	Posted Sign	Name	Name	Exhibit Guide	Name

BENEFITS

	Event Participation		Exclusive Preview	Additional Benefits
	Company Presence at Event	Tickets/Admission	Private Reception	Annual Sponsor Thank You Reception
Presenting Sponsor	Opening + Regular Viewings	50	20 - Opening Viewing	Invited
Sponsor	4-6 Viewings	25	10 - Opening Viewing	Invited
Supporter	2-4 Viewings	12	4 - Opening Viewing	Invited
Patron	n/a	6	n/a	Invited



HOLIDAY EXPRESS TRAIN EXHIBIT

DECEMBER 3-31, 2022

An ever-popular Madison holiday tradition featuring a variety of model trains, winding through an untraditionally themed landscape.

Audience: Families

Attendance: 10,000-15,000

Reach: Regional

2021 Highlights

- The *Planes, Trains & Automobiles* theme wowed adults and kids alike with unique transportation displays throughout the exhibit.

RECOGNITION

	Online		Social Media	At the Gardens	Print		Advertising
	Garden Website	Monthly E-Newsletter (25k subscribers)	Facebook/ Instagram (38k Followers)	Onsite Signage (Event Duration)	Annual Report	Garden Newsletter (Sent quarterly to 9,500 households)	Event Advertising
Presenting Sponsor \$6,000	Logo	Logo	Included in event posts	Admission Sign	Name	Logo	Logo
Sponsor \$3,000	Logo	Logo	Included in event posts	Admission Sign	Name	Logo	Logo/Name
Supporter \$1,500	Name	Name	Included in event posts	Admission Sign	Name	Name	Name

BENEFITS

	Event Participation	Exclusive Preview	Additional Benefits
	Tickets/Admission	Private Reception	Annual Sponsor Thank You Reception
Presenting Sponsor	20	10 - Guests for Member Preview	Invited
Sponsor	10	6 - Guests for Member Preview	Invited
Supporter	4	4 -Guests for Member Preview	Invited

\$6,000 – Covers all show expenses including décor/props and annual collaboration with the Wisconsin Garden Railway Society to feature different model trains throughout the exhibit

\$3,000 – Funds exhibit décor and plant materials

\$1,500 – Provides funding for support staff to facilitate daily operation of exhibit

2023 PARTNERSHIP CONFIRMATION

Name of Program/Exhibit: _____

☐ Presenting Sponsor ☐ Sponsor ☐ Supporter ☐ Patron

PARTNERSHIP INFORMATION

Company/Individual Name: _____

Contact: _____

Address: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

☐ Check Enclosed - *Payable to Olbrich Botanical Society*

☐ Credit Card - ☐ VISA ☐ Mastercard ☐ Discover ☐ American Express

Credit card#: _____

Expiration date: _____ Security code (3-digits): _____

Name on Card: _____

Signature: _____

☐ Send invoice

PLEASE RETURN THIS FORM TO: Olbrich Botanical Gardens, Attn: Development Director,
Joe Vande Slunt - 3330 Atwood Ave, Madison, WI 53704 | 608-246-4583

OUTDOOR GARDENS — FREE ADMISSION

April – September 10 a.m. – 6 p.m.

October – March 10 a.m. – 4 p.m.

BOLZ CONSERVATORY — MEMBERS FREE

(non-members \$6 adults / \$3 ages 6-12 / FREE ages 5 & under)

Open daily 10 a.m. – 4 p.m.

FREE Wednesday and Saturday 10 a.m. – Noon

MEMBERSHIP

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