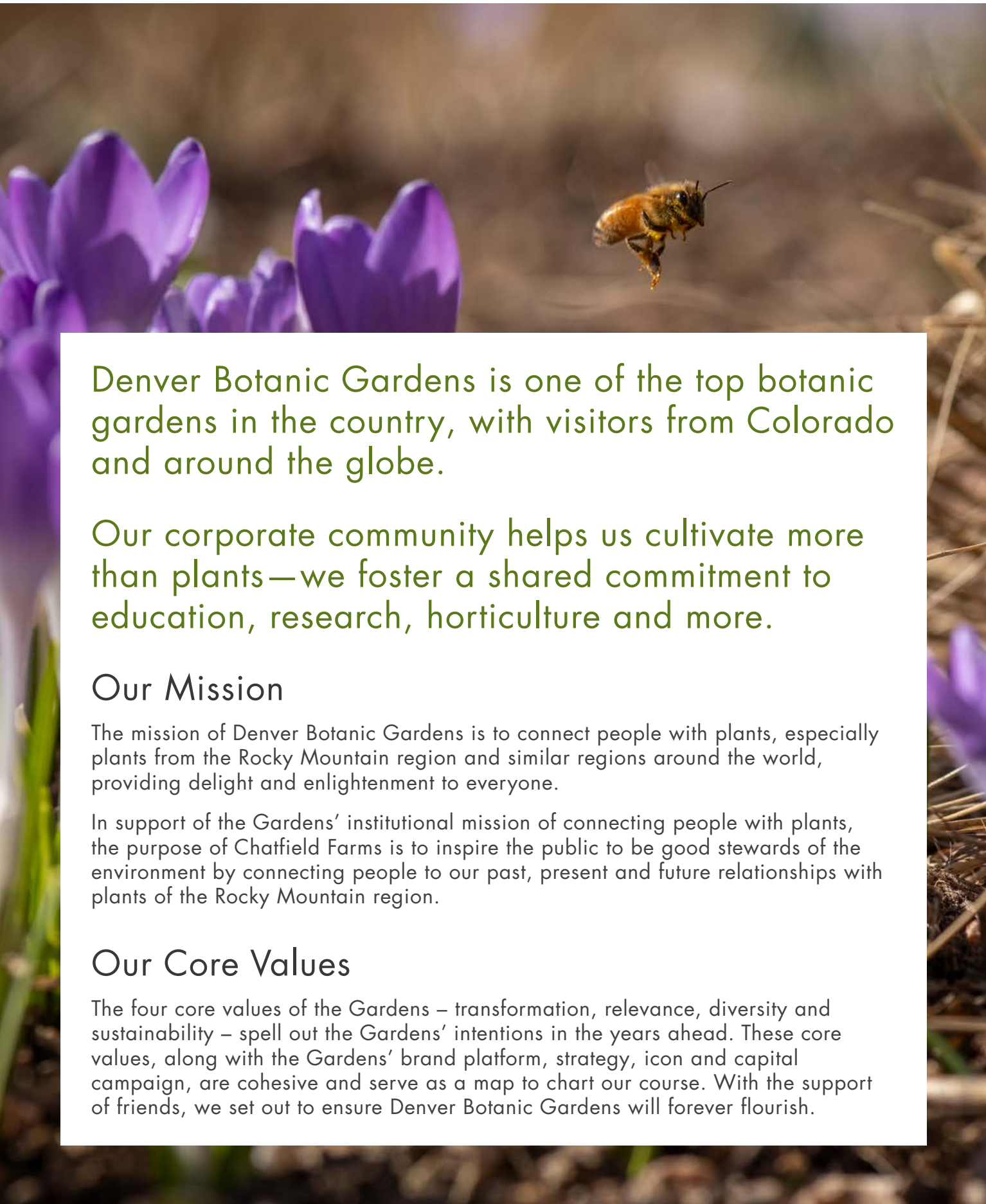


CORPORATE PARTNERSHIP
OPPORTUNITIES



DENVER BOTANIC
GARDENS



Denver Botanic Gardens is one of the top botanic gardens in the country, with visitors from Colorado and around the globe.

Our corporate community helps us cultivate more than plants—we foster a shared commitment to education, research, horticulture and more.

Our Mission

The mission of Denver Botanic Gardens is to connect people with plants, especially plants from the Rocky Mountain region and similar regions around the world, providing delight and enlightenment to everyone.

In support of the Gardens’ institutional mission of connecting people with plants, the purpose of Chatfield Farms is to inspire the public to be good stewards of the environment by connecting people to our past, present and future relationships with plants of the Rocky Mountain region.

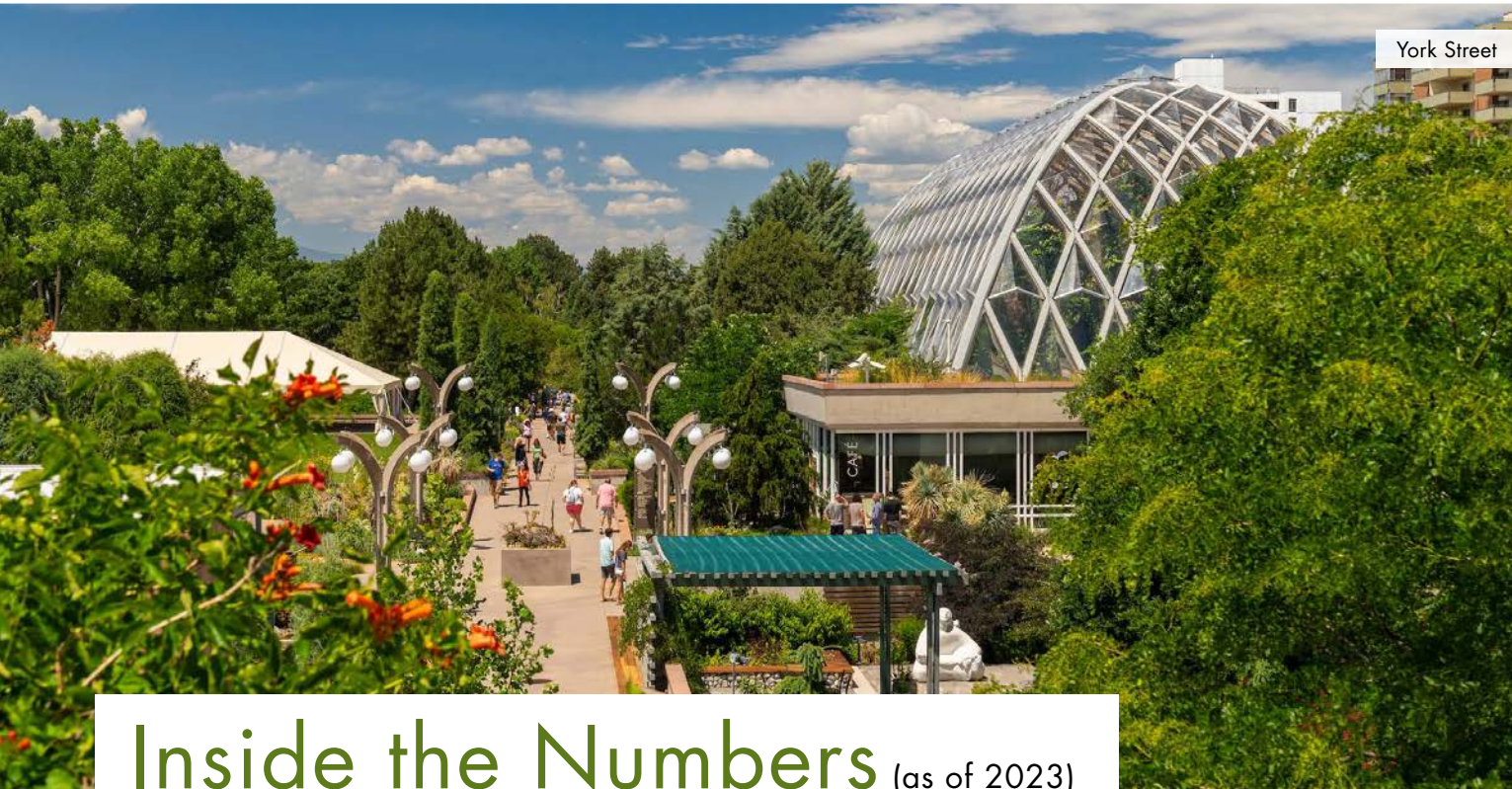
Our Core Values

The four core values of the Gardens – transformation, relevance, diversity and sustainability – spell out the Gardens’ intentions in the years ahead. These core values, along with the Gardens’ brand platform, strategy, icon and capital campaign, are cohesive and serve as a map to chart our course. With the support of friends, we set out to ensure Denver Botanic Gardens will forever flourish.



Table of Contents

- Inside the Numbers4-5
- Event and Exhibit Sponsorship6-9
- 2024 Corporate Membership Benefits..... 10
- Engage Your Team 12-13
- Private Event Rental Spaces 14-15
- Volunteer With Us 16
- Other Ways to Support the Gardens 17
- How the Gardens Supports the Community.. 18



Inside the Numbers (as of 2023)



55K+
Member households



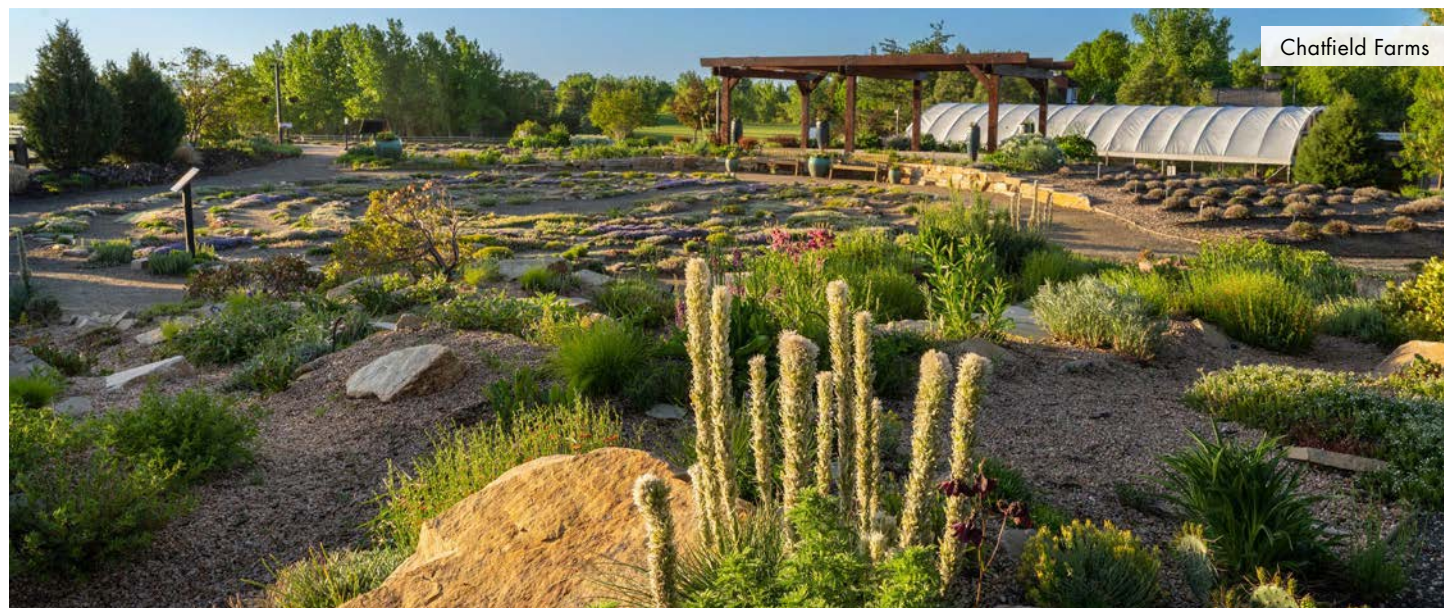
64K+
Volunteer hours logged per year



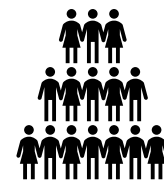
50K+
Living plants in our collections



100K+
Specimens in our herbarium



Who You'll Reach



1.4M
Annual visitors



2,000+
Volunteers



341
Full-time, part-time and seasonal staff

Brand Exposure Opportunities



Digital Assets



335K
Total followers on social media



12.6M
Website visitors per year



131K
Subscribers to the Botanic Buzz e-newsletter

Summer Concert Series presented by UMB Bank, York Street



Sponsor One of Our Popular Public Events



Spring Plant Sale and Fall Plant & Bulb Sale

Visitors can shop for a wide variety of quality flora and get expert advice from horticulturists.

Summer Concert Series

World-renowned musical artists perform in a unique outdoor setting for mostly sold-out crowds.



Evenings al Fresco

Talented local musicians and small ensembles perform on weeknights throughout the Gardens.

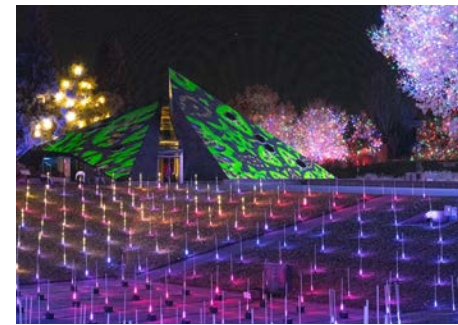
Lavender Festival

This two-day festival at Chatfield Farms includes lavender demonstrations, music and vendors.



Corn Maze

This popular fall event at Chatfield Farms features a 9-acre corn maze, barrel train rides, vendors and escape rooms.



Pumpkin Festival

Purchase a pumpkin from the 10-acre patch at Chatfield Farms, enjoy live entertainment, carnival games, children's activities, tractor display, wagon rides and local vendors at this three-day event.



Glow at the Gardens™

This fall-themed event at York Street is appropriate for all ages celebrating the art of pumpkin carving, with elaborate, illuminated displays and performances.

Trail of Lights

Trail of Lights at Chatfield Farms takes you along a winding path glistening with lights that illuminate the Colorado countryside.

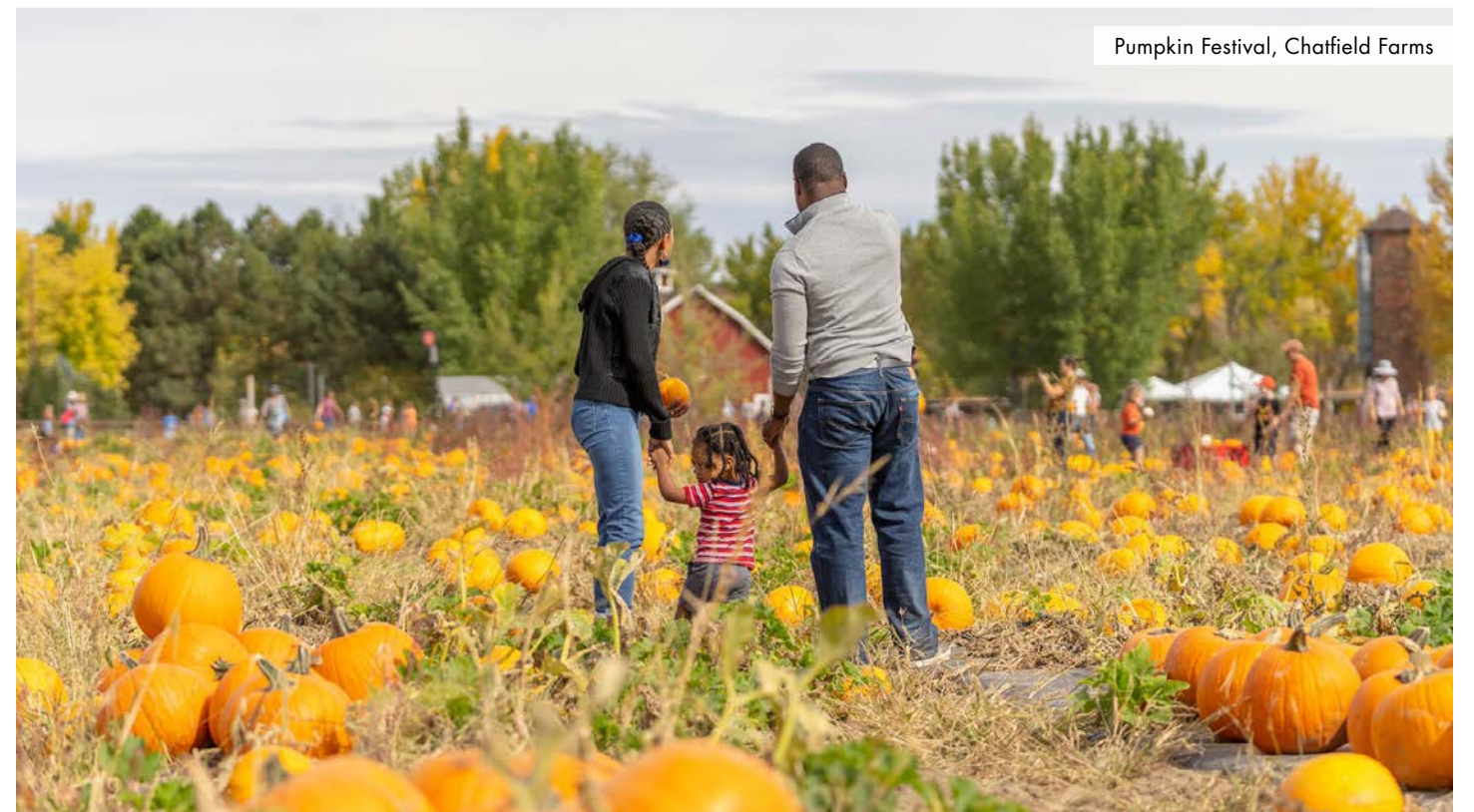
Blossoms of Light®

Evenings from November through early January, York Street transforms into a dazzling, ever-changing display of light and color.

Exhibition Sponsorship: Year-round

Local, national and international artists celebrate the natural world across three galleries and in outdoor gardens.

Pumpkin Festival, Chatfield Farms





Sponsor Tent, Spring Plant Sale

Event and Exhibition Sponsorship

Elevate Your Brand

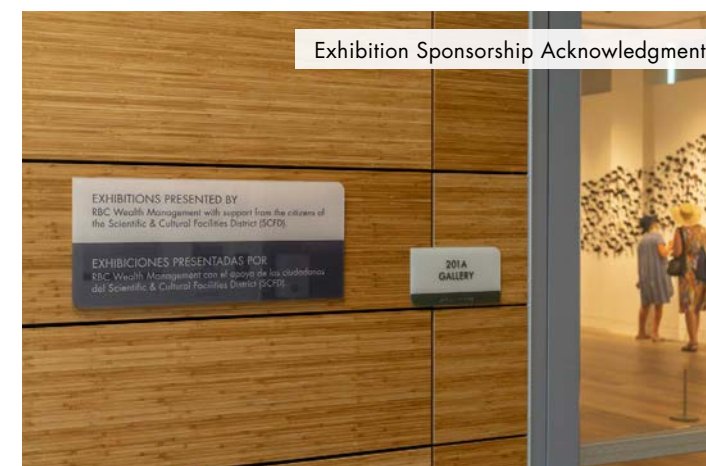
- Opportunity for onsite activation to interact with our engaged audience
- Opportunity to distribute pre-approved branded items and/or digital or physical coupons for onsite activation
- Logo listed with other event sponsors on “thank you to our sponsors” LCD slides in various locations



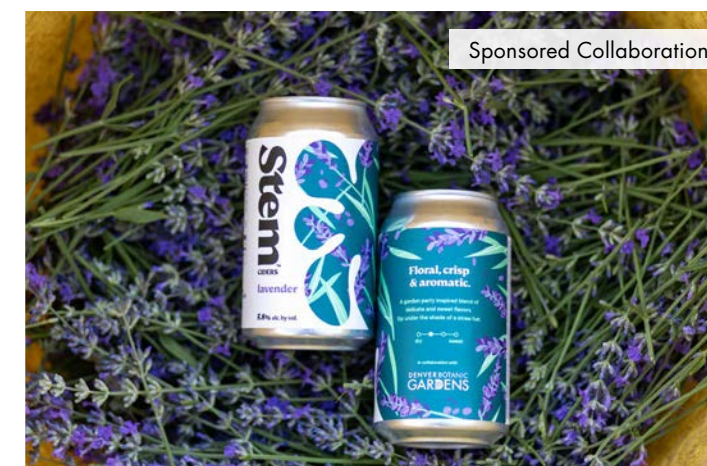
Sponsor Logos on Event Map



Sponsor Tent, Blossoms of Light®



Exhibition Sponsorship Acknowledgment



Sponsored Collaboration



LCD Screens, Welcome Garden

- Event sponsor logos listed on event way-finding signage (select levels of sponsorship only)
- Logo and live link listed under sponsorship level on the web page of the event being sponsored
- Logo and live link listed under sponsorship level on the corporate partner web page
- Logo listed on map on our app (applies to select Presenting Sponsors only)
- Company listed by name only in quarterly digital magazine, Inside the Gardens
- Company listed by name only in the Gardens’ annual report

Engage Your Team

- Agreed-upon number of complimentary tickets to the sponsored event
- Invitations to special events (based on level of sponsorship)
- Optional add-on – Corporate Membership ([see page 10](#) for full benefits)

2024 Corporate Membership Benefits

	Prairie	Meadow	Foothills	Montane	Alpine	Summit
	\$650*	\$1,250*	\$3,000	\$6,250	\$12,500	\$15,000
GENERAL BENEFITS						
Number admitted into Gardens per day	6	6	6	8	8	8
One-time-use guest passes	10	20	30	50	100	100
Individual Plus gift memberships		15	30	50	75	100
Corn Maze tickets (valid for first 2 week-ends only: Sept. 20-22, 27-29)	15	20	30	50	100	100
Tickets to Corporate Nights for Blossoms of Light® at York Street (Nov. 19)	10	20	30	50	100	100
Tickets to Corporate Nights for Trail of Lights at Chatfield Farms (Dec. 4)	10	20	30	50	100	100
Group Volunteer Opportunities				✿	✿	✿
BENEFITS FOR COMPANY						
Advance ticketing for Summer Concert Series (listed by day of sale)**	3	3	2	1	1	1
Number admitted to each VIP pre-concert experience during Summer Concert Series		2	6	6	8	8
Discount on one private event rental per membership year			10%	10%	10%	10%
Opportunity for one complimentary group tour (exhibitions, herbarium or horticulture)				✿	✿	✿
Access to the Gardens' quarterly digital magazine, Inside the Gardens	✿	✿	✿	✿	✿	✿
Monthly Botanic Buzz e-newsletter	✿	✿	✿	✿	✿	✿
Company acknowledgment in annual report and member-only magazine	✿	✿	✿	✿	✿	✿
Company acknowledgment on Corporate Partners web page		✿	✿	✿	✿	✿

*Nonprofit organizations may apply to receive a 50% discount on Prairie and Meadow levels.

**Concert tickets may be purchased by one company representative (limit of six tickets per concert).

Benefits subject to change and are non-transferable outside of company, unless otherwise noted. General admission does not include separately ticketed events.

If you have questions or want to learn more about our partnership opportunities:
Please contact Melissa Schaap, Corporate Partnerships Manager
720-865-3663 | melissa.schaap@botanicgardens.org





Herbarium

Give your team access to so much more than “just a beautiful place!”

The Gardens offers hundreds of [adult education](#) programs. From a certificate course in herbalism to morning yoga classes, discover new ways to enrich, educate and expand your team’s horizons. Our [community science](#) programs provide the opportunity for anyone to get involved in our research.



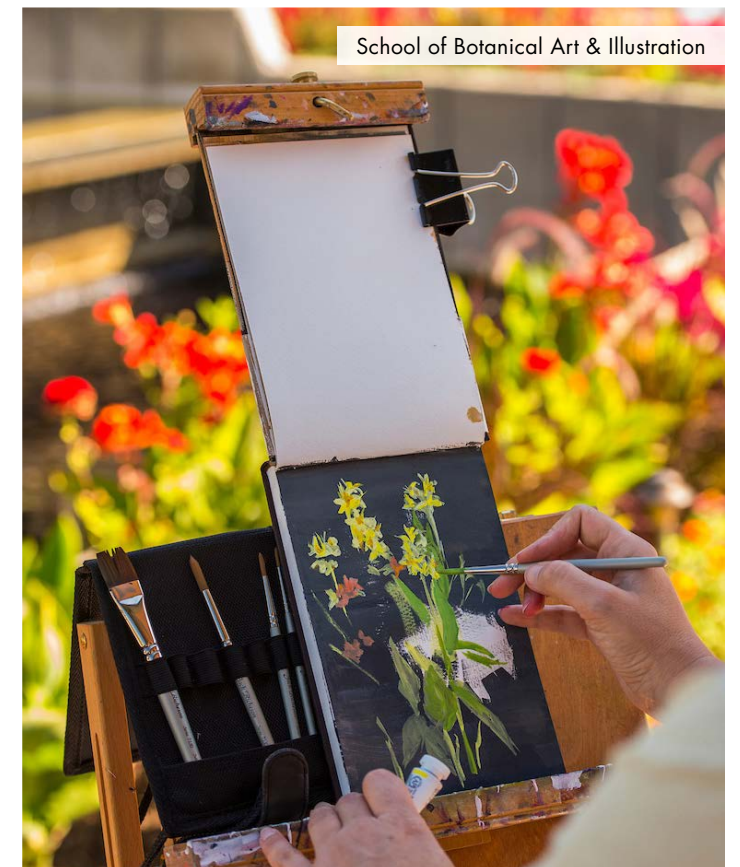
Bonsai Class



High Line Canal Research



Yoga Class



School of Botanical Art & Illustration



Woodland Mosaic, York Street

Private Event Rental Spaces

Host your company's private event or team meeting at York Street or Chatfield Farms.

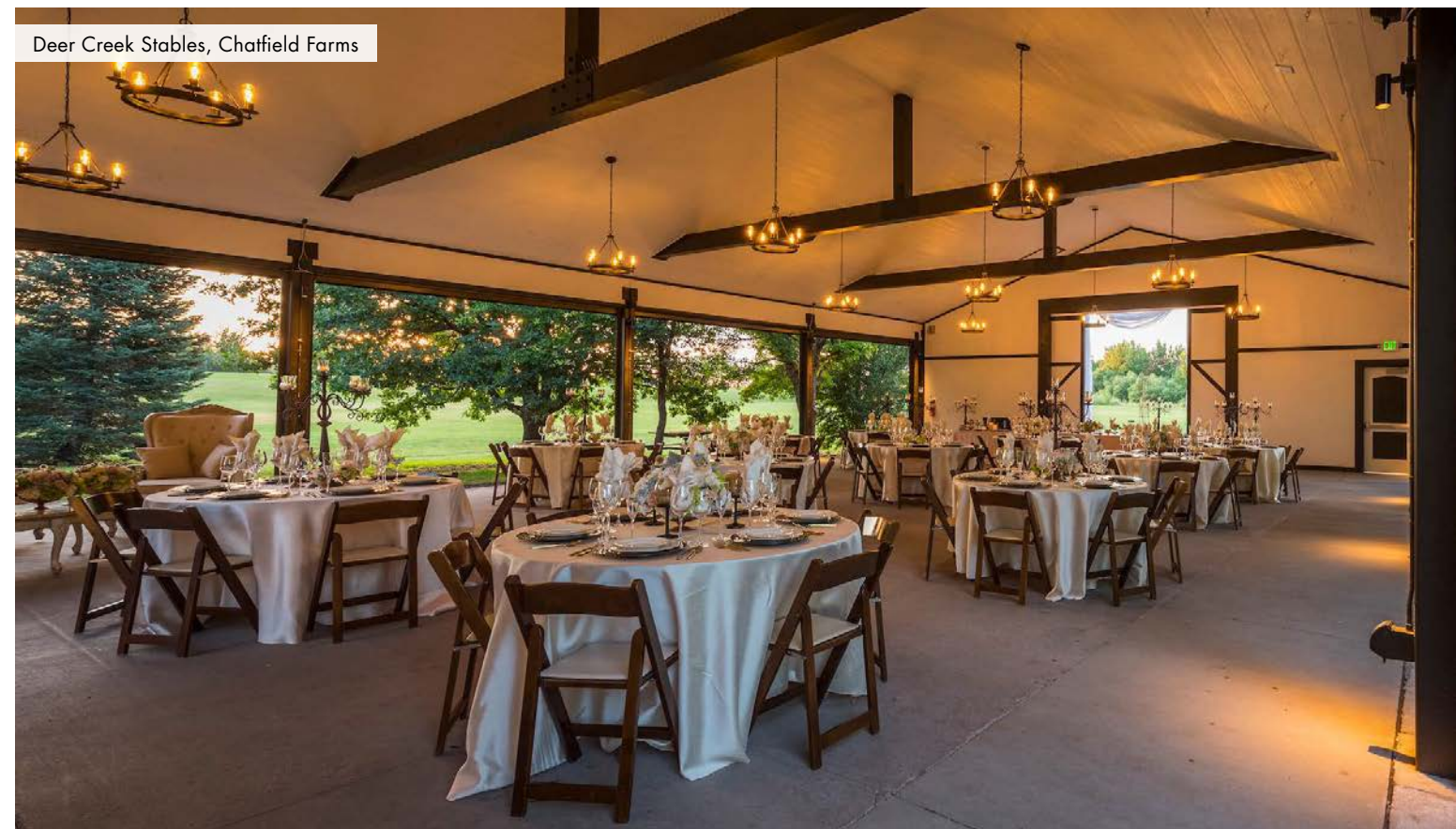
Whether you have 10 guests or 1,000 guests, the Gardens can host events of all kinds. For more information on venues, and to get in touch with our events teams at York Street and Chatfield Farms, visit [our website](#).



Green Farm Barn, Chatfield Farms



Deer Creek Schoolhouse, Chatfield Farms



Deer Creek Stables, Chatfield Farms



Annuals Garden, York Street



UMB Bank Amphitheater Tent, York Street



Orangery, York Street



Mitchell Hall, York Street



Yurt, Chatfield Farms



Polly Steele Center, Chatfield Farms



Volunteering at Pumpkin Festival

Volunteer With Us!

Is your staff looking for a team-building activity during the typical work-day (Monday – Friday)? Check [this page](#) for opportunities to volunteer as a group. Our biggest need for volunteer groups is supporting our [special events](#).

Opportunities for 2024 include:

- Spring Plant Sale
- Field & Garden Projects at Chatfield Farms – summer & fall
- Fall Plant & Bulb Sale
- Pumpkin Festival
- Glow at the Gardens

Group volunteering opportunities cannot be guaranteed, and are available to higher level corporate members on a first-come, first-served basis.



Planting at Chatfield Farms



Volunteering at Spring Plant Sale

Other Ways to Support the Gardens

In-kind Donations

We welcome food donations from restaurants, caterers and food companies to feed our volunteers for special events, school programs, internal meetings and pre-VIP experience guests.

We partner with beer, wine and alcohol companies to support our fundraising events, such as the *Fête des Fleurs*, VIP opening receptions and other donor appreciation events.

Matching Employee Gifts

Give the gift of doubling your employees' impact. For more information on Employer Matching Gifts, check out [our website](#).

"The generosity of donors and sponsors is astounding. They make so many things possible, so many dreams come true."

– Brian Vogt, CEO





Veterans Farm Program

How the Gardens Supports the Community

- Denver Botanic Gardens **donates memberships, passes and more** to other nonprofits for fundraisers.
- With eight SCFD Free Days per year, the Gardens **welcomes thousands of visitors** from across our community.
- The Gardens **provides limited free community tickets** for high-demand events.
- Over the past two growing seasons, the Gardens' Urban Food Initiatives have **distributed nearly 30,000 pounds of food** at no or low cost.
- Our partnership with Veterans to Farmers **introduces veterans to small-scale farming** as a career and to methods of self-care.



SCFD Free Day



Evenings al Fresco



Urban Food Initiatives

Connect With Us

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Tia Hynes
Assistant Manager, Corporate
Partnerships & Events
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720-865-3690



DENVER BOTANIC
GARDENS

botanicgardens.org



The Gardens is grateful for funds from the Scientific & Cultural Facilities District (SCFD), which enable us to expand services and enhance the quality of our programs and exhibits.

