



# Sponsorship Opportunities

Experience the beauty. Share the vision. **Grow with us.**

[www.monkgardens.org](http://www.monkgardens.org)

Monk Gardens is located at 1800 N. First Ave, Wausau, WI 54401

# Welcome to Monk Botanical Gardens!

Since 2003, Monk Botanical Gardens has served the Wausau community and beyond as a natural oasis, an engaging center for learning, and a year-round destination for family-friendly outdoor adventure and fun.

**The Gardens is one of the top cultural attractions in northern Wisconsin, enriching the local landscape with vibrant programming that draws more than 64,000 visitors annually.**

Every season presents new opportunities to enjoy ever-evolving horticultural endeavors, educational enrichment, programs and events for all ages, and so much more. Even though the growing season is short in northern Wisconsin, there is always something blooming and growing within our Gardens gate – and whenever members and guests visit throughout the year, they are certain to feel recharged and rejuvenated, surrounded by the beauty of nature. This is why we've earned the rather endearing nickname, *Wausau's Happy Place*.



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## **Our Mission:**

To cultivate well-being in people, communities and the environment, with experiences that engage, educate and inspire.

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## **Our Vision:**

To connect people to plants for a sustainable future.

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# The Gardens by the Numbers:

**64,000+** guests experienced the Gardens last year

**\$4,807,014** of directly-related economic impact for our region has been traced to Gardens visitors in one year

**4,200** children served through on-site and outreach programming each year

**6,800** adults participate in Gardens classes and programs annually

**95** zip codes and **15** different states represented in our visitor list

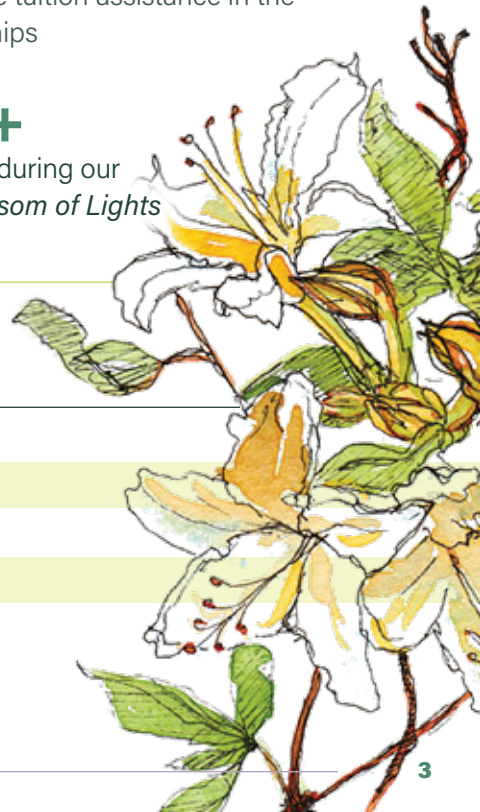
**\$60,000** invested in marketing for Blossom of Lights - thanks to the generosity of a JEM grant through Travel Wisconsin and matching investments from local municipalities

**25%** of Sprouts Nature Preschool attendees receive tuition assistance in the form of scholarships

**58,000+** lights on display during our 2nd Annual *Blossom of Lights*

## Digital Assets:

	Followers	Reach
Facebook	9,500	87,517 per month
Instagram	1,600	5,515 per month
Email Database	4,443	17,772 per month
Website		4,300 per month



# Corporate & Foundation Support

Our Corporate and Foundation partners support engaging special events, educational opportunities for all ages, and inspirational programming that make Monk Botanical Gardens a year-round outdoor adventure destination in north central Wisconsin. Sponsorships are a tangible way to support the Gardens' mission and give your organization important visibility and community recognition. We've designed several integrated sponsorship packages that are aligned with the Gardens' mission and suited to maximize your marketing, sales, and promotional objectives.

*We greatly appreciate our corporate and foundation partners for their support and leadership. As a result, we can host the following events, programs, activities and MORE at the Gardens.*



## Blossom of Lights

Hosting over 5,000 people in 2023, Blossom of Lights isn't just a light show... it's a unique way to experience Nature. Illuminated. Every Wednesday thru Saturday for six weeks throughout the fall, we welcome visitors to enjoy beautiful, nature-inspired light displays, interactive and engaging luminary elements, glowing merchandise sales, refreshments, food trucks, and Scarecrows on Parade - an engaging competition that encourages entries from youth groups, adults, nonprofits and businesses throughout the community.

With the support of a JEM grant from Travel Wisconsin in 2023, we invested more than \$60,000 to market this event throughout Wisconsin. Our sponsors love this tremendous "bang for their marketing buck" by partnering with us while supporting the Gardens to help promote their brand.

## Booze & Botany

Hosted in the month of July, in partnership with our friends at Whitewater Music Hall & Brew Works, Booze & Botany engages and delights over 175 attendees (ages 21 and up) with sample gourmet dishes and handcrafted cocktails and mocktails created by local mixologists and chefs from throughout the north central Wisconsin region.

### Dinner in the Gardens Series

Experience unique cuisine prepared by local chefs, using goods harvested from our own Kitchen Garden. Offered four times per year, in the summer months.

### Financial Education Series

Financial planning advice and resources offered on a variety of subjects, in partnership with Ruder Ware Law. Offered two times per year, spring and fall.

### Hands-on Plants

Adult workshops that provide instruction in a variety of plant-based art. Offered eight times per year, four sessions in spring/summer, four sessions in fall/winter.

### Harvest Nights in the Gardens

Members receive a bag full of organically grown produce from our Kitchen Garden. Offered every Wednesday night during summer/fall harvest.

### Naturalist in Training Program

Teens feed their love of nature while learning leadership skills. 10-week program offered in the summer months.

### Spring Break in the Gardens

Week-long program providing full-day nature learning. Offered in parallel to Wausau Public Schools spring break schedule.

### Summer Camp in the Gardens

Offered for nine weeks throughout the summer months, providing parents with an option for child care and connecting kids with the outdoors and learning.

### Sprouts Nature Preschool

Putting nature and plants at the heart of learning, Sprouts is a nature-based preschool program serving 3-5 year olds with a high-quality early childhood education curriculum and environmental education practices.

***And so much MORE...***

## Title Sponsor: \$10,000

**NEW IN 2024:** Option to host one Corporate Event Night during Blossom of Lights evening in the Gardens (24 dates to choose from). Partner with the Gardens by hosting your own Blossom of Lights Event Night and pair your brand with a fantastic experience for your employees and clients. As an Event Night sponsor, you will also have the opportunity to host a welcome table that night, providing company deals and information to guests. You will have options for additional corporate promotional and volunteer experiences. All Blossom of Lights Corporate Event Night Title Sponsorships will receive recognition in all advertising and promotional materials leading up to your night – including but not limited to media buys, press releases, website, social media and more.

- Logo recognition on the Gardens special event publicity, paid advertising, posters, website, marketing collateral, and in the Gardens' Notes newsletter (online and mailed to 700+ member and donor households twice per year)
- Logo recognition on the Gardens emails to the Gardens' list of more than 4,000 unique email addresses
- Logo recognition on the Gardens social media channels throughout the year
- Complimentary Tickets for 25 guests to attend Blossom of Lights
- Complimentary Tickets for 15 guests to attend Blossom of Lights VIP Preview Night – reserved for special guests the evening before Blossom of Lights opens to the public. Food and drinks included.
- Complimentary Tickets for 6 guests to attend Booze & Botany fundraiser for Sprouts Nature Preschool
- Complimentary facility rental space for 4 hours (Mondays through Thursdays only. Date and time availability to be confirmed in advance. Excludes Blossom of Lights dates.)
- All 2024 Sponsors qualify for a discounted rate to host a Private Event Night at Blossom of Lights. See page 11 for more details.

## Major Sponsor: \$7,500

**NEW IN 2024:** Option to host one Corporate Event Night during Blossom of Lights evening in the Gardens (24 dates to choose from). Partner with the Gardens by hosting your own Blossom of Lights Event Night and pair your brand with an amazing experience for your employees and clients at the Gardens. As an Event Night sponsor, you will also have the opportunity to host a welcome table that night providing company deals and information to our guests, and will have options for additional corporate promotional and volunteer experiences. All Blossom of Lights Corporate Event Night Major Sponsorships will receive recognition in all advertising and promotional materials leading up to your night – including but not limited to media buys, press releases, our website, social media and more.

- Logo recognition on the Gardens special event publicity (Blossom of Lights and Booze & Botany only), paid advertising, posters, website, marketing collateral, and in the Gardens' Notes newsletter (online and mailed to 700+ member and donor households twice per year)
- Logo recognition on special event publicity (Blossom of Lights and Booze & Botany only) on the Gardens social media channels
- Complimentary Tickets for 15 guests to attend Blossom of Lights
- Complimentary Tickets for 8 guests to attend Blossom of Lights VIP Preview Night – reserved for special guests the evening before Blossom of Lights opens to the public. Food and drinks included.
- Complimentary Tickets for 4 guests to attend Booze & Botany fundraiser for Sprouts Nature Preschool
- Complimentary facility rental space for 2 hours (Mondays through Thursdays only. Date and time availability to be confirmed in advance. Excludes Blossom of Lights dates.)
- All 2024 Sponsors qualify for a discounted rate to host a Private Event Night at Blossom of Lights. See page 11 for more details.



## Partner Sponsor: \$5,000

**NEW IN 2024:** Option to host one Corporate Event Night during Blossom of Lights evening in the Gardens (24x dates to choose from). Partner with the Gardens by hosting your own Blossom of Lights Event Night and pair your brand with an amazing experience for your employees and clients at the Gardens. As an Event Night sponsor, you will also have the opportunity to host a welcome table that night providing company deals and information to our guests, and will have options for additional corporate promotional and volunteer experiences.

- Logo recognition on the Gardens special event publicity (for Blossom of Lights and Booze & Botany only), paid advertising, posters, website, marketing collateral, and in the Gardens' Notes newsletter (online and mailed to 700+ member and donor households twice per year)
- Logo recognition on special event publicity (Blossom of Lights and Booze & Botany only) on the Gardens social media channels
- Complimentary Tickets for 10 guests to attend Blossom of Lights
- Complimentary Tickets for 6 guests to attend Blossom of Lights VIP Preview Night – reserved for special guests the evening before Blossom of Lights opens to the public. Food and drinks included.
- Complimentary Tickets for 4 guests to attend Booze & Botany fundraiser for Sprouts Nature Preschool
- 50% off one-time facility rental space (Mondays through Thursdays only. Date and time availability to be confirmed in advance. Excludes Blossom of Lights dates.)
- All 2024 Sponsors qualify for a discounted rate to host a Private Event Night at Blossom of Lights. See page 11 for more details.



## Patron Sponsor: \$2,500

- Business name recognition on the Gardens special event publicity (for Blossom of Lights and Booze & Botany only), paid advertising, posters, website, marketing collateral, and in the Gardens' Notes newsletter (online and mailed to 700+ member and donor households twice per year)
- Business name recognition on special event publicity (Blossom of Lights and Booze & Botany only) on the Gardens social media channels
- Complimentary Tickets for 6 guests to attend Blossom of Lights
- Complimentary Tickets for 4 guests to attend Blossom of Lights VIP Preview Night reserved for special guests the evening before Blossom of Lights opens to the public. Food and drinks included.
- Complimentary Tickets for 2 guests to attend Booze & Botany fundraiser for Sprouts Nature Preschool
- 25% off one-time facility rental space (Mondays through Thursdays only. Date and time availability to be confirmed in advance. Excludes Blossom of Lights dates.)
- All 2024 Sponsors qualify for a discounted rate to host a Private Event Night at Blossom of Lights. See page 11 for more details.





## Fellow Sponsor: \$1,000

- Business name recognition on the Gardens special event publicity (Booze & Botany only), paid advertising, posters, website, marketing collateral, and in the Gardens' Notes newsletter (online and mailed to 700+ member and donor households twice per year)
- Business name recognition on special event publicity (Booze & Botany only) on the Gardens social media channels
- Complimentary Tickets for 4 guests to attend Blossom of Lights
- Complimentary Tickets for 2 guests to attend Booze & Botany fundraiser
- 10% off one-time facility rental space (Mondays through Thursdays only. Date and time availability to be confirmed in advance. Excludes Blossom of Lights dates.)
- All 2024 Sponsors qualify for a discounted rate to host a Private Event Night at Blossom of Lights. See page 11 for more details.

## Gardens Friend: \$500

*(reserved for companies with 25 employees or less)*

- Business name recognition in the Gardens' Notes newsletter (online and mailed to 700+ member and donor households twice per year)
- Business name recognition on special event publicity (Booze & Botany only) on the Gardens social media channels
- Complimentary Tickets for 2 guests to attend Booze & Botany fundraiser
- All 2024 Sponsors qualify for a discounted rate to host a Private Event Night at Blossom of Lights. See page 11 for more details.



# BLOSSOM OF LIGHTS

## Private Event Rental Night

Photo by Sara Lang

As a 2024 sponsor, you are entitled to a discounted price to sponsor your own Private Event Night at the Gardens during Blossom of Lights – on a Sunday, Monday, or Tuesday night!

- Large Business Sponsor Price: \$1,000 (includes up to 100 guests) Sponsors save \$450 off of our regular rental price
- Small Business Sponsor Price: \$750 (includes up to 50 guests) Reserved for companies with 25 employees or less. Sponsors save \$200 off of our regular rental price
- All pricing includes a 2-hour rental of the entire Gardens space (excluding yurts), with all Blossom of Lights illuminated features in action.
- Hire your own food truck, caterer, or entertainment to really make the evening extra special!
- Need to include additional guests (beyond 50 or 100)? Pricing is \$10 per person.
- Rain dates can be discussed at the time you choose your rental date.

What a creative and unique way to host a fall corporate function for your team, or a thank you celebration that extends to their families as well. Don't wait on this one... add it to your sponsorship package today, and be one of the first to choose your private Blossom of Lights date in 2024.

Private Event Nights can be reserved any Sunday, Monday, or Tuesday while Blossom of Lights 2024 is in effect.

Monk Gardens staff reserves the right to block certain dates related to our VIP Preview Night and our Volunteer Recognition Nights.

# Sponsorship Benefits

Benefits	Gardens Friend (small business)	Fellow	Patron	Partner	Major	Title
	\$500	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000
Business Name or Logo Recognition in the Gardens' Notes Newsletter	Business Name	Business Name	Business Name	Logo	Logo	Logo
Business Name or Logo Recognition on special event publicity for Booze & Botany	Business Name/ Social Media Only	Business Name	Business Name	Logo	Logo	Logo
Complimentary Tickets to attend Booze & Botany	2	2	2	4	4	6
Complimentary Tickets to attend Blossom of Lights		4	6	10	15	25
Business Name or Logo Recognition on special event publicity for Blossom of Lights			Business Name	Logo	Logo	Logo
Complimentary Tickets to attend Blossom of Lights VIP Preview Night			4	6	8	15
One time facility rental discount (Mon-Thur)		10% off	25% off	50% off	2 hours free	4 hours free
Option to host a Corporate Event Night during Blossom of Lights Evening in the Gardens				Included	Included	Included
Discounted Rate for Private Event Night at Blossom of Lights	Included	Included	Included	Included	Included	Included



**Purchase your sponsorship today!**

Scan the QR code to the right, or, go to  
[givebutter.com/Sponsorship2024](https://givebutter.com/Sponsorship2024)  
 or mail a check to:

Monk Botanical Gardens  
 518 S 7th Ave,  
 Wausau, WI 54401

