



Franklin Park Conservatory and Botanical Gardens is central Ohio's premier botanical garden, enjoyed by more than 350,000 visitors annually. When you partner with the Conservatory, you'll make Columbus a greener, healthier and more inclusive place for all. Partnership can help your organization:

REACH NEW AUDIENCES

- 🌿 On average, our monthly social media reaches an audience of more than 2.4 million people.
- 🌿 More than 210,000 website views per month.
- 🌿 A single social post highlighting our partnership will yield 20,000 to 50,000 impressions.
- 🌿 Our major events draw thousands of people from the region including business and nonprofit leaders, young professionals and others who may represent your target audience.

STRENGTHEN YOUR REPUTATION

8 out of 10 Americans are likely to switch brands to one that supports a cause. Partnering with the Conservatory positions your company as a leader in education, sustainability, social equity and demonstrates your commitment to uplifting the larger community.

ENGAGE YOUR ASSOCIATES

Rich opportunities to visit the Conservatory's beautiful 13-acre property will allow you to reward and engage your associates.

Group volunteer opportunities are also available, giving your team a chance to engage hands-on in the Conservatory's mission-driven work.



EVENTS

With our vibrant annual calendar of events and programming, there is bound to be a perfect partnership opportunity available to suit your company's priorities and goals.

COCKTAILS AT THE CONSERVATORY: 7x Annually, \$2,500, \$5,000 or \$10,000

During each 21+ *Cocktails* event, more than 900 guests are immersed in a fun, thematic evening of sips, socializing and live entertainment against the backdrop of the Conservatory's relaxing green spaces.

HAT DAY: Every May, \$2,500 to \$50,000 across 10 levels

The annual *Les Chapeaux dans le Jardin* cocktail party luncheon is an elegant afternoon under the Conservatory's grand marquee enjoyed by 550 fashionably hat-adorned guests.

FIELD TO TABLE: Every August, \$3,500 to \$50,000 across 7 levels

This spectacular evening celebrates the bounty of the late summer harvest, bringing together more than 700 of Columbus' corporate and community leaders to enjoy a candle-lit dinner featuring seasonal ingredients grown and contributed by local producers.

PUMPKINS AGLOW: Every October

On select October evenings, the gardens glow with the light of hand-carved jack-o-lanterns which delight the whole family. Each season, 25,000-30,000 guests experience this bewitching night time display.

CONSERVATORY AGLOW: Every November through January

Each winter holiday season, more than 70,000 guests make merry amidst the stunning evening light displays that transform the gardens into a festive illuminated wonderland, delighting visitors of all ages.

EDUCATION

At Franklin Park Conservatory, nature is the classroom! Programs available to support include:

SCOTTS MIRACLE-GRO FOUNDATION CHILDREN'S GARDEN

More than 70,000 children each year learn through play at the Conservatory, enjoying Children's Garden Discovery Stations, Nature Circle Time, Let's Grow Garden Club and more.

FIELD TRIPS FOR ALL

Each year, the Conservatory hosts 17,000 children from 400+ schools via a robust school tour program. Field trip scholarships are available for low-income schools, helping to ensure access for all children.

FPC STEM CLASSROOM & FPC STEM AFTERSCHOOL

In partnership with Columbus City Schools, the Conservatory facilitates four weeks of in-classroom nature-based STEM programming for students in grades K-4, as well as K-12 students with disabilities, within CCS Summer Experience classrooms. Conservatory Educators visit each classroom four times a week, delivering 75 minutes of daily content that fosters critical thinking and, most importantly, makes learning fun!

New in 2023, FPC STEM After School will extend the classroom learning happening in the classroom through daily afternoon immersion in play, art and nature taking place at the Conservatory, putting them up close and personal with the natural world.

HEAD START DISCOVERY

Conservatory educators work with Preschool children across 10 Head Start locations, delivering hands-on lessons about natural sciences and art that get children excited for Kindergarten.



COMMUNITY

The Conservatory connects the whole community through the power of nature. Sponsorship opportunities include:

🌿 **COMMUNITY DAYS:** *Monthly, Year Round, \$5,000 and \$10,000*

The Conservatory offers free admission to Franklin County residents on the first Sunday of every month. Each Community Day is attended by around 2,000 visitors and includes culturally-diverse education programming and family fun, ensuring that all feel welcome.

🌿 **POLLINATOR PALOOZA:** *Every June*

This free festival brings the community together to celebrate birds, bees, butterflies, and other creatures that make our gardens grow. More than 1,500 community members attend each palooza, and on-site tabling is provided by community partners.

🌿 **GROWING TO GREEN:** *Every Spring, Summer and Autumn*

Each year, the program helps strengthen and support more than 75 community gardeners at the Conservatory and in the community through one-on-one education, site visits, consultation and distribution of garden grants and Harvest Awards.

🌿 **FARMERS MARKET & TEEN CORPS:** *Weekly, June through September*

The market provides local families with access to fresh foods, accepting EBT, WIC vouchers and matching Produce Perks. 25+ vendors set up at each market free of charge, incubating small agri-businesses. Students in the 6-week workforce apprenticeship Teen Corps program operate the market and sell the produce they grow in their own community garden plots with the support of Conservatory educators, helping teens build life and work skills by immersing them in the local food system.

🌿 **ACCESS MEMBERSHIPS:** *Year-Round*

This membership option reduces the standard cost by 75%, increasing accessibility for all. Corporate investment helps to offset operating losses associated with this reduced-rate membership.

SPECIAL EXHIBITIONS

The Conservatory offers an annual calendar of special seasonal exhibitions that help the whole community make cherished family memories. Sponsorship opportunities include *Blooms & Butterflies* and *Columbus Blooms* each spring, *Harvest Blooms* in the autumn, *Holiday Blooms* during the winter holidays, the family favorite *Paul Busse Garden Railway* and the on-site Cardinal Health Gallery, which highlights and uplifts local and regional artists creating visual art in conversation with the natural world.

Have something specific in mind? Let us know and we will work with your organization to tailor the perfect opportunity and recognition plan to meet your needs.

**For information and questions, reach out to Naomi Merino,
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