



# COCKTAILS AT THE CONSERVATORY

Franklin Park Conservatory  
and Botanical Gardens

## SPONSORSHIP OPPORTUNITIES



# CHEERS FOR A CAUSE

The popular *Cocktails at the Conservatory* event series invites 900 guests to immerse in a fun, thematic evening of sips, socializing, and live entertainment against the backdrop of the Conservatory's beautiful green spaces. A rotating cast of local breweries, distilleries, and wineries serve up theme-inspired drink samples while visitors 21+ enjoy after-hours access to 13 beautiful acres at a venue like no other.

**COCKTAILS AT THE CONSERVATORY IS A 21+-ONLY EVENT AND TAKES PLACE FROM 5:30–9:30 PM. GENERAL ADMISSION IS \$35.**

## 2024 SERIES DETAILS

Feb 22 | *Mardi Gras*  
Mar 21 | *Pajama Party*  
Apr 18 | *Blooms & Bubbly*  
May 16 | *It's Gonna be May*  
Jun 20 | *Camp Conservatory*  
Jul 18 | *Reds, Whites & Booze*  
Aug 15 | *Sustainable Sipping*  
Sep 19 | *Prost to Oktoberfest*  
Oct 31 | *Booze in the Garden*  
Dec 5 | *Jingle Brews*

## TICKETS INCLUDE

- Themed drink samples
- Cash bars
- Live entertainment
- Activities
- Networking opportunities
- Food trucks
- Interactive experiences with Conservatory horticulturists and educators

## EXCLUSIVE ACCESS

Attendees receive exclusive after-hours access to the entire Conservatory, which includes our lush gardens and botanical biomes, special Chihuly night lighting, the Cardinal Health Gallery, the Scotts Miracle-Gro Foundation Children's Garden, the John F. Wolfe Palm House, and the Grand Mallway.

## SUPPORTING THE MISSION

At Cocktails at the Conservatory, you can support our cause while having fun!

The Conservatory elevates quality of life and improves physical and mental health for 350,000 visitors each year, providing a much-needed green space in the heart of the city.





# SPONSORSHIP OPPORTUNITIES

---

We hope you will join us as a sponsor of our beloved Cocktails at the Conservatory events!  
The 2024 season features opportunities for corporate partners to support the Conservatory's mission while engaging associates and connecting with the community.

## COCKTAILS AT THE CONSERVATORY SPONSORSHIP OPPORTUNITIES ARE AVAILABLE FOR TEN DATES IN 2024:

February 22 | March 21 | April 18 | May 16 | June 20 | July 18 | August 15 | September 19 | October 31 | December 5

---

### **PRESENTING SPONSOR**

**\$10,000**

ONE AVAILABLE PER EVENT

- Top logo recognition on on-site digital signage & printed event program
- Top logo recognition on the Cocktails event & ticket sales page (date-specific) on the Conservatory website (approximately 9,700 views)
- Top logo recognition on the Cocktails event-series landing page (approximately 20,000 views)
- Name recognition (and tagged) through the Conservatory's social media channels (approximately 350,000 total reach across all channels)
- Name recognition in the Conservatory's weekly newsletter for 2 weeks leading up to the sponsored event (approximately 30,000 subscribers & 78,500 opens per month)
- 30 tickets to the sponsored Cocktails date
- Opportunity to purchase additional Cocktails tickets at a discounted rate of \$30 (for the sponsored event only)
- Invitation to a VIP Cocktail Creation Experience with Watershed Distillery. Up to 8 guests can receive a private tour and work with Franklin Park Conservatory to schedule and arrange VIP event before sponsored event.

**FAIR MARKET VALUE \$900**

---

*Sponsor recognition and benefits  
apply to the selected Cocktails date.*

---

### **MAJOR SPONSOR**

**\$5,000**

- Logo recognition on on-site digital signage & printed event program
- Logo recognition on the Cocktails event & ticket sales page (date-specific) on the Conservatory website (approximately 9,400 views)
- Logo recognition on the Cocktails at the Conservatory event-series landing page (approximately 30,000 views)
- Name recognition (and tagged) through the Conservatory's social media channels (approximately 350,000 total reach across all channels)
- 20 tickets to the sponsored Cocktails date
- Opportunity to purchase additional Cocktails tickets at a discounted rate of \$30 (for the sponsored event only)

**FAIR MARKET VALUE \$600**

### **SUPPORTING SPONSOR**

**\$2,500**

- Name recognition on on-site digital signage & printed event program
- Name recognition on the Cocktails event & ticket sales page (date-specific) on the Conservatory website (approximately 9,400 views)
- Name recognition on the Cocktails at the Conservatory event-series landing page (approximately 30,000 views)
- 12 tickets to sponsored Cocktails date
- Opportunity to purchase additional Cocktails tickets at a discounted rate of \$30 (for the sponsored event only)

**FAIR MARKET VALUE \$360**

---

## FOR MORE INFORMATION CONTACT:

**Naomi Merino, Corporate & Foundation Relations Manager**  
**614.715.8041 • [nmerino@fpconservatory.org](mailto:nmerino@fpconservatory.org)**





Franklin Park Conservatory  
and Botanical Gardens

1777 EAST BROAD STREET | COLUMBUS, OH 43203 | [FPCONSERVATORY.ORG](http://FPCONSERVATORY.ORG) | [f](#) [t](#) [i](#)