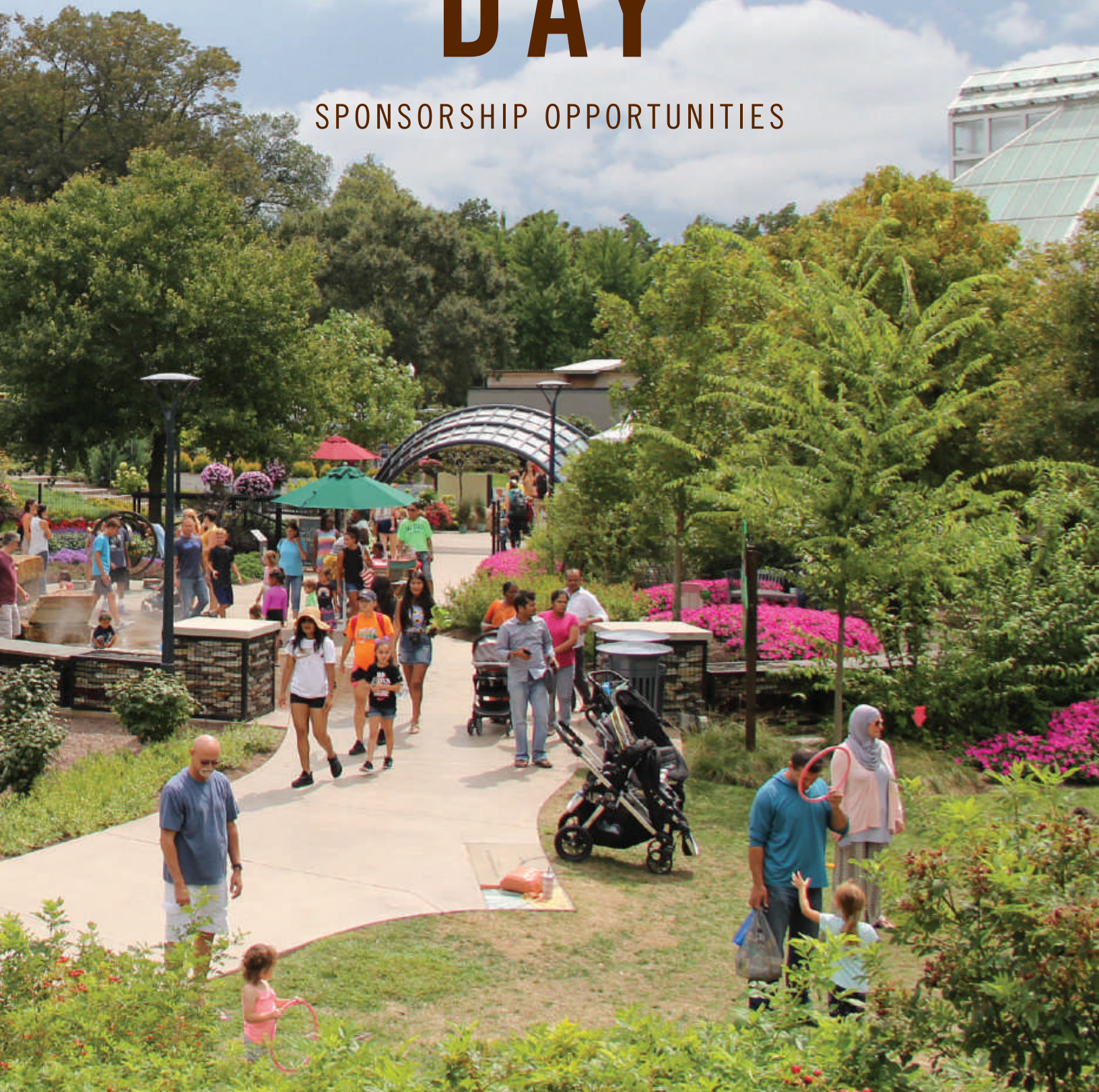


# COMMUNITY DAY

SPONSORSHIP OPPORTUNITIES



# NATURE IS FOR EVERYONE

Each year, the Conservatory welcomes more than 350,000 visitors to experience the joy and relaxation of spending time in nature. Research shows a gap in accessibility to green space and nature, and families with more resources are more likely to visit cultural organizations like ours. Since 2018, monthly Community Days have helped to ensure the Conservatory is a premier and accessible destination for any Franklin County or City of Columbus resident who wants to immerse themselves in the natural world.

## YOUR COMMUNITY DAY SPONSORSHIP SUPPORTS

### **ACCESS FOR ALL**

#### *Reducing Barriers to Nature*

On the first Sunday of each month, Franklin County or City of Columbus residents can visit the Conservatory, free of charge. Approximately 2,000 visitors join us each Community Day, and over 125,000 people have participated in this program since its inception in 2018.

### **COMMUNITY CONNECTIONS**

#### *Bringing Columbus Together*

Each themed Community Day offers an experience that connects visitors and celebrates community. The Conservatory invites nonprofit and corporate partners to participate, distribute resources, and connect with visitors, helping to foster community connections that last.

### **DIVERSITY & INCLUSION**

#### *Connecting Cultures*

Each Community Day features a relevant seasonal theme to help make the whole community feel welcome. Themes are woven into programs such as live musical performances, cultural demonstrations, and other activities that reflect our diverse community.

### **CONTINUED ENGAGEMENT**

#### *Building & Sustaining Relationships*

Community Days help to break down barriers for those who might not otherwise visit the Conservatory and are just one of our many access initiatives. Families are welcome to return year-round by taking advantage of Access memberships discounted by 75%, Museums for All discounted admission, and temporary memberships available at local library branches.



# SPONSORSHIP OPPORTUNITIES

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Franklin Park Conservatory and Botanical Gardens invites you to partner with us to ensure everyone can experience the benefits and wonders of the natural world through our Community Day program. With your support, the Conservatory will welcome more than 24,000 neighbors to connect with nature this year through Community Days. Sponsorship of Community Days helps the Conservatory sustain this important program, offsetting the daily operating costs that are not recouped through ticket sales.

*2024 Community Days occur during open daily admission hours on the first Sunday of every month:*

**JANUARY 7 | FEBRUARY 4 | MARCH 3 | APRIL 7 | MAY 5 | JUNE 2  
JULY 7 | AUGUST 4 | SEPTEMBER 1 | OCTOBER 6 | NOVEMBER 3 | DECEMBER 1**

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## **PRESENTING SPONSOR**

**\$10,000**

ONE AVAILABLE PER EVENT | FAIR MARKET VALUE \$690

- Logo recognition on on-site digital signage on the selected sponsored Community Day and one week leading up to the event
- Name recognition (and tagged) through the Conservatory's social media channels (approximately 350,000 total reach across all channels)
- Logo recognition on the selected Community Day website event (approximately 2,000 views)
- Logo recognition on the Community Day landing page during the 2024 calendar year (approximately 9,000 views)
- Name recognition on featured "promo box" on the Conservatory's homepage for 2 weeks leading up to selected sponsored Community Day (approximately 20,000 views)
- 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)
- Name recognition (and tagged) in year-end social media post thanking all 2024 Community Day sponsors
- 30 complimentary general admission passes (expiration one year from date of issuance)
- Opportunity for on-site presence to be mutually agreed upon by Sponsor and Franklin Park Conservatory
- Opportunity to partner with a specific school or community organization to invite to participate in sponsored Community Day to be mutually agreed upon by Sponsor and Franklin Park Conservatory

## **SUPPORTING SPONSOR**

**\$5,000**

ONE AVAILABLE PER EVENT | FAIR MARKET VALUE \$345

- Name recognition on on-site digital signage on the selected sponsored Community Day and one week leading up to the event
- Name recognition (and tagged) through the Conservatory's social media channels (approximately 350,000 total reach across all channels)
- Name recognition on the selected Community Day's website event (approximately 2,000 views)
- Name recognition (and tagged) in year-end social media post thanking all 2024 Community Day sponsors
- Name recognition on the Community Day landing page during the 2024 calendar year (approximately 9,000 views)
- 15 complimentary general admission passes (expiration one year from date of issuance)
- Opportunity for on-site presence to be mutually agreed upon by Sponsor and Franklin Park Conservatory
- Opportunity to partner with a specific school or community organization to invite to participate in sponsored Community Day to be mutually agreed upon by Sponsor and Franklin Park Conservatory

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### **FOR MORE INFORMATION CONTACT:**

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

