



Franklin Park Conservatory
and Botanical Gardens

2026 CORPORATE PARTNERSHIP GUIDE



ABOUT

Franklin Park Conservatory and Botanical Gardens is central Ohio's premier botanical garden and home to the iconic John F. Wolfe Palm House which dates back to 1895.

Situated within Franklin Park, the Conservatory is approximately two miles from downtown Columbus.

MISSION

As a premier botanical garden destination, we connect people to nature and create life-enhancing experiences.

VISION

The Conservatory envisions a world that celebrates nature as essential to the human experience.





CORPORATE PARTNER BENEFITS

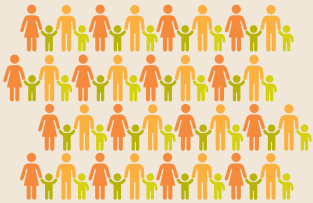
WE ARE HAPPY TO TAILOR BENEFITS TO MEET YOUR NEEDS.
WHILE BENEFITS MAY VARY BASED ON GIVING LEVEL, OPPORTUNITIES INCLUDE:

- COMPANY LOGO RECOGNITION IN PRINT & ONLINE
- COMPANY NAME LISTED IN PRINT
- PRIVATE GUIDED TOURS
- DISCOUNT ON SELECT EVENT TICKETS
- ACCESS TO INVITATION-ONLY EVENTS & EXPERIENCES
- VIP EXPERIENCES WITH CONSERVATORY LEADERSHIP
- BUSINESS DEVELOPMENT & NETWORKING OPPORTUNITIES
- INVESTMENT & ALIGNMENT WITH THE CONSERVATORY'S MISSION
- ENTERTAINING CLIENTS
- ELEVATING EXECUTIVES' COMMUNITY PRESENCE
- ENGAGING EMPLOYEES

BY THE NUMBERS

MARKETING HIGHLIGHTS

AS A PARTNER, YOU WILL REACH THE CONSERVATORY'S WIDE AUDIENCE OF:



350,000
ANNUAL VISITORS



800
VOLUNTEERS



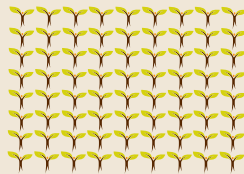
160
EMPLOYEES



12,900+
MEMBER HOUSEHOLDS



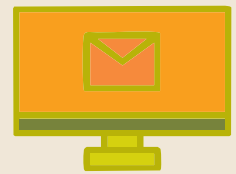
164,000+
TOTAL FOLLOWERS
ON SOCIAL MEDIA



238,000+
TOTAL REACH
ON SOCIAL MEDIA



524,000+
WEBSITE VISITORS
PER YEAR



34,600+
EMAIL SUBSCRIBERS
45% AVERAGE OPEN RATE



WINTER ICE FESTIVAL ✦ JANUARY 14, 16, 17, 18 & 21, 22, 23, 24, 25

Franklin Park Conservatory is embracing winter by staying open late, and this event was so popular last year - we've added a second week! The event features Fire & Ice, a throwdown ice carving competition from 6:30-8pm nightly pitting two professional ice carvers from Rock on Ice, in an all-out friendly competition for bragging rights. Guests can ice skate from 5-9pm nightly on a synthetic ice rink by Super Games, skates are available to borrow or bring your own.

OPPORTUNITIES AT \$2,500, \$5,000 & \$10,000

EVENT SPONSORSHIP



LES CHAPEAUX DANS LE JARDIN ✦ FRIDAY, MAY 1, 2026

Fondly known as *Hat Day*, this annual luncheon is one of Columbus' premier social traditions of the year, and the Conservatory's springtime signature fundraising event. More than 550 guests gather under a grand marquee in the beautiful gardens, adorned in their *chapeaux*, to enjoy an afternoon of fun, fellowship and philanthropy. Under the leadership of our 2026 Hat Day Chair, Kristie Nicolosi Lagos, this annual spring luncheon promises an elegant afternoon celebrating the art of nature, while raising critical funds to support the Conservatory's educational mission.

OPPORTUNITIES FROM \$3,500-\$50,000



THE FLUTTER RUN 5K ✦ SATURDAY, JUNE 27, 2026

Run, flutter, or walk with us! Franklin Park Conservatory and Botanical Gardens is thrilled to host our third annual 5k, raising funds to support the Conservatory's mission to connect people to nature and create life-enhancing experiences. This race includes a 5k run/walk, the Caterpillar Crawl Kids Run and an option for spectators to cheer on participants. With an anticipated attendance of 400, The Flutter Run 5k connects the community to pollinators and celebrates nature.

OPPORTUNITIES AT \$2,500, \$5,000 & \$10,000



FIELD TO TABLE ✦ FRIDAY, AUGUST 28, 2026

Thoughtfully planned by the Franklin Park Conservatory Women's Board, this event raises funds to support the Conservatory's community outreach, education and access programs. A perennial sell-out, this celebration of the late-summer harvest brings together 700 corporate and community leaders, Women's Board members and their guests to enjoy a cocktail party and multi-course dinner, featuring locally grown and produced foods, in support of the Conservatory's community impact.

OPPORTUNITIES FROM \$3,500-\$40,000



COCKTAILS AT THE CONSERVATORY

JAN 15 | FEB 13 & 14 | APRIL 16 | MAY 1 | JULY 17 | AUG 6 | SEPT 24 | DEC 2 & 3

The popular *Cocktails at the Conservatory* event series attracts 600 guests per event 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.

OPPORTUNITIES AT \$2,500, \$5,000 & \$10,000

EVENT SPONSORSHIP



COMMUNITY DAYS

JAN 4 | FEB 1 | MAR 1 | APR 5 | MAY 3 | JUN 7 | JUL 5 | AUG 2 | SEP 6 | OCT 4 | NOV 1 | DEC 6

On the first Sunday of each month, Franklin County and City of Columbus residents can visit the Conservatory, free of charge, allowing individuals of all economic backgrounds to access the wonders of nature. Approximately 2,000 visitors join us each Community Day and over 125,000 people have participated in this program since its inception in 2018. Each Community Day has themed programming and includes additional activities, performances and access to local resources and organizations.

OPPORTUNITIES AT \$5,000 & \$10,000



PUMPKINS AGLOW ✦ **OCTOBER 7–11, 14–18, 21–25, 28–NOVEMBER 1**

One of the most beautiful places to celebrate the fall and spooky season in central Ohio is Franklin Park Conservatory, where hundreds of jack-o-lanterns, enchanting light displays and live entertainment come together for the beloved event series, *Pumpkins Aglow*. Open select evenings in October and with an expected total attendance of 35,000, *Pumpkins Aglow* completely transforms the Conservatory after dark.

OPPORTUNITIES AT \$10,000, \$20,000 & \$50,000

CONSERVATORY AGLOW ✦ **NOVEMBER 21, 2026–JANUARY 10, 2027**

Conservatory Aglow is Franklin Park Conservatory's winter celebration and special engagement event that provides visitors a distinctive and playfully immersive holiday lights experience with an artistic approach that is unique in Columbus. This exhibition combines elegant interior horticulture displays, nightly entertainment and grand light installations designed to engage and delight visitors of all ages.

OPPORTUNITIES AT \$10,000, \$20,000 & \$50,000



CHIHULY NIGHTS

JAN 31 | FEB 28 | MAR 21 | APR 25 | MAY 30 | SEP 5 | OCT 3 | NOV 7

Explore the Conservatory after dark at these special events during which the Chihuly Collection is professionally illuminated against the backdrop of the interior Conservatory. These special evenings include a rotating line-up of musicians to provide entertainment, while guests relax and enjoy exploring the gardens and exhibitions, James Turrell's *Light Raiment II* and shopping in Botanica Gift Shop & Greenhouse.

OPPORTUNITIES AT \$2,500, \$5,000 & \$10,000

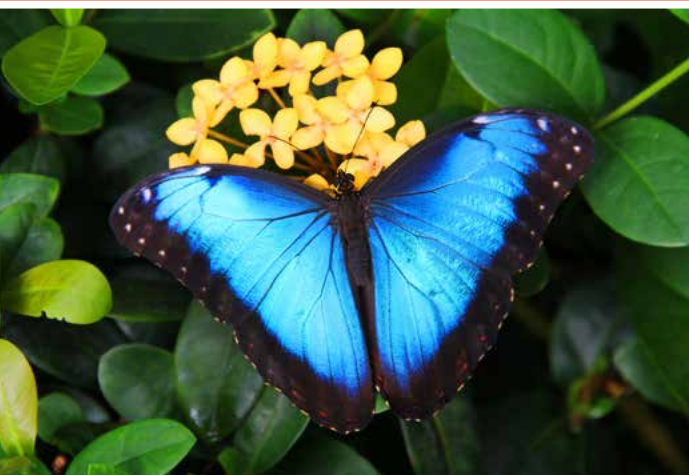


ORCHIDS ✦ JANUARY 24–MARCH 15, 2026

Orchids returns in grand style, taking over the North Conservatory with more than 2,600 stunning orchids. Explore vibrant displays woven among the tropical plant collections, where orchids take center stage amidst bromeliads, cyclamen, and vivid foliage. Discover floral topiaries inspired by animals native to the Rainforest, Himalayan, and Desert biomes, along with hanging orbs, cascading baskets and a spiraling column of blooms—all celebrating the beauty and diversity of orchids.

OPPORTUNITIES FROM \$10,000–\$50,000

EXHIBITION SPONSORSHIP



BLOOMS & BUTTERFLIES ✦ FEBRUARY 21–JULY 5, 2026

Guests will immerse themselves in the enchanting Pacific Island Water Garden, where hundreds of vibrant exotic butterflies flutter freely in a warm, tropical paradise filled with brilliant nectar flowers. As one of the Conservatory's most popular and beloved exhibitions, sponsors will reach guests and visitors of all ages.

OPPORTUNITIES FROM \$10,000–\$50,000

COLUMBUS BLOOMS ✦ BLOOMING SPRING 2026

A dazzling celebration of spring, more than 135,000 tulips, daffodils and pansies throughout the gardens and container displays combine with stars of the botanical garden. Magnolias, lilacs, cherries, viburnum and thousands of perennials bring an exciting burst of scents and colors after a long winter slumber.

OPPORTUNITIES FROM \$10,000–\$50,000



HARVEST BLOOMS ✦ BLOOMING FALL 2026

The Conservatory's fall floral exhibition infuses the botanical garden landscapes and containers with thousands of pumpkins, mums, exquisite cabbages and more. Guests will explore pumpkin houses and a larger-than-life overflowing cornucopia with pumpkins and colorful foliage. The magic of the fall season can be experienced in an extraordinary way at the Conservatory, and it shouldn't be missed.

OPPORTUNITIES FROM \$10,000–\$50,000



HOLIDAY BLOOMS ✦ BLOOMING WINTER 2026

Decking the Conservatory's halls and blooming with holiday spirit, *Holiday Blooms* is Franklin Park Conservatory's winter floral exhibition. Visitors can spend the season amidst distinctly themed and photo-ready holiday vignettes featuring hundreds of unique poinsettias, the famous poinsettia trees and more. The holiday spirit spreads outdoors to the Grand Mallway and Scotts Miracle-Gro Foundation Children's Garden, where container gardens are creatively styled for the winter.

OPPORTUNITIES FROM \$10,000–\$50,000



A BEAUTIFUL JOURNEY, WORKS BY LANCE JOHNSON

JANUARY 17–APRIL 12, 2026

From the Bronx to Columbus, local artist Lance Johnson creates vibrant collages of color, culture, and connection. His work reflects his life experiences and the many places he has called home, drawing inspiration from urban environments, community, and cultural stories. Through layered collage, text, and color, Johnson's pieces build connections across generations and cultures, inviting viewers to reflect on their own communities, memories, and the threads that link us all.

OPPORTUNITIES FROM \$10,000–\$50,000

EXHIBITION SPONSORSHIP



DAVID ROGERS: BIG BUGS ✦ **JUNE 6–SEPTEMBER 20, 2026**

Step into a world where insects come to life! *David Rogers' Big Bugs* exhibition features oversized, anatomically accurate sculptures—crafted from natural materials like reclaimed wood and branches—that reveal the intricate beauty of insects in incredible detail. From towering ants to giant dragonflies and massive praying mantises, these monumental works celebrate both the artistry and the wonder of the natural world.

OPPORTUNITIES AT \$10,000, \$25,000, \$50,000 & \$75,000



PAUL BUSSE GARDEN RAILWAY

MAY 16, 2026–JANUARY 10, 2027

Watch as nine-G scale model trains travel across 1,122 feet of track that runs high and low through themed destinations. Guests can journey with the trains through a miniature world of 51 botanical model structures made from all-natural plant material and plantings specific to each themed destination.

OPPORTUNITIES FROM \$10,000–\$50,000

THROUGH THE VINES: A SEASONAL JOURNEY

MAY 16, 2026–JANUARY 10, 2027

A site-specific installation created by the artists at Applied Imagination will invite guests to explore the lights, sights, and sounds of the four seasons with a series of vine arches made of natural plant materials. Pass through the lively bright blooms of spring, transition to the warmth and vitality of summer, wander through the rich hues and crisp air of fall, and then finally experience the tranquility and serene beauty of winter.

OPPORTUNITIES FROM \$10,000–\$50,000



COLOR, FLY, BUTTERFLY ✦ **APRIL 25–AUGUST 23, 2026**

The Cardinal Health Gallery will experience its own metamorphosis into an immersive butterfly coloring experience. Guests are invited to color their own butterfly and watch the butterfly creation come alive digitally in the illustrated Pacific Island Water Garden.

OPPORTUNITIES FROM \$10,000–\$50,000



FIELD TRIP SCHOLARSHIPS

School groups from Pre-K through high school enjoy active learning experiences with native and non-native plants, insects, birds, science, the environment and the arts that correlate to ODE Academic Content Standards. Scholarships for qualifying classes reduce the cost of admission and programming for students, teachers and chaperones. Field trip scholarships include the costs of bussing students to and from the Conservatory, ensuring access for all.

OPPORTUNITIES FROM \$2,500–\$100,000

PROGRAM SPONSORSHIP



GROWING TO GREEN

Growing to Green is an education and outreach initiative that has been supporting community gardens since 2001. This long-running program promotes the importance and sustainability of locally-grown produce through community gardening by providing resources, consultation and education to gardeners throughout central Ohio.

OPPORTUNITIES FROM \$2,500–\$50,000



HEAD START DISCOVERY

This program provides hands-on investigative learning and educational programs in the natural sciences to 300 3-5-year-olds in 22 classrooms across nine Head Start and Columbus City School locations around Columbus. Conservatory educators visit each classroom six times during the school year to deliver 30-45 minute programs, and classes take two field trips to the Conservatory.

OPPORTUNITIES FROM \$2,500–\$30,000



TEEN CORPS

Teen Corps is a paid eight-week summer program that immerses 24 teens in applied plant science, exploring the local food system, and learning in a unique, hands-on environment. Through working in the community garden to grow produce, and then selling it through their own booth at the Conservatory's Farmers Market, teens learn about horticulture, the environment, health and nutrition, entrepreneurship, communication and self-reliance.

OPPORTUNITIES FROM \$2,500–\$30,000



FARMERS MARKET

Located in the Wells Barn parking lot, just off East Broad Street and two miles east of downtown Columbus, the Farmers Market operates every Wednesday afternoon, June through September. Vendors offer a mix of local produce, baked goods, specialty foods, handmade items and health and beauty products. The Market accepts EBT for all qualifying purchases and offers incentive dollars through the Produce Perks Columbus program for fresh produce for all EBT users.

OPPORTUNITIES FROM \$2,500–\$30,000

PROGRAM SPONSORSHIP



SCOTTS MIRACLE-GRO FOUNDATION CHILDREN'S GARDEN

Children learn through play in the Conservatory's two-acre Children's Garden. This special space offers rich opportunities for unstructured exploration that builds motor, social-emotional and literacy skills all year round. From April through October, guided educational programs and drop-in sessions rooted in the natural sciences are offered, including Discovery Stations, Nature Circle Time, Let's Grow Garden Club and other experiences that get kids excited and curious about the natural world.

OPPORTUNITIES FROM \$2,500–\$50,000



ACCESS

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. Our Access Programs ensure the Conservatory is a premier and accessible destination for any person or family who wants to immerse themselves in the natural world, regardless of ability to pay. Approximately 25% of all Conservatory visitors utilize Access Programs, such as discounted Access Family memberships or \$4 Museum for All discounted admission for qualified individuals and families, monthly free Community Days and memberships available for check-out at libraries across the city.

OPPORTUNITIES FROM \$2,500–\$100,000





BECOME A CORPORATE MEMBER!

Franklin Park Conservatory's new Corporate Membership program invites companies to align their brand with one of Columbus' most iconic cultural destinations while offering meaningful benefits to employees, clients and the community. As a corporate member, your company will help sustain world-class exhibitions, education programs, workforce development initiatives and public access to nature while gaining year-round opportunities to engage your team and elevate your corporate citizenship.

CORPORATE MEMBERSHIPS

	\$2,500	\$5,000	\$10,000	\$25,000	\$50,000
<p>Discount on membership for company employees. Membership includes free general admission, discounts on special engagements, education classes, and programs, 10% discount at the Garden Cafe and Botanica Gift Shop & Greenhouse (excluding sale and consignment items), invitations to members-only events, priority registration for Conservatory summer camps, and more!</p>	5%	10%	20%	50%	100%
<p>Complimentary passes for admission to the Conservatory during regular daytime hours. Each pass admits one.</p>	10	25	30	50	100
<p>Complimentary admission passes to <i>Conservatory Aglow</i> or <i>Pumpkins Aglow</i> during special engagement evening hours. Each pass admits one. Additional passes are available upon request at a discounted group rate.</p>	10	25	30	50	100
<p>One customized lecture taught by Conservatory educator selected by Company. Topics include a variety of lectures on horticulture or Conservatory history.</p>		🌿	🌿	🌿	🌿
<p>One annual Corporate Partner Day, featuring free admission for employees and their families during daytime admission. Selected date to be determined and agreed upon by Conservatory and Company.</p>			🌿	🌿	🌿
<p>Discount on facility room rentals for one annual corporate event or meeting. Rental discounts are subject to availability and do not apply to Saturday evening events.</p>			5%	10%	10%
<p>Behind-the-scenes tour with Conservatory President and CEO, Bruce Harkey, for up to 20 people</p>	🌿	🌿	🌿	🌿	🌿
<p>Employee group volunteer opportunities</p>	🌿	🌿	🌿	🌿	🌿
<p>Recognition year-round on the Conservatory's website</p>	🌿	🌿	🌿	🌿	🌿
<p>Recognition in the Conservatory's Annual Report</p>	🌿	🌿	🌿	🌿	🌿



VOLUNTEER WITH US!

Looking for a way to engage your team and give back? Volunteer with us! Corporate groups of between 2 and 25 participants can provide invaluable assistance during single-day volunteer events. These group opportunities are typically available on Tuesdays or Thursdays from March to November.

To learn how your group can work with the Conservatory, reach out to us at volunteers@fpconservatory.org or 614.715.8098.

ADDITIONAL OPPORTUNITIES



LEARN WITH US!

Interested in learning about horticulture, fine arts or culinary arts? Bring your company or group to the Conservatory, or have our education team come to you! Examples of hands-on classes include Kokedama, Plant Mounting, and Succulent or Herb Planters. Prices vary per project depending on materials and content. A variety of one-hour lectures are also available, such as Carnivorous Plants or Pollinator Gardening.

To book a private program for your group or to learn more, please contact Nicole Tabit at ntabit@fpconservatory.org or 614.715.8156.



HOST WITH US!

The Conservatory is the perfect location for your corporate event! Whether you're planning the office holiday party or looking for a quiet, peaceful place for a work retreat, we can partner with you to create an event that will engage and inspire.

Contact our event sales department to learn more at eventsales@fpconservatory.org or 614.715.8100.

ADDITIONAL WAYS TO GIVE

MATCHING GIFTS

Join the hundreds of Conservatory supporters who double their impact every year by directing their company's corporate match program. Ask your company for more information to discover if your gift can go twice as far!

TRIBUTE GIFTS

Whether you are looking for a unique and unexpected gift for a colleague, a meaningful remembrance of a loved one, or a thoughtful recognition of an accomplishment, we can help you discover a significant way to pay tribute to the important people in your life. Tribute donations come in many forms and are fully tax-deductible.

Contact Marly Coldiron at mcoldiron@fpconservatory.org or 614.715.8042 to learn more.





To learn more about any of these opportunities or to receive a customized partnership proposal, please contact Naomi Merino, Corporate and Foundation Relations Manager, at nmerino@fpconservatory.org or 614.715.8041.

THANK YOU FOR YOUR CONSIDERATION!