



2024 Sponsorship Opportunities

Imagine a 23-acre garden of beauty and wonder just outside downtown Louisville that welcomes us all. Waterfront Botanical Gardens is building an educational and cultural asset for our community to be enjoyed for generations to come. Our mission is to cultivate urban botanical gardens that educate, inspire, and enhance appreciation of the relationship between plant life and a healthy environment.

You can support the Gardens by sponsoring one of our many engaging, imaginative, and educational community events. The Gardens have grown tremendously since opening in 2019, but there is much more to do! Your sponsorship allows us to focus on carrying out our mission, day-to-day operations, and future planning.

Enclosed you will find details on Waterfront Botanical Gardens' 2024 sponsorship opportunities. We hope you find a level that allows you to engage with your desired demographic, while also strengthening our community's knowledge and appreciation of the natural world.

Thank you for your support.



Lori Kay Scott

Lori Kay Scott

Director of Development

lkscott@waterfrontgardens.org

(502) 609-3580





2024 SPONSORSHIP OPPORTUNITIES

WBG Audience Metrics

WBG works with a number of local news stations, print publications, and media outlets that may include:

- WLKY
- WDRB
- WHAS
- WAVE-3
- Louisville Business First
- Courier-Journal
- Louisville Public Media
- Do502
- iHeartMedia
- Louisville Family Fun
- Macaroni Kid



Annual Gardens Visitors	38,000+ guests
WBG bi-weekly email newsletter recipients	16,000+ subscribers
WBG Facebook followers	18,000+ followers
WBG Instagram followers	8,400+ followers
Monthly website visitors	20,000+ monthly
WBG Adult Education participants / attendees	8,000+ learners
WBG Youth & Family Education attendees	2,800+ children
Gardens Aglimmer holiday light show attendees	11,000+ guests

Youth & Family Education

January 1 – December 31, 2024

Support the mission of Waterfront Botanical Gardens by engaging our young guests and families with interactive, educational programming. From story time to summer camps, and scout ceremonies to field trips.

Expected attendance: 3,000+ guests annually



	 Presenting \$30,000	 Pine \$15,000	 Magnolia \$10,000	 Willow \$5,000
"Presented by 'Your Company'" on all print and digital marketing materials for Youth & Family Ed.				
Tickets to Fascinator Affair	2			
Tickets to Gardens Gala	2			
Engraved brick in Beargrass Creek Pathway	4	2		
One-year corporate membership				
Verbally thanked by WBG at programs				
Logo printed on all youth and family education marketing, including camper t-shirts				
Recognition in Annual Report				
Tickets to Gardens Aglimmer	30	15	10	6

SPONSORSHIP COMMITMENT FORM

Youth & Family Education

Sponsorship form and logo must be received to guarantee inclusion in printed materials. Complete a Sponsor Brand Identity form here: tinyurl.com/5f2rkbe9

Sponsor Name (as you would like it to be displayed):

Contact Name: _____

Phone Number: _____

Email: _____

Mailing Address: _____

Sponsorship Level ☒



Payment Method

Mail checks payable to
Waterfront Botanical Gardens
PO Box 5056
Louisville, KY 40255

Online
qrco.de/bej0u2



Credit Card

Type (circle): Visa, MC, Amex
Number: _____

Exp: _____ CVC Code: _____

Cardholder Name (print): _____

Thank You for Your Support

Waterfront Botanical Gardens is a 501(c)3 nonprofit.
For additional information, please contact Lori Kay Scott
Lkscott@waterfrontgardens.org or (502) 609-3580.

waterfrontgardens.org





2024 SPONSORSHIP OPPORTUNITIES

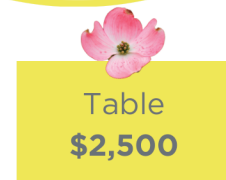
Fascinator Affair

April 11, 2024 from 11:30am - 1:30pm

Waterfront Botanical Gardens' third annual Derby event! Models will showcase floral fascinator designs while guests enjoy a farm-to-table Spring lunch.



Expected attendance: 150 guests



Presented by 'Your Company' on all print and digital marketing materials	<input checked="" type="checkbox"/>		
Verbal message from Your Company at event	<input checked="" type="checkbox"/>		
One-year Corporate Membership	<input checked="" type="checkbox"/>		
Engraved brick in Beargrass Creek Pathway	2		
Number of Tickets to event (Sponsors receive premium seating placement)	10 tickets	6 tickets	10 tickets
Logo/name printed on all materials	Logo	Logo	Name
Verbally thanked at event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in Annual Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tickets to Gardens Aglimmer	10	6	2

SPONSORSHIP COMMITMENT FORM

Fascinator Affair

Deadline: March 1, 2024

Sponsorship form and logo must be received to guarantee inclusion in printed materials. Complete a Sponsor Brand Identity form here: tinyurl.com/5f2rkbe9

Sponsor Name (as you would like it to be displayed):

Contact Name: _____

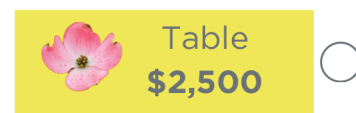
Phone Number: _____

Email: _____

Mailing Address: _____



Sponsorship Level ☒



Payment Method

Mail checks payable to
Waterfront Botanical Gardens
PO Box 5056
Louisville, KY 40255

Online
qrco.de/bdg8ml



Credit Card

Type (circle): Visa, MC, Amex
Number: _____

Exp: _____ CVC Code: _____

Cardholder Name (print): _____

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waterfrontgardens.org



Music in the Gardens Concert Series

Three Dates TBD

Waterfront Botanical Gardens' concert series featuring live music by local performers, plus light food and beverage. Over 650 guests in attendance for the full series.



	 Presenting \$15,000	 Magnolia \$10,000	 Willow \$5,000	 Dogwood \$2,500
"Presented by 'Your Company'" on all print and digital marketing materials	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Verbal message from Your Company at event	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One-year corporate membership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engraved brick in Beargrass Creek Pathway	4	2	1	
Number of tickets to each event	8	4	2	2
Logo/name printed on all materials	Logo	Logo	Name	Name
Verbally thanked at event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in Annual Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tickets to Gardens Aglimmer	15	10	4	2

SPONSORSHIP COMMITMENT FORM

Music in the Gardens Concert Series

Deadline: April 1, 2024

Sponsorship form and logo must be received to guarantee inclusion in printed materials. Complete a Sponsor Brand Identity form here: tinyurl.com/5f2rkbe9



Sponsor Name (as you would like it to be displayed): _____

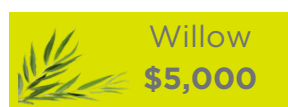
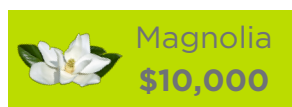
Contact Name: _____

Phone Number: _____

Email: _____

Mailing Address: _____

Sponsorship Level ☒



Payment Method

Mail checks payable to
Waterfront Botanical Gardens
PO Box 5056
Louisville, KY 40255

Online
qrco.de/bdge05



Credit Card

Type (circle): Visa, MC, Amex
Number: _____

Exp: _____ CVC Code: _____

Cardholder Name (print): _____

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2024 SPONSORSHIP OPPORTUNITIES












Bonsai Weekend

August 23 – 25, 2024

Waterfront Botanical Gardens' second annual bonsai exhibit in partnership with the Greater Louisville Bonsai Society. Featuring dozens of bonsai on display, People's Choice award, bonsai educational demonstrations, and Japanese cultural demonstrations.

Expected attendance: 1,000 guests



	 Presenting \$10,000	 Birch \$7,500	 Willow \$5,000	 Dogwood \$2,500
"Presented by 'Your Company'" on all print and digital marketing materials				
Verbal message from Your Company at private opening cocktail party				
One-year corporate membership				
Engraved brick in Beargrass Creek Pathway	2	1		
Tickets to private opening cocktail party	6	4	2	
Tickets to bonsai event	10	6	4	2
Logo/name printed on all materials	Logo	Logo	Logo	Name
Recognition in Annual Report				
Tickets to Gardens Aglimmer	10	6	4	2

SPONSORSHIP COMMITMENT FORM

Bonsai Weekend

Deadline: April 22, 2024

Sponsorship form and logo must be received to guarantee inclusion in printed materials. Complete a Sponsor Brand Identity form here: tinyurl.com/5f2rkbe9

Sponsor Name (as you would like it to be displayed):

Contact Name: _____

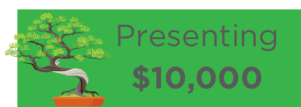
Phone Number: _____

Email: _____

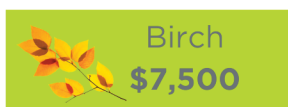
Mailing Address: _____



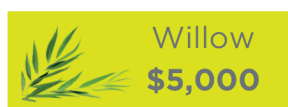
Sponsorship Level ☒



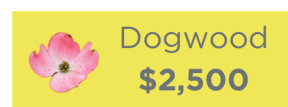
Presenting
\$10,000



Birch
\$7,500



Willow
\$5,000



Dogwood
\$2,500



Payment Method

Mail checks payable to
Waterfront Botanical Gardens
PO Box 5056
Louisville, KY 40255

Online
grco.de/beilds



Credit Card

Type (circle): Visa, MC, Amex
Number:

Exp: _____ CVC Code: _____

Cardholder Name (print): _____

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Kaleidoscope Family Festival

September 14, 2024 · 10am to 4pm

A day of free, family fun to look at the world
"Through the Lens of Plants." Formerly known as
reGeneration Fair, the Gardens' second annual
Kaleidoscope Family Fest showcases vendors displaying
how plants are at the core of their products.



Expected attendance: 1,250 guests

	 Title \$10,000	 Willow \$5,000	 Dogwood \$2,500	 Redbud \$1,000
"Presented by 'Your Company'" on all print and digital marketing materials.				
Verbal message from Your Company at event				
Engraved brick in Beargrass Creek Pathway	2	1		
Invitation to host a booth at Kaleidoscope				
Verbally thanked by WBG at event				
Logo/name printed on all materials	Logo	Logo	Logo	Name
Recognition in Annual Report				
Tickets to Gardens Aglimmer	10	6	4	2

SPONSORSHIP COMMITMENT FORM

Kaleidoscope Family Festival

Sponsor Deadline: May 14, 2024

Sponsorship form and logo must be received to guarantee inclusion in printed materials. Complete a Sponsor Brand Identity form here: tinyurl.com/5f2rkbe9

Sponsor Name (as you would like it to be displayed):

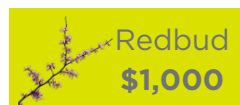
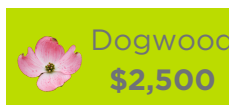
Contact Name: _____

Phone Number: _____

Email: _____

Mailing Address: _____

Sponsorship Level ☒



Payment Method

Mail checks payable to
Waterfront Botanical Gardens
PO Box 5056
Louisville, KY 40255

Online
qrco.de/be2juT



Credit Card

Type (circle): Visa, MC, Amex
Number: _____

Exp: _____ CVC Code: _____

Cardholder Name (print): _____

Thank You for Your Support

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Lkscott@waterfrontgardens.org or (502) 609-3580.

waterfrontgardens.org



Gardens Gala

November 22, 2024

The Gardens' signature annual event in support of our mission to educate, inspire, and enhance appreciation of the relationship between plant life and a healthy environment.

Expected Attendance: 200 guests



	 Title \$15,000	 Magnolia \$10,000	 Willow \$5,000	 Dogwood \$2,500	 Redbud \$1,000
"Presented by 'Your Company'" on all print and digital marketing materials					
Verbal message from Your Company at event					
One-year corporate membership					
Number of Tickets (Sponsors receive premium seat placement)	10	6	4	2	
Engraved brick in Beargrass Creek Pathway	10	6	2	1	
Logo/name printed on all materials	Logo	Logo	Logo	Name	Name
Recognition in Annual Report					
Verbally thanked by WBG at event					

SPONSORSHIP COMMITMENT FORM

Gardens Gala

Sponsor Deadline: August 22, 2024

Sponsorship form and logo must be received to guarantee inclusion in printed materials. Complete a Sponsor Brand Identity form here: tinyurl.com/5f2rkbe9



Sponsor Name (as you would like it to be displayed):

Contact Name: _____

Phone Number: _____

Email: _____

Mailing Address: _____

Sponsorship Level ☒



Payment Method

Mail checks payable to
Waterfront Botanical Gardens
PO Box 5056
Louisville, KY 40255

Online
qrco.de/be4B0P



Credit Card

Type (circle): Visa, MC, Amex
Number: _____

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Cardholder Name (print): _____

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Gardens Aglimmer

December 2024

Create lasting memories at Louisville's loveliest holiday tradition. Gardens Aglimmer features festive lights, illuminated displays, visits with Santa, crafts with Mrs. Claus, and hot drinks and sweet treats at the Jingle All the Way Café. This event receives extensive media coverage all month long.

Estimated Attendance: 11,000 guests



	 Title \$20,000	 Pine \$15,000	 Magnolia \$10,000	 Willow \$5,000	 Dogwood \$2,500
"Presented by 'Your Company'" on all print and digital marketing materials.					
Private preview night*					
Ticket rate for clients/employees	WBG Member Price	\$1 off			
Engraved brick in Beargrass Creek Pathway	10	5	2	1	
One year complimentary corporate membership					
Number of tickets to event	30	15	10	6	2
Logo/name printed on all materials	Logo	Logo	Logo	Logo	Name
Recognition in Annual Report					

*Food and beverage are the sponsor's responsibility

SPONSORSHIP COMMITMENT FORM

Gardens Aglimmer

Deadline: August 1, 2024

Sponsorship form and logo must be received to guarantee inclusion in printed materials. Complete a Sponsor Brand Identity form here: tinyurl.com/5f2rkbe9

Sponsor Name (as you would like it to be displayed):

Contact Name: _____

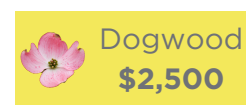
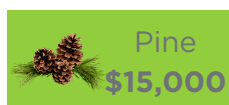
Phone Number: _____

Email: _____

Mailing Address: _____



Sponsorship Level ☒



Payment Method

Mail checks payable to
Waterfront Botanical Gardens
PO Box 5056
Louisville, KY 40255

Online
qrco.de/bdiwP9



Credit Card

Type (circle): Visa, MC, Amex
Number:

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Cardholder Name (print): _____

Thank You for Your Support

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