



**Corporate Philanthropy
Opportunities for Partnership
2025-2026**





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Make an Impact

Thank you for considering supporting the Garden's mission to connect people with plants by providing year-round educational and recreational experiences for everyone through your sponsorship! Let's help our partnership bloom.

This booklet will assist you in identifying a sponsorship opportunity that meets your philanthropic initiatives and interests.

Invest in Your Community

Demonstrate your organization's commitment to your community! Educate and inspire learners of all ages in northeast Wisconsin, protect nature, enrich cultural life, and encourage a healthy community by proudly partnering with Green Bay Botanical Garden, one of the region's most appreciated cultural and educational institutions.

Connect to Northeast Wisconsin & Beyond

The Garden offers a variety of events, exhibits, and educational programs that enhance the experience of a growing audience of **more than 209,000 guests annually that on average represent 50 states including the District of Columbia, Puerto Rico, and the Virgin Islands, and all 72 counties in Wisconsin.** Connect with people throughout the region **including on average 7,100+ household members of the Garden,** and associate your brand with a love of nature and unforgettable memories made with friends and family.

Our Annual Guest Snapshot

Gender | 80% Female

Average Age | 53% 26–55

Diversity | 12% People of color

Visit with kids or grandkids | 42%

Our Primary Goals to Increase Visitation

- Improve general awareness in the Northeast, East Central, and Central regions of Wisconsin
- Reach Millennial and Generation X families, Baby Boomer grandparents, and all nature enthusiasts
- Attract travelers from diverse backgrounds interested in affordable, family-friendly, educational, outdoor recreation; arts and culture experiences, and staycations
- Position the Garden as a "must see" destination in Wisconsin, keeping it in the Top 5 "Things To Do in Green Bay" on TripAdvisor

Year-Round Benefits

Sponsors receive a one-year complimentary Corporate Partner Membership with many benefits as outlined on page 4.

Your partnership is good for the environment, good for the community, and good for your company. Learn how the Garden can help you build your brand while you help the Garden advance its mission.

Revenue from sponsorship is used for annual operating support, specific events, and exhibits, and contributions are directed where the need is greatest. Green Bay Botanical Garden is a nonprofit 501(c)(3) organization.

Your Promotional Recognition

To enhance our partnership, the Garden works with your company to create an integrated sponsorship package tailored to your goals. Opportunities for recognition may include (but are not limited to):

- **Owned Digital Media**
E-newsletter | reaching 40,000+ inboxes
Website | 295,700+ unique visitors annually
- **Social Media**
Facebook | reaching 45,700+ followers
Instagram | reaching 4,100+ followers
TikTok | reaching 1,300+ followers
- **Print Media**
Newsletters | 1,000+ copies distributed tri-annually
Event rack cards, posters, tickets, invitations, programs, billboards, banners, signs, ads, press releases, etc.
- **Broadcast Media**
Television, streaming, and radio ads
- **Earned Media**
On-air and on-site interviews
- **Verbal event acknowledgements** and/or opportunities to speak and/or special announcements
- **Presence at events**
- **Logo or written recognition** on the event promotional page during event dates and year-round with a link to your company website on the Garden's website
- **On-site sponsor recognition** signage (select dates)
- **Customizable benefits and recognition** based on your goals and level of support

Other Opportunities to Support the Garden

- Corporate Matching Gifts
- Dollars for Doers
- Employee Volunteer Opportunities
- Annual Corporate Donations
- Corporate Events
- Capital Campaigns

For more information on corporate partnership opportunities, contact Cindy Berton, Director of Development, at 920.593.5663 or cberton@gbbg.org.

Corporate Partner Member Benefits

Your Employees

Your Executive Team

Your Company

Fellow
\$500
Partner
\$1,000
Patron
\$2,500
Benefactor
\$5,000
Visionary
\$10,000
Guardian
\$15,000

Free admission for employees and immediate family members on Corporate Partner Employee Day First Sunday in May & August	✓	✓	✓	✓	✓	✓
Employee volunteer team opportunities in the Garden	✓	✓	✓	✓	✓	✓
\$10 discount on new memberships for employees	✓	✓	✓	✓	✓	✓
Member rate available on Garden classes for employees	✓	✓	✓	✓	✓	✓
Employee Lunch & Learn Program about the Garden	✓	✓	✓	✓	✓	✓
\$2 off general admission for employees with employee ID (excludes concerts and events)		✓	✓	✓	✓	✓
Customized Garden presentation at corporate office				✓	✓	✓
\$10 discount on purchase of gift membership for clients	✓	✓	✓	✓	✓	✓
Number of tickets to select special events Sanimax Concerts and WPS Garden of Lights	4	6	8	10	14	20
One-time use general admission guest passes (excludes concerts and events)	10	15	20	25	50	50
Number of Annual Garden Party invitations		2	2	4	4	6
TasteBud admission tickets				2	4	6
Brews, Bistros, & Bonfires admission tickets				2	4	6
Private behind-the-scenes tour for up to 10 people				✓	✓	✓
One facility rental discount (subject to availability, not valid with other discounts, does not include food and beverage, excludes Grand Corporate Nights for WPS Garden of Lights)	15%	20%	25%	\$400	\$400	\$400
One complimentary meeting space for up to 25 people (subject to availability, not valid with other discounts, does not include food and beverage)					✓	✓
One complimentary Family Membership (recipient to be determined by company)	✓	✓	✓	✓	✓	✓
Number of transferable memberships cards issued in company's name	1	2	2	4	4	6
Number admitted into the Garden per visit with transferable membership card (excludes concerts and events)	4	6	6	8	10	10
Written recognition on the Garden's Corporate Partners webpage and select print materials	✓	✓				
Logo recognition on the Garden's Corporate Partners webpage and select print materials			✓	✓	✓	✓

2024–2025 Special Event Sponsors & Corporate Partner Members

Platinum | \$10,000+



Gold | \$5,000–\$9,999



Silver | \$2,500–\$4,999



Additional Sponsors & Partner Members

88 Events
Ansay & Associates, LLC.
Appleton Trophy & Engraving, Inc.
Bank of Luxemburg
Bay Towel
Bee Enchanted Florist
Biebel's Catering & Rental, LLC
Caylor Photography
Colorblends Wholesale
Flowerbulbs

Dallaire Realty
De la Teja Studio
Elite Music Service
Foodelicious Catering & Consulting
Ginger Birch Floral & Events
Hawkins Ash CPAs
Heirloom Kitchen Company
Jess Krcmar Photography
Laura Hartmann Films
Legacy Hotel

Margarita's of Wisconsin, Inc.
Mayte Peña Photography
Mission BBQ
Monzu Bakery & Custom Cakes
Not By Bread Alone
Nothing Bundt Cakes
Oneida Hotel
Parker John's BBQ & Pizza
Petal Pusher
Pop to It, Balloons by Sheena

Renard's Catering
Ruby Design
Selner Tree & Shrub Care
Stitch & Tie: Nationwide
Online Suit & Tuxedo Rentals
The Farmacy
The Marq
The Runaway Spoon
Tundra Lodge
Resort, Waterpark,
& Conference Center
Van Abel's of Hollandtown

Grants & Nonprofit Ticketing

Garden Club Des Peres
Howard Suamico Optimist Club

Ladybug Garden Club
US Bank Foundation

Individuals

Greg & Jean Klimek

Mary & the Late
Rawson Price

Dar Stumpf
& Clyde Reed

Terri Trantow
& Paul Witek

Mary L. Zaborski

Print



Media





WASHED ASHORE

ART TO SAVE THE SEA
May 2–September 2

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CORNERSTONE
A CHILDREN'S HORTICULTURAL CENTER
OF NORTHWESTERN WISCONSIN, INC.
Stanley the Sturgeon

Change comes in waves! Summer 2025 will feature the return of Washed Ashore at the Garden. Guests of all ages will be enthralled by and get to interact with nine larger-than-life sculptures of animals made from trash and debris washed up from bodies of water. Events and activities are scheduled throughout the four-month exhibit.

With the mission to educate visitors on the rising plastic pollution in our oceans and waterways, Washed Ashore will help spark positive changes in our habits. Discover the connections between plastic waste, the wellbeing of marine life, and learn everyday actions that we can all take to make a difference for the Great Lakes and beyond.

Celebrating its 15th anniversary in 2025, Washed Ashore has traveled to botanical gardens, aquariums, zoos, and museums across North America. Over the last several years, it has gained popularity, making stops at the Smithsonian National Museum of Natural History; SeaWorld Parks in Orlando, San Diego, and San Antonio; Toronto Zoo and even the Epcot Center at the Walt Disney World Resort in Florida, among many more. Green Bay Botanical Garden is the first and only venue in Wisconsin to host this traveling exhibit.

Green Bay Botanical Garden is committed to making earth-friendly choices in our gardening practices and facility choices, to preserve the environment for generations to come. At events, you'll notice we've switched to aluminum cans for many of our drinks as it's more readily recyclable than plastic. On the grounds, we're transitioning a number of lawn areas to no or low mow grass, and we also re-use our horticultural plastic from year to year. These are just a few of the many examples of our environmentally-friendly practices that you can learn about on your next visit.

Target Audience

Washed Ashore is anticipated to impact Garden visitation by:

- Attracting 85,000 visitors throughout the duration of the exhibit
- Increasing state-wide visitation
- Increasing visitation from Millennials, Generation X, Baby Boomers, and singles in all generations with an affinity for art and preserving our natural environment

Sponsorship Opportunities

Be a part of this unforgettable and unique experience, providing engaging activities and entertainment for the entire family. This exhibit will reinforce the commitment of the Garden and your business to our community, education, environment, culture, and the arts.

Presenting Exhibit Sponsor | \$25,000

- Presenting Sponsor logo recognition on promotional materials
- 24 passes to VIP Exhibit Preview
- Opportunity to speak at VIP Exhibit Preview
- Private Corporate Night for up to 1,000 (Select dates available. Food and beverage excluded.) or 1,000 General Admission Complimentary Passes
- Six on-site tabling opportunities to connect directly with potential customers (restrictions apply)
- One-year Guardian Level Corporate Membership

Contributing Sponsors | \$10,000

- Opportunity to align sponsorship with VIP Exhibit Preview
- Prominent logo recognition on promotional materials
- Eight passes to VIP Exhibit Preview
- 400 General Admission Complimentary Passes
- One complimentary room rental for a Corporate Night Reception for up to 50 people (Select dates available. Food and beverage excluded.)
- Three on-site tabling opportunities to connect directly with potential customers (restrictions apply)
- One-year Visionary Level Corporate Membership

Sculpture Sponsors (9) | \$7,500

Opportunity to align sponsorship with one of the following sculptures with signage:

- Stanley the Sturgeon 
- Rosa the Bald Eagle
- Hugo the Humpback Whale Tail
- Edward the Leatherback Sea Turtle
- Scrappy the Sea Lion
- Clementine the Sea Star
- Sylvia the Silvertip Shark
- Marigold the Sea Jelly
- Giacometti the River Otter

- Logo recognition on promotional materials
- Six passes to VIP Exhibit Preview
- 250 General Admission Complimentary Passes
- One complimentary room rental for a Corporate Night Reception for up to 50 people (Select dates available. Food and beverage excluded.)
- One on-site tabling opportunity to connect directly with potential customers (restrictions apply)
- One-year Visionary Level Corporate Membership

Community Partner Sponsors | \$2,500

- Written recognition on promotional materials
- Two passes to VIP Exhibit Preview
- 100 General Admission Complimentary Passes
- One-year Patron Level Corporate Membership



Rosa the Bald Eagle



Hugo the Humpback Whale Tail



Edward the Leatherback Sea Turtle



Scrappy the Sea Lion



Clementine the Sea Star



Sylvia the Silvertip Shark



Marigold the Sea Jelly



Giacometti the River Otter

SPROUT & GROW:

YOUTH & FAMILY ACTIVITIES



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Connecting nature, play, and learning through our year-round programming, Green Bay Botanical Garden is a natural wonderland where children and families of all backgrounds discover, delight, and wonder in the outdoors while creating memories that will last a lifetime.

From flowers and fruits to wetlands and tree tops, our year-round programming brings nature's stories to life and explores the intersections between the natural and cultivated worlds. Guided tours, educator-led exploration, camp programs, self-guided activities, and more provide children and their families with the perfect way to immerse themselves in an outdoor adventure. In turn, the time spent outside will have immeasurable impact on their mind, body, and spirit.

With the Bell Children's Garden and additional educational staff, the possibilities for education activities in 2025–2026 and beyond will continue to grow in addition to those listed below. Through years of Children and Family Programming, the Garden has become the place for children, parents, and grandparents to experience all the Garden has to offer and to learn and grow together in an environment that is safe and nurturing.

Summer Programs

- Guided field trips for school and youth groups
- Camps for youth aged 3–12
- Nature's Nook family entertainment series
- Story time
- Discovery stations
- Self-guided discovery boxes and scavenger hunts
- Pop-up family activities

Fall-Spring Programs

- Guided field trips for groups
- Winter Celebration
- Snowshoe hikes
- Story time
- Family classes
- Scout programs
- Self-guided discovery boxes and scavenger hunts
- Camps for youth aged 3–12

Children & Family Program Goals

- Provide new and engaging ways for children and their families to connect with nature and learn through the Bell Children's Garden
- Increase excitement and passion among youth and their families about science, nature, and stewardship
- Contribute to the overall wellbeing of children and families in our community by helping provide meaningful experiences in nature
- Increase awareness of the Garden as a positive and affordable educational, arts, and cultural organization for the community and the region resulting in visits throughout the year

Sponsorship Levels & Promotional Recognition

In addition to the general promotional recognition outlined on page 3, specific recognition includes:

Year-round website recognition on program and activity event web pages and field trip web page

- Recognition in educator email series sent to more than 370 educators in Wisconsin and on field trip confirmation emails
- Youth and family-specific print materials including scavenger hunts and program guide booklet

*Prominent Logo recognition on promotional materials | ^Verbal recognition during select programs throughout the year

^Named Title Presenting Sponsor | \$30,000

- Co-branded Named Title Sponsor on all promotional materials
- Private Corporate Night Reception for up to 1,000 (select dates available, excludes food and beverages) or 1,000 General Admission Complimentary Passes
- Six onsite tabling opportunities to connect directly with potential customers (dates subject to availability)
- Two guided tours for up to 25 with a Garden Education Team Member in any season
- One-year \$15,000 Guardian Level Corporate Membership
- Customized benefits available

^Sustaining Sponsors | \$15,000

- 500 General Admission Complimentary Passes
- One complimentary room rental for a Corporate Night Reception for up to 100 people (select dates available, excludes food and beverages)
- Three onsite tabling opportunities to connect directly with potential customers (dates subject to availability)
- One-year \$15,000 Guardian Level Corporate Membership
- Customized benefits available

*Contributing Sponsors | \$5,000

- 170 General Admission Complimentary Passes
- One complimentary room rental for a Corporate Night Reception for up to 50 people (select dates available, excludes food and beverages)
- One onsite tabling opportunities to connect directly with potential customers
- One-year \$5,000 Benefactor Level Corporate Membership

Community Partner Sponsors | \$2,500

- Written recognition provided
- 85 General Admission Complimentary Passes
- One-year \$2,500 Patron Level Corporate Membership



Grand Concert Series

4 Concert Dates in 2025

Friday Evenings | 7–9 pm

June 6 | July 11 | August 8 | September 5

Lineup Announced Annually in March

Dates subject to change.

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An eclectic variety of talented national and regional musicians will grace the Billie Kress Amphitheater surrounded by stunning views of the Schneider Family Grand Garden. Guests are invited to stroll through the breathtaking summer Garden, listen to live music, enjoy wine, beer, and food among native plants, and relax with family and friends with a picnic on the lawn—making it the perfect evening for music lovers of all ages. On average, 950 guests attend each concert.

Sponsorship Levels

All sponsors receive onsite sponsor recognition signage (June–September)

*Prominent Logo recognition on promotional materials | ^Verbal recognition during select programs throughout the year

Named Title Presenting Sponsor

Employment Resource Group | \$25,000

^Sustaining Sponsors | \$10,000

Opportunity to align sponsorship with one of the following:

- **Lawn Seating Sponsor**
Receive logo recognition on advanced tickets
- **Cowles Terrace Sponsor**
Receive logo recognition on advanced tickets
- **Sound & Lighting Sponsor**
Receive logo recognition on stage banner
- Logo recognition on banner in front of stage
- One reserved table on the Cowles Terrace for 10 at each concert date
- Sponsor announcement at one concert date (date to be determined)
-

^^Contributing Sponsors | \$5,000

Opportunity to align sponsorship with one of the following:

- **Concessions Sponsor**
- **Beverage Sponsor**
- Logo recognition on banner in front of stage
- Logo recognition on table tents and concessions building signage
- One reserved table on the Cowles Terrace for 10 at three concerts (dates to be determined)
- Sponsor announcement at one concert date (date to be determined)

^Investor Sponsors | \$2,500

Opportunity to align sponsorship as:

- **Accessibility Sponsor**
Logo recognition on accessibility signage located in the accessibility seating in the Fischer Family Overlook Arbor and on golf cart
 - Logo recognition on promotional materials
 - One reserved table on the Cowles Terrace for 10 at two concert dates (dates to be determined)
- ### ^Community Partner Sponsors | \$1,500
- Written recognition on promotional materials
 - Eight complimentary tickets



Sanimax Concert Series

8 Concert Dates in 2025

Select Thursday Evenings | 6–8 pm

June 12, 19, 26 | July 17, 24, 31 | August 14 & 21

Lineup Announced Annually in March

Dates subject to change.

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Surrounded by the spectacular views of the Schneider Family Grand Garden, music lovers of all ages will enjoy live family-friendly music in the Billie Kress Amphitheater. Concert-goers can stroll throughout the Garden, picnic on the lawn, or enjoy wine, beer, and food. On average, 700 guests attend each concert.

Seeds to Snacks | 4:30–6 pm

Guests can enjoy a delicious snack made with fresh ingredients from our weekly harvest.

Sponsorship Levels

All sponsors receive onsite sponsor recognition signage (June–August)

*Prominent Logo recognition on promotional materials | ^Verbal recognition during select programs throughout the year

Named Title Presenting Sponsor
Sanimax | \$15,000

Lead Sponsor | \$5,500

^*Investor Sponsors | \$2,500

- One table for 10 reserved on the Cowles Terrace at four concert dates (dates to be determined)
- 72 additional complimentary event admission tickets
- One dedication and/or sponsor announcement (date to be determined)
- Opportunity to have a presence at one event date (to be mutually agreed upon)

^Supporting Sponsors | \$1,500

- Written recognition on promotional materials
- One table for 10 reserved on the Cowles Terrace at two concert dates (dates to be determined)
- 44 additional complimentary event admission tickets
- One dedication and/or sponsor announcement (date to be determined)

^Patron Sponsors | \$1,000

- Written recognition on promotional materials
- One Table for 10 reserved on the Cowles Terrace at one concert date (date to be determined)
- 22 additional complimentary event admission tickets



Garden of Lights

November 28–30

December 4–7, 11–14, 18–21, & 26–30

4:30–9 pm

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Celebrating its 29th year, WPS Garden of Lights is the Garden's largest annual fundraiser. On average, 56,000 visitors experience this dazzling and engaging light show. More than 350,000 lights sparkle throughout the Garden creating a stunning winter landscape filled with a variety of nature-inspired light displays from the iconic Caterpillar and Butterflies in Motion to newer displays like Lake of Lights and Walking on Dreams. Photos with Santa and story time with Mrs. Claus are just a few of the other activities guests can enjoy.



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Sponsorship Levels

* Receive logo recognition on promotional materials and sponsor signage.

*Sustaining Sponsors | \$5,000

- Sponsorship of a premier light display with signage
- 180 admission tickets

*Investor Sponsors | \$2,500

- Sponsorship of a signature light display with signage
- 90 admission tickets

*Contributing Sponsors | \$1,750

- Sponsorship of a traditional light display with signage
- 65 admission tickets

Supporting Sponsors | \$1,000

- Written recognition on promotional materials
- 20 admission tickets

Additional Sponsor Benefits

- Invitation to the VIP Tree Lighting Ceremony on Monday, November 24 from 5–7 pm. This evening marks the opening of WPS Garden of Lights for the season and includes a press conference, lighting of the holiday tree and reception. Sponsors receive recognition at event.
- Opportunity to receive discount on additional admission tickets (\$2 off/adult tickets only)

\$2,500 & above

- Complimentary room rental for a Corporate Night Reception on public event nights only (subject to availability, excludes food and beverages)



An outdoor culinary experience and silent auction (either online or in person), attracts on average more than 400 attendees. Guests enjoy samples from local caterers, restaurants, wineries, and breweries in the Garden while strolling through more than 350,000 spring blooms.

Sponsorship Levels

Lead Sponsor | \$3,000

- Logo recognition on promotional materials
- 16 tickets with two reserved tables

Sustaining Sponsors | \$1,000

- Logo recognition on promotional materials
- Eight tickets with one reserved table

Supporting Sponsors | \$500

- Written recognition on promotional materials
- Four admission tickets



Nurture your roots in the Wisconsin outdoors this summer during Getaway Wednesdays! The Garden opens its doors for all to experience Mother Nature's breathtaking beauty including the Bell Children's Garden. Sponsors receive recognition from June-August. On average, the Garden welcomes 70,000+ visitors throughout the summer.

Buy One Get One Admission | 9 am-8 pm

Guests can enjoy a picnic, play in the Bell Children's Garden, go on a scavenger hunt, check out Discovery Boxes, participate in drop-in Garden tours, and so much more.

Sponsorship Levels

Named Title Presenting Sponsor: BMO | \$10,000

Children's Discovery Activities Sponsor | \$2,500

- Logo recognition on promotional materials
- Opportunity to have a presence at four event dates (to be mutually agreed upon)
- 25% discount toward facility rental (one-time use, excludes food and beverage)
- 45 General Admission Garden Passes

Supporting Sponsors | \$1,500

- Logo recognition on promotional materials
- Opportunity to have a presence at two event dates (to be mutually agreed upon)
- 22 General Admission Garden Passes



field to fork

Wednesday, September 10 | 5–8 pm

Guests savor an elegant six-course meal prepared with locally grown produce and farm fresh ingredients accompanied by exquisite wine pairings and live music.

Sponsorship Level

Lead Sponsor | \$1,500

- Logo recognition on promotional materials including event webpage and dinner menu
- Opportunity to speak at event
- Four event tickets
- One-year \$2,500 Corporate Partner Membership at Patron level



Fall Family Festival

Saturday, September 27
9 am–4 pm

Guests enjoy a complimentary admission day at the Garden while discovering the traditions and culture of Oneida Nation and the Garden's fall colors. Activities for all ages, including educational speakers and booths, traditional entertainment, local garden club displays, crafts, games, and food and beverages for sale. On average, more than 3,000 guests enjoy this fun fall day.

Sponsorship Levels

Lead Sponsor | \$5,000

- Prominent logo recognition on promotional materials including activity signage and event program
- Opportunity to have a presence at event in a tented space
- 100 General Admission passes

Sustaining Sponsors | \$2,500

- Logo recognition on promotional materials
- Opportunity to have a presence at event in tented space
- 50 General Admission passes

Contributing Sponsors | \$1,750

- Logo recognition on promotional materials
- 28 General Admission passes

Supporting Sponsors | \$1,000

- Written recognition on promotional materials
- 16 General Admission passes

You Connect Our Community

Partnerships like yours celebrate a dedication to our mission of connecting everyone with plants in an environment that engages, inspires and refreshes. Working together, we enrich the quality of life in our community...

We welcomed 209,873 guests!



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Exhibits and events are community traditions of connecting family and friends.



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Educational programs nurture the minds of all generations in the Garden's living classroom.

We now have in our collection



314,093

Spring Bulbs in the Ground



92,576

Perennial Plants



19,687

Annual Plants



8,019

Permanent Plant Labels



4,236

Species/Cultivars

This Garden will continue to grow and beautify our world, thanks to generous corporate partners like you!