

2017 Corporate Partnership Opportunities

For over 50 years, the North Carolina Botanical Garden and the Botanical Garden Foundation have served the citizens of North Carolina and beyond. As we continue to further our mission of public outreach and celebrate our native flora and fauna, we hope you will join us by becoming a corporate member of the North Carolina Botanical Garden and the Botanical Garden Foundation.

About the Garden

Since opening its first trail in 1966, the North Carolina Botanical Garden (NCBG) has been a leader in environmental protection, education and conservation. We maintain and protect more than 1,100 acres of land in the state of North Carolina. The Garden offers a remarkable natural environment, without charging entry fees, to more than 100,000 visitors each year. True to its mission, the Garden also offers extensive educational programming focused on native flora, horticulture, ecology, conservation and botanical art to over 9,000 people annually through more than 120 lectures, workshops and classes. The Garden serves 5,000 children each year through field trips and school outreach and offers more than 40 on site programs designed to connect children and families to the natural world through summer camps, early childhood classes, afterschool and homeschool programs.

About the Foundation

Established in 1966, the Botanical Garden Foundation (BGF) is the nonprofit membership organization that supports the North Carolina Botanical Garden, its mission and its programs. The Foundation's fundraising efforts provide 40 percent of the operating expenses at the Garden. In addition, the Foundation acts as a land conservancy protecting over 300 acres of land for conservation purposes. With more than 3,400 members, the Botanical Garden Foundation has been integral in establishing financial opportunities that support the Garden's impact on the community. The Foundation could not offer support for programming that reaches thousands each year without partner organizations like yours to help underwrite the costs.

Event Marketing

The Garden and the Foundation are committed to showcasing our Corporate Members in appreciation for their sponsorship. Marketing efforts on behalf of your company are based on membership levels and include promotion during events and regular inclusion in our social and print media, such as Facebook, Instagram and our magazine. Other publicity includes recognition in our:

- Monthly electronic newsletter to more than 10,000 emails
- Event blasts and electronic invitations to more than 8,000 emails
- Web and print materials
- Press releases to local and regional media, including travel, environment and lifestyle writers, and bloggers
- Interviews and features in local and regional news

2017 Events

Sims Lecture (Sunday, April 2)

This popular lecture series, named for local passionate gardener Evelyn McNeill Sims, will feature Lisa Wagner, Plant Ecologist and author of *Designing with Native Plants: A Naturalistic Approach*.

Spring Plant Sale and Festival (Saturday, April 29)

To celebrate North Carolina's native plants, this springtime event will feature native plants for sale from our own nursery and from local nurseries. Event will also include live music, food trucks and a raffle. Admission is free and open to the public.

Carolina Moonlight Shines on the Coast (Saturday, June 3)

Join us for all things “sandy” and prepare to dance the night away! Shag and sway to beach music and enjoy delicious local seafood under the stars as we celebrate the vibrant and diverse coastal region of North Carolina.

Sculpture in the Garden (Saturday, September 16)

Every fall the Garden hosts one of the Triangle's most anticipated art events—a juried outdoor exhibition of original sculptures by North Carolina artists. This annual event showcases dozens of works that emphasize the bond between art and nature. The *Sculpture in the Garden Preview Party* kicks off the 12-week exhibit.

Discovering Magic in the Garden (Saturday, September 23)

The young and young-at-heart are invited for a fun-filled afternoon of hands-on nature activities in the Children's Wonder Garden! Build a home for a fairy or gnome with natural materials, meet carnivorous plants, discover the wonders of birds, make a leaf crown and other garden-themed crafts, listen to music and much more. Bring your imagination and love of nature... and *come dressed as your favorite plant or animal!*

Fall Plant Sale and Festival (Friday, September 29 & Saturday, September 30)

Our *Fall Plant Sale and Festival* exemplifies conservation gardening at its best. All of the more than 100 species of southeastern native plants offered for sale have been propagated in our own growing operation. Plant sales support our continuing Conservation through Propagation philosophy.

Boo-tanical (Friday, October 27)

This family fun event features a pumpkin carving contest, live critters, crafts and treats.

Fitch Lecture (Sunday, November 5)

Each year the North Carolina Botanical Garden offers a public lecture and book signing named in memory of Jenny Fitch, a local plant enthusiast and passionate gardener. This year's Fitch Lecture will feature Teri Chace, writer and author of *Seeing Seeds: A Journey into the World of Seedheads, Pods and Fruit*.

Holiday Festival (December 8-10)

Enjoy of beautiful array of holiday splendor in the Garden as we celebrate the season with North Carolina native plants and greenery.

2017 Corporate Membership Levels

LEVEL	Conservation Visionary	Natural Areas Leader	Habitat Sustainer	Garden Supporter
AMOUNT	\$10,000	\$5,000	\$2,500	\$1,000
Recognition on Garden's website	√	√	√	√
Recognition in <i>Conservation Gardener Magazine</i>	√	√	√	√
Tickets to <i>Carolina Moonlight Shines on the Coast</i>	Table (8)	6	4	2
Tickets to <i>Sculpture in the Garden</i> party	8	6	4	2
Sponsor recognition in all <i>Sculpture in the Garden</i> and <i>Carolina Moonlight Shines on the Coast</i> materials	√	√	√	
Complimentary weekday or Sunday facility rental space at the Garden	2	1		
Discount on Garden membership for your employees	15%	10%		
E-newsletter article featuring your company and its connection to the Garden	√			
Organized volunteer workday at the Garden for your employees	√			
Non-tax Deductible Value	\$2,000	\$1,250	\$440	\$220
Net Charitable Deduction	\$8,000	\$3,750	\$2,060	\$780

2017 Corporate Membership Form

To become a 2017 Corporate Member, please fill out the form below and return to:

Botanical Garden Foundation, Inc.

c/o Victoria S. Castor, Board Liaison
North Carolina Botanical Garden
The University of North Carolina
Campus Box 3375
Chapel Hill, NC 27599-3375

Please indicate your level of Corporate Membership:

Conservation Visionary: \$10,000

Natural Areas Leader: \$5,000

Habitat Sustainer: \$2,500

Garden Supporter: \$1,000

Company Name _____

Contact Name _____

Title _____

Phone _____ Email _____

Billing Address _____

Website _____

Payment:

Check enclosed (made payable to "Botanical Garden Foundation, Inc.")

Credit Card _____
Name as it appears on card

Credit Card Number

Exp. Date

CCV#

If you don't find the perfect fit, please let us know and we can work on customizing a membership level to meet your company's needs and philanthropic goals. For more information or questions, please contact Victoria Castor at vscastror@email.unc.edu or 919-962-2231.