



## 2020 Corporate Partners

North Carolina is home to an amazingly rich flora, including many plant species found nowhere else in the world. For more than half a century, the North Carolina Botanical Garden has championed the conservation of the Southeast's unique botanical legacy. Today, the Garden cultivates and protects more than 1,150 acres of garden and conservation areas, safeguards rare and endangered plant species from extinction, and educates new generations of biodiversity enthusiasts and environmental citizens.

We invite you to become a **2020 Corporate Partner**. Corporate Partners are businesses who support the North Carolina Botanical Garden year-round by sponsoring the full year of Signature Events. Business sponsors provide financial support, gift in kind support, or a combination, to allow the Garden and its efforts thrive. In appreciation for your support, the Garden recognizes Corporate Partners during Signature Events, provides tiered benefits based on sponsorship level and distinguishes sponsorship in the Garden's social and print media.

**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. 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 North Carolina Botanical Garden Foundation (NCBGF) 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 3,600 members, the North Carolina Botanical Garden Foundation is 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 Partners in appreciation for their support. Depending on the Corporate Partner giving level, businesses are invited to highlight themselves and their products at a specified number of signature events. Also, promotion of business sponsors will be included on a "Corporate Partners" honor roll during Garden signature events and semiannually in Garden social media outlets. Other publicity includes recognition in the Garden's:

- Award winning website
- Twice-yearly magazine, the *Conservation Gardener*

## 2020 North Carolina Botanical Garden Signature Events

### **Year of the Wildflower**

*(all year long)*

Throughout 2020, the Garden is celebrating and advocating for biodiversity through a year-long celebration of native wildflowers. This pan-garden theme will be highlighted in a seasonal exhibit and in many classes, lectures, field trips, receptions, and other special events.

### **Spring Plant Sale\***

*Saturday, May 02*

Celebrating North Carolina's native plants, this springtime event features native plants from the Garden's nursery and several local native plant nurseries. Live music, food trucks, educational activities, and local non-profit organization tabling, all add to the festival-like atmosphere.

### **Carolina Moonlight Garden Party**

*Saturday, June 06*

Join the Gardens largest fundraiser of the year and enjoy the garden collections at twilight. This year's theme celebrates the 2020 "Year of the Wildflower" efforts with signature drinks, food, music, dancing, and fun.

### **Sculpture in the Garden**

*Saturday, September 12 (Artist and Opening Reception)*

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 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.

### **Fall Plant Sale\***

*Friday, September 25 & Saturday, September 26*

The Fall Plant Sale exemplifies conservation gardening at its best. More than 170 species of southeastern native plants offered for sale are propagated in the NCBG growing operation. Garden Members enjoy a special plant sale preview event with a discount on plant purchases, as well as the opportunity to enjoy live music, a book sale, and refreshments.

### **BOOtanical: Pumpkins in the Garden\***

*Friday, October 23*

This family fun event features a pumpkin-carving contest along with jack-o-lantern displays, live critters, crafts, games, special interactive exhibits, food trucks, and holiday treats.

### **Winter in the Garden (Holiday Festival)\***

*Friday, December 04 & Saturday, December 05*

Enjoy holiday splendor in the Garden as we celebrate the end of the year with a holiday light showcase, kids' crafts, native plant greenery, holiday music, food trucks, a craft market, and plenty of good cheer.

**\* Opportunity for 2020 Corporate Partners to host a table and highlight their business and/or products**

## 2020 Corporate Partnership Levels

LEVEL	Conservation Visionary	Natural Areas Steward	Habitat Sustainer	Garden Supporter
<b>AMOUNT</b>	<b>\$20,000+</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
Recognition on Garden's website	√	√	√	√
Recognition in <i>Conservation Gardener</i> Magazine	√	√	√	√
Tickets to <i>Carolina Moonlight Garden Party</i>	8 (1 Table)	6	4	2
Tickets to <i>Sculpture in the Garden Preview Party</i>	8	6	4	2
Recognition at all 2019 signature events	√	√	√	√
Host a table at NCBG signature events	√	√	√	√
Scheduled weekday or Sunday p.m. rental	2	1		
Organized company workday at the Garden	√			
Non-tax Deductible Value	<b>\$2,120</b>	<b>\$1,290</b>	<b>\$460</b>	<b>\$230</b>
Net Charitable Deduction	<b>\$17,880+</b>	<b>\$8,710+</b>	<b>\$4,540+</b>	<b>\$2,270+</b>

Company Name	
Company Website	
Contact Name	
Contact Phone	
Contact Email	
Billing Address	

Payment Amount	
Check	<b>Make Check payable to NC Botanical Garden Foundation, Inc.</b>
Name on Card	
Credit Card Number:	
Expiration Date	
CCV#	

To become a **2020 Corporate Partner**, please fill out the form and return with payment to:

North Carolina Botanical Garden Foundation  
 Attn: Stephen Keith  
 CB # 3375; Allen Education Center  
 UNC Chapel Hill  
 Chapel Hill, NC 27599-3375

A customized sponsor program can be designed to meet your company's needs and philanthropic goals. For more information, please contact Stephen Keith at [skeith@email.unc.edu](mailto:skeith@email.unc.edu) or 919-962-9458.