



Naples
Botanical
Garden™

Thriving with Your Support
Naples Botanical Garden Sponsor Catalog



Contents

Find Your Sponsorship Fit

Marketing Highlights and Sponsor Benefits	4
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ARTS, CULTURE, & EVENTS

Johnsonville Night Lights in the Garden	6
Hats in the Garden	8
Sunset Wednesdays	10
Blooms & Brews	12
Music in the Garden	14
Tasting the Tropics	16
Plein Air Fest	18
Día de los Muertos Celebration	20
Kapnick Hall and Fogg Café Exhibits	22
Biennial Theme	24

VISITOR EXPERIENCE & EDUCATION

W.O.N.D.E.R. Activity Packs	26
Family Wonder Days	27
Daily Tours	28
Field Trips and D.R.A.G.O.N. Squad	30
Birding in the Garden	32
Dig Deeper	34
Meet Me in the Garden	35
Sensory-Friendly Saturdays	36
Nature Journaling	37

MEMBERSHIP

Members-Only Sunset Saturday	38
Annual Members Meeting	39

COMMUNITY

Garden for All: Community Access	40
----------------------------------	----

PLANT-FOCUSED SPONSORSHIPS

Horticulture	41
Conservation	42

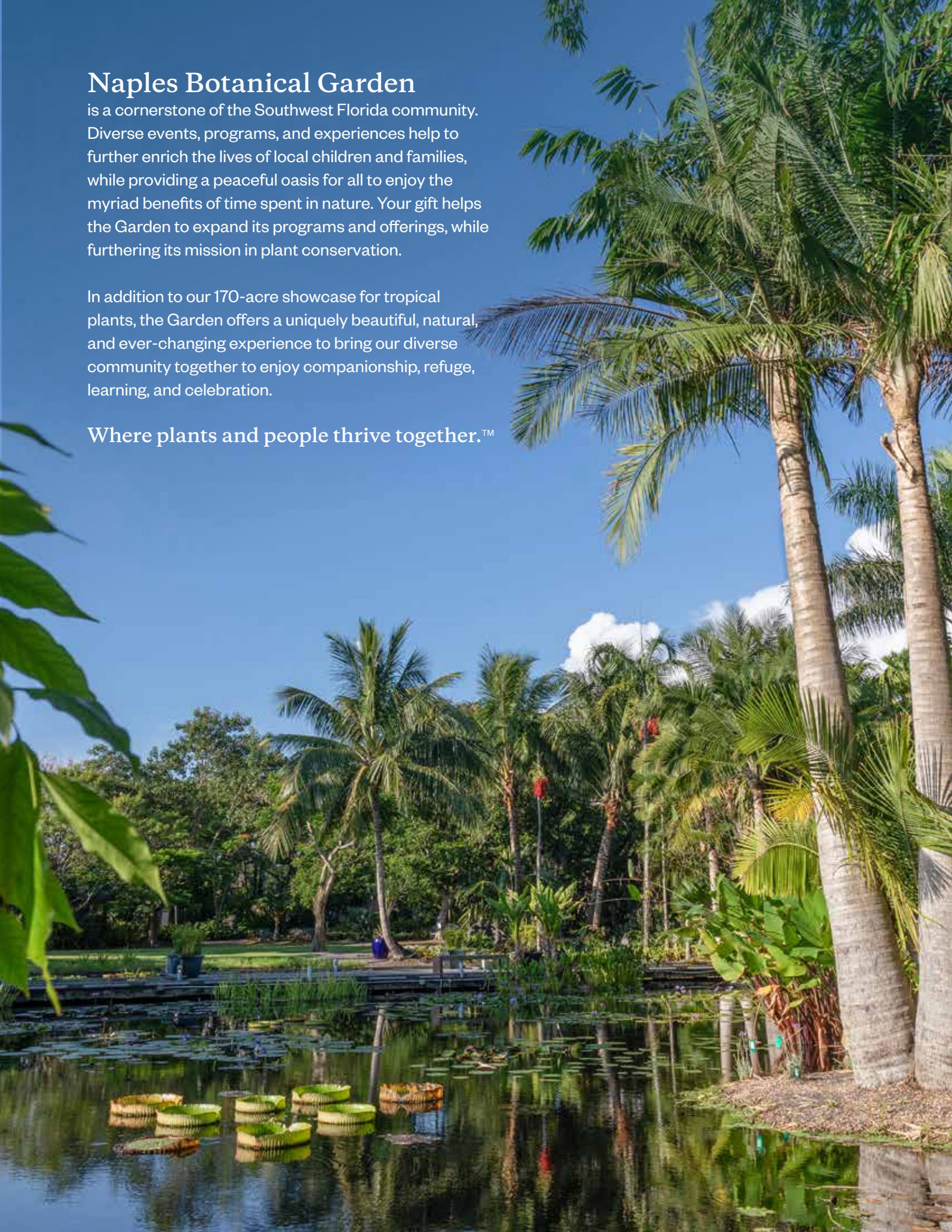
To discuss sponsorship opportunities, contact the Garden Development Team:
corporate@naplesgarden.org or 239.571.3806

Naples Botanical Garden

is a cornerstone of the Southwest Florida community. Diverse events, programs, and experiences help to further enrich the lives of local children and families, while providing a peaceful oasis for all to enjoy the myriad benefits of time spent in nature. Your gift helps the Garden to expand its programs and offerings, while furthering its mission in plant conservation.

In addition to our 170-acre showcase for tropical plants, the Garden offers a uniquely beautiful, natural, and ever-changing experience to bring our diverse community together to enjoy companionship, refuge, learning, and celebration.

Where plants and people thrive together.™



Marketing Highlights

As a Garden sponsor, you will be recognized and reach the following audiences:

- 15,000+ Member households
- 260,000 Garden visitors a year
- 110,000+ engaged email subscribers who open Garden emails at twice the national nonprofit average
- 23,000+ *Cultivate* (the Garden's magazine) recipients
- Advertising print reach exceeding 100,000 and digital reach exceeding 5 million

Sponsor Benefits

Naples Botanical Garden will tailor benefits and experiences commensurate with gift value and according to your needs. Engagement opportunities include:

- Company Logo Inclusion in Print and Online (Presenting Level and Above)
- Company Name Listed in Print
- Private Guided Tours
- Private Cocktails and Events at the Garden
- Corporate Memberships
- Access to Invitation-Only Events and Experiences
- VIP Experiences with Garden leadership







Johnsonville
**NIGHT
LIGHTS**
IN THE GARDEN



Annually November–January

Johnsonville Night Lights in the Garden



Rediscover the natural beauty of plants from the tropics and subtropics as thousands of lights illuminate our collections during the annual Johnsonville Night Lights in the Garden!



NUMBER OF GUESTS

More than 54,000 tickets sold in 2023 for this favorite annual event.

TITLE SPONSOR:



GENEROUSLY SUPPORTED BY:



- Fifth Third Bank
- Florida Power & Light
- Naples Daily News
- Tech-Tronics
- Waterside Shops
- WAVE 101.1

TITLE SPONSOR:	SUPPORTING SPONSORS:	UNDERWRITERS:
Reserved	\$25,000	\$15,000

HATS OFF TO OUR 2023 SPONSORS

PRESENTING SPONSOR

WILLIAM RAVEIS

Top Brokerage

The #1 Real Estate Company in the U.S.

 inman 2023

RETAIL PARTNER

Saks Fifth Avenue

RUNWAY SHOW
PARTNER

Carolina Herrera

FINE JEWELRY
PARTNER

Chopard

MAGAZINE SPONSOR

Gulfshore Life

INVITATION SPONSOR

The Naples Trust
Company

PROGRAM SPONSOR

FlexJet

PLATINUM POST
PARTY SPONSOR

Waterside Shops

HAIR AND MAKEUP
SPONSOR

Balayage Boutique

Hats in the Garden

Annual Fundraiser

Hats in the Garden

Generously presented by William Raveis

Entering its 21st year, this invitation-only fundraiser benefits the Garden's work both within our gates and throughout the community.

Guided by the vision of the Sustaining Leadership Council, a philanthropic organization comprising more than 40 women dedicated to the Garden's mission, *Hats in the Garden* sells out to an audience of nearly 700 guests. The catered luncheon and a luxury runway show provide a captivating day of entertainment.



Photography by Zee Anna Photography for Gulfshore Life

PRESENTING SPONSOR:	SUPPORTING SPONSORS:	TABLE SPONSORS:
Reserved	\$25,000	\$15,000



NUMBER OF GUESTS

Approximately 700 influential and engaged guests attend *Hats in the Garden* each year.



PRINT ADVERTISING AND DIGITAL PROMOTIONS

In addition to on-site event recognition, *Hats in the Garden* sponsors will reach a wide audience through print advertising in Gulfshore Life and Naples Daily News, as well as through targeted social media posts and select email communications.



Annually February–April

Sunset Wednesdays



NUMBER OF GUESTS

Approximately 4,000 guests are expected to attend this annual staple throughout its winter and springtime run.

Every Wednesday February through April

Nothing beats winter in Florida. Celebrate midweek, as the Garden stays open until 8pm for guests to savor the magic of a Naples sunset overlooking the Preserve and curated collections from throughout the tropical world.

PRESENTING SPONSOR:

Reserved

SUPPORTING SPONSORS:

\$5,000

SUPPORTED BY:

WINTRUST
BANKING CENTER



Annual Event

Blooms & Brews



NUMBER OF GUESTS

Blooms & Brews, which sees younger-than-average visitation and celebrates local breweries and their connection to the plants that make them possible, is expected to see 800 people.

Tip a glass to the plants that make beer happen!

This annual event allows guests 21 and up to savor the sunset, experience the Garden by night, enjoy bites available for purchase from Fogg Café, and sample craft beers from an assortment of microbreweries. Tickets include beer samples and a commemorative Blooms & Brews glass.

PRESENTING SPONSOR:

\$10,000

SUPPORTING SPONSORS:

\$5,000



October–June

Music in the Garden



Local musicians perform along the Water Garden stage to a backdrop of lush palms and vibrant aquatic collections as Members and guests soak it all in from their vantage points on the Performance Lawn.

With performances October through June, there are ample opportunities to support the Garden.

PRESENTING SPONSOR:	SUPPORTING SPONSORS:
\$25,000	\$15,000



NUMBER OF GUESTS

This cultural cornerstone in Naples draws, on average, upward of 2,500 visitors per event date.



Annual Event

Tasting the Tropics



Enjoy the Garden's most fruitful season with this tasty festival!



This summer staple opens up the bounty of the Garden to vacationers and local residents alike, inviting them to take their taste buds on a trip across the globe to sample fruit from the tropics.

Lively demonstrations, including cracking open a coconut or opening a jackfruit—the world's largest—delight guests. Themed tours inspire, and delectable tasting stations open up the palette to the possibilities of plants from around the globe.

Sponsorship recognition opportunities abound, with demonstration stations and signage throughout the Garden, as well as an advance marketing push utilizing print and digital channels. The success of Tasting the Tropics continues to grow, making it the anchor of the Garden's summer season.



NUMBER OF GUESTS

Over 1,300 guests participated in the Garden's 2024 Tasting the Tropics event.

PRESENTING SPONSOR:

\$10,000

SUPPORTING SPONSORS:

\$5,000



Annual Event

Plein Air Fest



NUMBER OF GUESTS

2,100+ guests attended the 2024 Plein Air Fest at the height of season in Naples.

SUPPORTED BY

WINTRUST
BANKING CENTER

Plein Air Fest in the Garden melds the inspiration of the tropics with the possibilities of the arts.

In this unique event, local artists paint en plein air (“in the open air”), engage in conversation with guests, and offer insight into their craft.

The event includes staff-led interactive tours, hands-on, family-friendly activities, and the chance to view multiple exhibitions on site. It’s all set to the backdrop of the Garden’s vibrant collections for a truly immersive arts and nature experience.

PRESENTING SPONSOR:

\$10,000

SUPPORTING SPONSORS:

\$5,000



Annual Event

Día de los Muertos Celebration



Join us in the Garden for a joyous Día de los Muertos Celebration!

With origins in Mexico, this colorful holiday offers a time for our community to share memories of loved ones and gather with families and friends. Discover the significance of this holiday and its rich culture through special displays, and arts and crafts stations. Immerse yourself in live music, dance performances, and delicious dishes. Bring the whole family for an adventure in color, aroma, and flavor!



ANNUAL PRESENTING SPONSOR:

\$25,000

ANNUAL SUPPORTING SPONSORS:

\$15,000



Year-Round

Kapnick Hall & Fogg Café Exhibits



Exhibitions selected for display at Naples Botanical Garden present a clear connection to horticultural or conservation themes.

Works in these shows provide further interpretation of our living collections. This allows visitors to gain a deeper understanding of the plants and the physical environment of the Garden.



KAPNICK HALL		FOGG CAFÉ	
PRESENTING SPONSOR:	SUPPORTING SPONSORS:	PRESENTING SPONSOR:	SUPPORTING SPONSORS:
\$25,000	\$10,000	\$15,000	\$5,000

Annual Event

Naples Botanical Garden: A Living Canvas

Naples Botanical Garden: A Living Canvas, our seasonal theme, invites you to explore the Garden as a dynamic work of art. From container-sized vignettes to entire landscapes, you can explore how we put plants together for form and function. Like a painter plots a mural, we, too, have processes that drive our work. What you see in the ground in the Garden is not accidental; it is a result of careful curation and deliberate thought. With this theme, we'll pull back the curtain on our creative and scientific processes.

Our winter exhibit, *Frame & Flora*, transforms the Garden into a museum gallery. Framed portions of the property will—literally—encourage viewers to see the landscape as botanical compositions, rich in colors, textures, and shapes. Expect other exhibitions this season that celebrate the Garden as a work of art in more traditional ways, such as through pastels and paints on canvas or the delicate use of watercolor in a nature journal.



Year-Round

W.O.N.D.E.R. Activity Packs



W.O.N.D.E.R.* Activity Packs are included with admission and available at Ticketing every day.

These family-friendly to-go packets are based on the live W.O.N.D.E.R. program, and include a map of the Garden, scavenger hunt, coloring pencils, several activities, and all of the materials necessary for the activities. The packs are a great way to engage families to explore the Garden together and co-create knowledge. Packs are available in English, Spanish, and Haitian Creole.

ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSORS:	ANNUAL UNDERWRITERS:
\$25,000	\$15,000	\$5,000

*W.O.N.D.E.R.=Walk, Observe, Navigate, Draw, Explore, Read

Annual Event

Family Wonder Days



Garden-wide fun awaits with a weekend of wonderful games, activities, and scavenger hunts for the whole family.

ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSORS:
\$10,000	\$5,000



ACTIVITY PACKS

More than 15,000 W.O.N.D.E.R. packs—in English, Spanish, and Haitian Creole—are distributed annually.



IN-PERSON PROGRAMMING

W.O.N.D.E.R. serves more than 3,000 young Garden guests a year, plus family members, and is included with Garden admission.



DIGITAL PROMOTIONS

Audiences learn about W.O.N.D.E.R. through email communications, social media channels, and online at naplesgarden.org.



Year-Round

Daily Tours



Daily tours are included with Garden admission and offered every month of the year.

Audio headsets are standard for all in-person guided tours for enhanced accessibility. These 30-minute tours give guests a deeper understanding of the Garden’s living and non-living collections and features.



NUMBER OF GUESTS

More than 12,500 guests connected with plants during our in-person tour offerings in 2023.

ANNUAL PRESENTING SPONSOR:	ANNUAL SINGLE TOUR SUPPORTING SPONSORS:	ANNUAL UNDERWRITERS:
\$50,000	\$20,000	\$5,000



Youth Programs

In-Person Field Trips

Guided field trips transform the Garden into an outdoor classroom. These standards-based, grade-appropriate field trips provide experiential learning opportunities for students in pre-kindergarten through high school.



Our educator-led field trips promote cross-curriculum learning by incorporating science with multidisciplinary subjects such as art, history, and social studies. The program goals are to encourage critical thinking, enliven concepts by venturing outside the classroom, and cultivate an awareness of and appreciation for Florida's biodiversity.

D.R.A.G.O.N. Squad

Naples Botanical Garden was selected to participate in Plants and Climate Change Education (PLACCE) in partnership with the United States Botanic Garden. In July 2023, the Garden piloted a plant-centered climate change program that engaged 6th and 7th graders through hands-on projects, games, and field trips, which introduced students to Southwest Florida's plant diversity, regional climate change threats and solutions, and professionals working the field. The self-proclaimed D.R.A.G.O.N (Dedicated Researchers Adverturing for Greener Outdoors Now) Squad chose to revitalize their long-neglected school garden, incorporating plants inspired by PLACCE curriculum.



**STUDENTS
SERVED**

More than 3,800 students visited the Garden during 113 field trips in 2024.



**INTEREST
CONTINUES
TO GROW**

D.R.A.G.O.N. Squad will expand to include 8th graders in 2024 – 2025 and up to 24 participants.

ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSORS:
\$25,000	\$5,000





Birding in the Garden



BIRD SIGHTINGS

600+ Garden guests have added to the eBird count to date. In 2024, 106 guests added to the bird count.

Birding enthusiasts initiated this program, now led by volunteers.

Bright and early at 8am, guided birding walks commence in the Garden weekly. Thanks to the work of many visitors over the years who joined our birding guides' eyes to the sky, eBird now lists Naples Botanical Garden as a birding hotspot with 220 documented species so far.

ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSORS:
\$10,000	\$5,000

Year-Round

Dig Deeper



Dig Deeper is our informal, cart-based learning opportunity for adults.

This offering engages the visitor with all facets of our mission through short programs led by Garden staff on topics such as orchid care, how to read a plant label, the botany of beer, and more. We launched this program in November 2018; since then, it has surged in popularity and is now available twice daily.

ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSORS:
\$10,000	\$5,000



LEARNING AT EVERY AGE

In 2023, more than 5,300 adults learned something new during Dig Deeper sessions.

Year-Round

Meet Me in the Garden



Meet Me in the Garden is a therapeutic horticulture program for individuals with memory impairments and their care partners.

Our programs feature an enriching sensory tour of the Garden followed by a social, plant-related activity in the Buehler Enabling Garden. By fusing elements of music, art, and horticultural therapies into the programs, the Garden provides participants with opportunities to reminisce as well as create new memories while forming connections with nature.

ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSORS:
\$10,000	\$5,000

Year-Round

Support for Guests with Special Needs



Sensory-Friendly Saturdays

This free extended-hour opportunity is for families with children with such sensitivities. We provide hands-on activities for the whole family in an environment free of harsh noises and distractions. The Garden remains Naples' only cultural venue certified as an Autism Friendly Business by the Center for Autism and Related Disorders (CARD) at the University of South Florida. We have worked closely with CARD and our local Autism Navigators of Golisano Children's Hospital to develop this offering.



ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSORS:
\$10,000	\$5,000

Year-Round

Creative Aging Programming



Nature Journaling

In its first iteration, Nature Journaling: Botany through Art, was an eight-week course for adults 55 years and older, consisting of in-person, three-hour classes that culminated in a public exhibition at the Garden. Generous grant funding from E.A. Michelson Philanthropy and the Collier Community Foundation helped launch the initial program.

Curriculum consists of lessons that build upon the previous week's learnings. The inclusion of social engagement in the curriculum and the focus on older adults differentiates the Garden's program from other creative aging offerings. This was especially beneficial during the COVID-19 forced closure: In summer 2020, virtual courses for nature journaling students presented the opportunity to test virtual methods and still give that crucial connection with one another. The program now features a hybrid structure, with exhibitions online and on-site at the Garden at the close of each session.

ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSORS:
\$10,000	\$5,000

Annual Event

Members-Only Sunset Saturday



Members of all levels have an exclusive opportunity to enjoy the Garden after-hours. The festive evening is fun for the whole family, with a beautiful Southwest Florida sunset at the center of it all.

ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSORS:
\$10,000	\$5,000

Annual Event

Annual Members Meeting



This evening program provides Members of all levels an opportunity to see their impact on the Garden firsthand. Garden President & CEO, Donna McGinnis, and other staff share highlights of the Garden's latest accomplishments and share future plans.

ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSORS:
\$10,000	\$5,000

Year-Round

Garden for All: Community Access



Time spent in nature yields incredible benefits for our health and well-being.

The desire to share this natural abundance with those in our community lies at the heart of the Garden’s access programs, which continue to grow and thrive along with our collections. This program is two-pronged. It provides access to the Garden through complimentary memberships for families who receive services through several of our community partners. Without this program, visiting our 170 acres would likely not be a possibility. Another component of Garden for All: Community Access is complimentary visits for employees in health care, tourism, education, first responder, and other occupations deemed essential.



NUMBER OF GUESTS

As a result of this program, the Garden has welcomed nearly 30,000 individuals and their families.

ANNUAL PRESENTING SPONSOR:	ANNUAL SUPPORTING SPONSOR:	ANNUAL UNDERWRITERS:
\$50,000	\$25,000	\$5,000

Horticulture



6,200

Taxa (plant groupings)

13,000+

Species & cultivars

19,500+

Plants on display

500+

on the Worldwide Endangered Species list

International Union for Conservation of Nature

500+

on the Regional (Florida) Endangered Species list

Your gift in support of horticulture at Naples Botanical Garden helps advance our ability to showcase the possibilities of plants.

The Garden's collections feature the flora of the tropics, transporting guests to the Caribbean, Brazil, Southeast Asia, and Florida, the regions highlighted in our display gardens.

Conservation



Funding the Garden’s conservation initiatives is an investment in the future health of our environment, here in Southwest Florida and beyond.

Your gift in support of Naples Botanical Garden’s conservation efforts helps increase the resiliency of our region in the face of a changing climate and increased development. The Garden is part of a growing, global effort to conserve plants.



A FEW OF OUR ONGOING CONSERVATION INITIATIVES:

- Partnerships with botanical gardens throughout the Caribbean to identify and protect threatened plant species
- Seed bank in excess of 300,000 seeds; this is a crucial part of the Garden’s efforts to collect seeds of threatened plants and grow them, ensuring their survival even in the face of habitat loss
- Stormwater management to protect our area’s waterbodies
- Management of the Garden’s 90-acre Preserve, a restored Southwest Florida native habitat and home to more than 40 plant species not known to exist in any other botanical garden collection
- Replanting efforts along Naples beaches to slow coastal erosion in the face of seawater rise and increasing storms



To discuss these opportunities,
contact the Garden Development Team:
corporate@naplesgarden.org or 239.571.3806.



Naples
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Garden™

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