



Thriving With Your Support

Naples Botanical Garden Sponsor Catalog

Contents

ARTS, CULTURE & SPECIAL EVENTS

5	Johnsonville Night Lights in the Garden	15	Tasting the Tropics
7	<i>Hats in the Garden</i>	17	Plein Air Fest
9	Sunset Wednesdays	19	<i>Musical Swings</i>
11	Blooms & Brews	21	<i>Día de los Muertos</i>
13	Music in the Garden	23	Kapnick Hall & Fogg Café Exhibits

VISITOR EXPERIENCE & EDUCATION

25	Annual Theme: <i>Here + Now</i>	33	Field Trips
27	W.O.N.D.E.R. Activity Packs	35	Birding in the Garden
28	Family Wonder Days	37	Dig Deeper
29	Daily Tours	39	Meet Me in the Garden, Sensory-Friendly Saturdays, Nature Journaling
31	GardenChat Texting		

MEMBERSHIP

41	Members-Only Sunset Saturday
42	Annual Members' Meeting

COMMUNITY

43	Garden for All: Community Access
----	----------------------------------

ADDITIONAL SUPPORT OPPORTUNITIES

45	Horticulture
46	Conservation



Where plants and people thrive together™

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.





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
- 80,000+ engaged email subscribers who open Garden emails at twice the national nonprofit average
- 20,000+ *Cultivate* (the Garden's magazine) recipients
- Advertising print reach exceeding 60,000 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 President & CEO, Donna McGinnis



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 2022, selling out this favorite annual event.

TITLE SPONSOR:



GENEROUSLY SUPPORTED BY:



FPL FIFTH THIRD BANK

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



HATS OFF TO OUR PREVIOUS SPONSORS:

BEAUTY SPONSOR

Dr. Kiran Gill of Naples Aesthetic Institute

JEWELRY SPONSOR

Van Cleef & Arpels

MAGAZINE SPONSOR

Gulfshore Life

RUNWAY SHOW SPONSOR

Marissa Collections

SUPPORTING SPONSORS

METHOD & CONCEPT

Thomas Riley Artisans' Guild

Simone and Scott Lutgert

INDIVIDUAL DONORS (\$25,000+)

Brynne Coletti

Carol Joseph

Mary Stone

Carol Walter

Annual Fundraiser

Hats in the Garden

GENEROUSLY PRESENTED BY:

WILLIAM RAVEIS



Entering its 20th 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 nearly 50 women dedicated to the Garden’s mission, *Hats in the Garden* is a quintessential component of social season in Naples. Guests enjoy Champagne and Garden views before heading in the Sustaining Leadership Council Event Plaza Tent for a world-class runway show and luncheon.

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.



February–April

Sunset Wednesdays



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:	SUPPORTING SPONSORS:
Reserved	\$5,000



NUMBER OF GUESTS

Approximately 3,000 guests are expected to attend this annual staple throughout its winter and springtime run.

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:	SUPPORTING SPONSORS:
\$10,000	\$5,000

SUPPORTED BY:





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 2,000 visitors per event date.



Annual Event

Tasting the Tropics



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



**NUMBER OF
GUESTS**

Over 1,300 guests participated in the Garden’s 2023 Tasting the Tropics event.

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.

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

Annual Event

Plein Air Fest



NUMBER OF GUESTS

2,100+ guests attended the inaugural 2023 Plein Air Fest at the height of season here 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



January 27 – April 20, 2024

Musical Swings



Musical Swings is a collaborative music-making art installation for guests of all ages.

When the swings move in unison, they create a musical composition of unique melodies through a responsive, interactive soundtrack. The result is an unexpected creative performance and one-of-a-kind memories.

About Daily tous les jours

The Montreal-based art and design studio has created original turnkey projects in more than 40 cities around the world that create context for vibrant social connections. Daily tous les jours' work invites humans to play a critical role in the transformation of their environment, building more resilient cities.

PRESENTING SPONSOR:	SUPPORTING SPONSOR:	UNDERWRITERS:
\$75,000	\$25,000	\$15,000



*Aerial view of
Kapnick Caribbean Garden*

Sponsor support of this space allows the Garden team to plan and prepare the Kapnick Caribbean Garden for unique outdoor installations that allow guests to interact with nature in a whole new way. With prime views of Lake Tupke, offering one of the best spots to soak up sunsets in Naples, the exhibitions in this space attract high levels of guest foot traffic, and with it, maximum visibility for sponsor recognition.



Annual Event

Día de los Muertos



Join us in the Garden for a joyous *Día de los Muertos* (Day of the Dead) 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, tours, 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:	ANNUAL UNDERWRITERS:
\$25,000	\$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



Year-Round

Annual Theme: *Here + Now*



Beginning Fall 2023, Naples Botanical Garden celebrates the *Here and Now*.

The goal of this theme is to encourage guests to focus on thinking, feeling, and doing during their time on our campus. This, in turn, sparks thought on how experiences on site relate to work taking place outside the Garden gates throughout the community and region. We will celebrate the experiences that illuminate our mission while bringing people together.

Educational offerings will explore: What is the future you want to see? What happens when you make an effort to make the world we live in now a better place? What can you do here and now?

ANNUAL PRESENTING SPONSOR:	ANNUAL UNDERWRITERS:
\$75,000	\$25,000

Here Now



Year-Round

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



W.O.N.D.E.R.¹ Activity Packs are included with admission and available at Ticketing every day.

These family-friendly to-go packets are based on a monthly theme like 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:
The Messey Family	\$15,000	\$5,000

1. 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:
The Charity Randall Foundation
ANNUAL UNDERWRITERS:
\$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

The Garden directs audiences to W.O.N.D.E.R. through its email communications, social media channels, and online resources at naplesgarden.org.



Year-Round

Daily & Audio 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 45-minute tours give guests a deeper understanding of the Garden's living and non-living collections and features. These enrichment opportunities have grown exponentially, allowing guests to learn about the Garden from any location across the globe. Accessible in English, Spanish, and Haitian Creole.

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



NUMBER OF GUESTS

More than 13,000 guests connected with the plant world during our in-person tour offerings in 2022 alone.



AUDIO TOUR REACH

More than 23,000 unique users utilized self-guided audio tours in 2022.



DIGITAL & IN-PERSON PROMOTIONAL OPPORTUNITIES

With five self-guided audio tours and multiple live tour themes available to guests, sponsor recognition can cross multiple platforms.



Year-Round

GardenChat Texting

GardenChat enables guests to text questions and images to Education staff, who are standing by to answer questions all hours the Garden is open.

Guests learn about the feature through ephemeral signage throughout the Garden highlighting frequently asked questions. Each sign features a frequently asked question with a prompt to text a number for the answer to the question. Visitors can text any question to staff, including photos, and staff respond in real time, providing a personalized guest experience.

ANNUAL PRESENTING SPONSOR:

\$25,000

ANNUAL SUPPORTING SPONSORS:

\$15,000

ANNUAL UNDERWRITERS:

\$5,000

MONTHLY SPONSOR:

May–September: \$3,500

October–April: \$3,500



NUMBER OF GUESTS

In 2022, more than 3,000 unique users took advantage of this educational feature.



ON-SITE SIGNAGE

Guests are encouraged to utilize GardenChat with signage throughout the Garden, which holds opportunity for sponsor recognition in multiple vantage points.



PRINT PROMOTIONS

This burgeoning resource in the Garden is mentioned in *Cultivate*, which is mailed to a membership base 15,000 strong and counting.



Field Trips



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.

Virtual Field Trips

Virtual field trips were developed as an alternative to in-person field trips in 2020. Input from local science teachers indicated a preference for short video segments within units that are available year-round; this availability allows educators the flexibility to share enrichment materials with students on a schedule that works with their curriculum.

Each virtual field trip module consists of five to seven brief videos on a specific topic and a follow-along activity booklet. Like in-person field trips, these programs are rooted in state education science standards. Currently, four options are available for students in pre-kindergarten through 8th grade, with a high school module in development.

ANNUAL PRESENTING SPONSOR:

\$25,000

ANNUAL UNDERWRITERS:

\$5,000



STUDENTS SERVED

More than 1,400 students have taken part in Virtual Field Trips since its launch in April 2021.



INTEREST CONTINUES TO GROW

Since March 2021, more than 100 have been booked.



DIGITAL PROMOTION OPPORTUNITIES

The Garden's virtual learning and field trip platforms offer a wide variety of locations on our website for sponsor recognition.



Birding in the Garden



NUMBER OF BIRD SPECIES

The Garden's Christmas
Bird Count of 2022
yielded approximately
51 species.

Birding enthusiasts initiated this program, now jointly led by both volunteers and Education & Visitor Experience staff.

Bright and early at 8am, guided birding tours commence in the Garden weekly during peak birding season, November-May. 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 202 documented species so far.

ANNUAL PRESENTING SPONSOR:	ANNUAL UNDERWRITERS:
\$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 UNDERWRITERS:
\$10,000	\$5,000



LEARNING AT EVERY AGE

In 2022, 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 both reminisce as well as create new memories together while forming intimate connections with nature.



An offshoot of this successful program is Meet Me in the Garden kits, in English and Spanish, launched in summer 2020 during the height of the pandemic. These kits enable the Garden team to provide enrichment programming to adults with dementia year-round in the comfort and safety of their own home. The kits also make for a welcoming pre-visit tool ahead of a Garden outing.

ANNUAL PRESENTING SPONSOR:	ANNUAL UNDERWRITERS:
\$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:

\$10,000

ANNUAL SUPPORTING SPONSORS:

\$5,000

Year-Round

Creative Aging Programming



ANNUAL PRESENTING SPONSOR:

\$10,000

ANNUAL SUPPORTING SPONSORS:

\$5,000

Nature Journaling

In its first iteration, Nature Journaling: Botany through Art, was an eight-week course for adults 55 years and older, consisting of three-hour class sessions that met in person and culminated in a public exhibition at the Garden.

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 offered the opportunity to test virtual methods and still give that crucial connection to 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 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:**\$10,000****ANNUAL UNDERWRITERS:****\$5,000**

Annual Event

Annual Members' Meeting



Members of all levels are invited to this evening Garden program. Naples Botanical Garden President & CEO, Donna McGinnis, and other staff share highlights of the Garden's latest accomplishments made possible by Members and give a look ahead at exciting future plans.

ANNUAL PRESENTING SPONSOR:	ANNUAL UNDERWRITERS:
\$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 both programs, 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



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, Asia, and Florida, the regions highlighted in our display gardens.

Beyond the Garden's 170 acres, our horticulturists work closely with staff conservation experts to advise neighborhoods and municipalities in sustainable landscaping practices, further benefiting our community.



6,200
Taxa (plant groupings)

13,000+
Species & cultivars

18,300+
Living plants

500+
on the Worldwide Endangered Species list

(International Union for Conservation of Nature)

500+
on the Regional (Florida) Endangered Species list

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:

- Partnership 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
- 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
- Stormwater management to protect our area's waterbodies
- 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.



4820 Bayshore Drive • Naples, FL 34112 • 239.643.7275 • naplesgarden.org

NAPLES BOTANICAL GARDEN, INC. IS A 501(C)3 ORGANIZATION. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1.800.435.7352 WITHIN FLORIDA AND REFERENCING REGISTRATION #CH-7593 OR AT WWW.FLORIDACONSUMERHELP.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. TAX ID: 65-0511429