



chicago botanic garden

# Garden Chef Series



## June – October

### The Event

The Garden Chef Series engages visitors in lively demonstrations on how to use seasonal, garden-fresh produce in creative ways. From June to October, on the second and fourth Saturday of each month, the series educates and entertains 300 visitors through two demonstration sessions per day. The series includes the Chicago Botanic Garden's own Windy City Harvest urban agriculture programs—VeggieRx and Youth Farm—on the second Saturday of each month. All recipes highlight fresh produce from the Regenstein Fruit & Vegetable Garden or the Windy City Harvest farm sites. On the fourth Saturday of each month, Chicago's top chefs share their culinary expertise, preparing a signature dish with fresh ingredients.



### The Setting

Over the course of ten Saturdays, more than 3,000 visitors enjoy watching chefs work their magic in the kitchen of the Regenstein Fruit & Vegetable Garden's open-air amphitheater. Filled with more than 400 varieties of edible plants, vegetables, herbs, fruits, and nuts, the Fruit & Vegetable Garden is a perfect setting for this interactive and fun outdoor event. The demonstrations are free with paid Garden admission and take place on two Saturdays each month. Two demonstration sessions are held each day of the series, at 11:30 a.m. and 12:30 p.m.



## The Attendees

The Garden Chef Series attracts a diverse range of visitors to the Glencoe campus who enjoy learning about food, nutrition, and healthy eating. Each year, the Garden welcomes more than one million visitors, who come to experience the beauty of the grounds and the wide-ranging year-round programming. Our 65,000 member households are loyal to the Garden and its mission. Our visitors, who represent all ages and cultural backgrounds, are drawn from across the Chicago region, with strong representation from the North Shore suburbs. Our visitors are receptive and loyal to companies that appreciate the beauty and importance of nature and show a commitment to the planet.

## The Opportunity

For companies looking to interact with lovers of food, drink, entertaining, and healthy lifestyles, the Garden Chef Series is an ideal venue for product sampling, placement, and demonstrations. The Garden's Windy City Harvest VeggieRx and Youth Farm programs convey the importance of access to fresh foods in a healthy diet, creating the ideal platform for companies with similar priorities. The series offers an exceptional opportunity for one-on-one engagement with people who appreciate fresh food and cooking concepts. It also provides an outstanding venue for author tours and book signings.



## The Sponsorship

Presenting: \$40,000

Major: \$25,000

On-site (two days): \$10,000

On-site (one day): \$5,000



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