



*Conceptual rendering*



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**June 7 – September 21, 2025**

### **The Event**

Join the Chicago Botanic Garden to experience our upcoming summer exhibition Pattern Play, a celebration of patterns in nature, fashion, and design. Visitors will explore patterns through integrated art installations, stories of nature-inspired design, and bold, dynamic horticultural displays featuring uniquely patterned plantings. Indoor displays will feature exhibitions on sustainable fashion, upcycled apparel, and natural materials.

### **The Setting**

All summer long, playful, innovative installations, programs, and displays will delight visitors as they explore the Garden's 385 acres—an extraordinary and unique backdrop—and engage with nature in new ways. The Garden, one of the world's great living museums and conservation science centers, has more than 2 million plants in its collection. Summer is a peak time at the Garden, both for the number of visitors and for blooms in our display gardens.



## The Attendees

The Garden welcomes more than 1 million visitors each year who come for the beauty of the grounds and the diverse year-round programming. Our more than 65,000 members are loyal to the Garden and its mission. Our visitors, who represent all ages and cultural backgrounds, come largely from 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

Sponsors gain visibility and brand awareness in a festive atmosphere throughout our busiest season. Opportunities for visibility include a wide variety of marketing activities, such as integrated logo recognition on creative digital marketing pieces delivered via email and social media, interior and exterior event signage, and other avenues. Additional opportunities may include on-site activations.



## The Sponsorship

Presenting: \$100,000

Major: \$50,000

Supporting: \$25,000

On-site: \$5,000



**chicago botanic garden**

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*One of the treasures of the Forest Preserves of Cook County*