



American
Public Gardens
Association

PublicGardens.org

2024 GIVING OPPORTUNITIES

GUIDE



WELCOME

The American Public Gardens Association is the leading professional organization for the field of public horticulture. We advance the field by encouraging best practices; offering educational and networking opportunities; and advocating on behalf of our members, our programs, and public gardens worldwide. We work together with our members and others to strengthen and shape public horticulture, providing the tools and support industry professionals need to better serve the public while preserving and celebrating plants creatively and sustainably.

Since 1940, we have been committed to increasing cooperation and awareness among gardens. Our members include more than 10,000 individuals at nearly 600 institutions, across the United States, North America, and 12 countries. Our members include, but are not limited to, botanic gardens, arboreta, zoos, museums, colleges and universities, display gardens, research facilities, and historic cemeteries.


The Association represents a unique partnership opportunity for your business or organization. Our dynamic offerings include year-round partnership agreements, virtual professional development and in-person event sponsorships, corporate memberships, and more each designed to help your organization reach its strategic objectives. Becoming an Association Partner will enhance your organization's profile with your customers and employees and allows us to further our mission to champion and advance public gardens as leaders, advocates, and innovators in the conservation and appreciation of plants.



MARKETING HIGHLIGHTS

As an Association sponsor, you will be recognized and reach the following audiences:


 Nearly **600** garden members

 **10,000+** individual members

 **1.2+ million** website page views

 **13,000+** Facebook followers

 **12,000+** LinkedIn followers

 **8,000+** Instagram followers

 **10,000+** Public Garden magazines distributed

 **700-800** conference attendees



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If interested in sponsoring or becoming an American Public Gardens Association partner, please contact Sara Wilson Meyer, Corporate and Foundation Relations Manager at **610-708-3016** or swmeyer@publicgardens.org.

General Association Support

\$20,000: PREFERRED PARTNER

Preferred Partner sponsorship sends a strong message to our members that your company aligns with the mission and vision of the Association. This unrestricted funding provides much needed support of Association programs, professional development opportunities, and garden benchmarking.

Preferred Partner status provides our most valuable supporters with significant visibility to all Association members throughout the year through a variety of channels.

\$20,000: ADVOCACY PARTNER

The COVID-19 pandemic taught us the Association needs a stronger voice to advocate for the interests specific to public gardens. Using various data collecting methods, the Association will be developing impact statements for public gardens. This information will help tell the story to leaders in Washington, D.C., and state capitals.

This new effort will allow us to partner with arts and culture associations, plant conservation organizations, and other mission-aligned organizations to elevate the voice of gardens on legislative initiatives, funding opportunities, etc. Advocacy Partner gifts will be used to create this new program.



BENEFITS

	\$20,000 PREFERRED PARTNER	\$20,000 ADVOCACY PARTNER
Category exclusivity for Preferred Partner status	✓	
Recognition on 2024 General Association e-Marketing Materials.	✓	✓
Footer logo recognition on all pages of the Association’s website as Preferred Partner	✓	
Footer logo recognition on all advocacy pages of the Association’s website as Advocacy Partner		✓
Recognition on the Garden-Friendly Providers page of the website as Preferred Partner	✓	
Recognition on the Garden-Friendly Providers page of the website as Advocacy Partner		✓
Preferred Company Listing with company description on the Association’s website, with priority placement	✓	✓
Garden Member List, including the main contact for each institutional member garden (circulation approximately 600)	✓	✓



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Signature Programs Support

Association Signature Programs

The Association provides key signature programs that address crucial needs of our members, plant collections, sustainability, and educating the next generation of Plant Heroes. Support for these initiatives includes:

\$10,000: PRESENTING PARTNER

(Disaster Readiness Initiative, & Public Gardens Sustainability Index available)

SPONSOR BENEFITS:

- Recognition as the Program Presenting Partner / Sponsor on all sponsored program digital and print media for the entire year, as applicable
- Opportunity to introduce your organization at program-specific webinars

\$5,000: SPONSOR

(Plant Collections Network, Tree Gene Conservation Partnership, Plant Heroes, Plant Heroes Field Days, Disaster Readiness Initiative & Public Gardens Sustainability Index available)

SPONSOR BENEFITS:

- Logo placement and recognition on all program-specific digital and print media for the entire year, as applicable
- For Plant Heroes Latino Field Days sponsors: exhibit space will be available for sponsors to table or exhibit at Field Day events

PLANT COLLECTIONS NETWORK

Presenting Partner \$10,000: US Department of Agriculture, Agricultural Research Service, and US National Arboretum **SOLD!**

Sponsors \$5,000: Available

Through its Nationally Accredited Plant Collections™ program, the Association coordinates a continent-wide approach to plant germplasm preservation and promotes excellence in plant collections management. Collection holders make germplasm available for taxonomic studies, evaluation, breeding, and research. Participating institutions compare holdings with others to identify duplications and gaps, making efficient use of available resources and increasing collaboration.

TREE GENE CONSERVATION PARTNERSHIP

Presenting Partner \$10,000: US Forest Service **SOLD!**

Sponsors \$5,000: Available

The Tree Gene Conservation Partnership establishes living gene banks of at-risk tree species native to the United States, by collecting seed from across its natural range to capture broad genetic diversity then distributing propagules to public gardens for safeguarding in their collections. Efforts focus on taxa native to US forests which cannot be conserved through traditional seed banking methods.

This program provides matching funds on a competitive basis to Association members to support scouting and collecting trips, propagation, and distribution of propagules.



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ASSOCIATION SIGNATURE PROGRAMS

The Association provides key signature programs that address crucial needs of our members, plant collections, research, and educating the next generation of Plant Heroes. Support for these initiatives includes:



PLANT HEROES

Presenting Partner \$10,000: US Forest Service **SOLD!**

Sponsors \$5,000: Available

Plant Heroes connects kids to trees and forest ecosystems where they live, study, and play, regardless of their cultural, religious, or socioeconomic background. The program provides hands-on, nature-based learning materials for educators to engage children in topics of plant health, ecosystem balance, and forest health. Our current focus is on emphasizing the importance of plants and green spaces—how they nourish us and how we, in turn, can care for them.

Through the Plant Heroes website, Association members and the public have access to a variety of lesson plans and downloadable materials that educators can filter by age, subject, skills, and learning standards (bilingual). In addition, the program offers free printed copies of Plant Heroes activity books, field guides, journal booklets, and signage to member gardens.

PLANT HEROES FIELD DAYS

Presenting Partner \$10,000: US Forest Service **SOLD!**

Sponsors \$5,000: Available

In 2024 and 2025, the Association will host Plant Heroes Latino Field Day events across the country in partnership with member gardens, local community partners, and sponsors.

OUR GOALS FOR THESE EVENTS INCLUDE:

- Igniting interest, curiosity, and a sense of stewardship over green spaces and urban forests within underserved communities.
- Developing and strengthening collaborations between member gardens and local community organizations assisting underserved communities.



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ASSOCIATION SIGNATURE PROGRAMS

The Association provides key signature programs that address crucial needs of our members, plant collections, research, and educating the next generation of Plant Heroes. Support for these initiatives includes:



DISASTER READINESS INITIATIVE

Presenting Partner Sponsor \$10,000: Available

Sponsors \$5,000: Available

The Association's Disaster Readiness Initiative works to establish public gardens as cornerstones of resilient, healthy communities. The initiative builds capacity and enhances the ability to demonstrate how public gardens can provide solutions to local and global challenges.

It is our hope that this initiative will galvanize gardens to proactively build and sustain resilience while navigating change by:

- Providing disaster preparedness and response resources
- Connecting gardens to a peer support network
- Growing gardens as leaders in operational sustainability
- Facilitating methods for gardens to safeguard and proactively plan for the long-term health of plant collections

The initiative includes an online training tool for disaster planning, focused primarily on natural disasters, and was developed based upon FEMA's recommended process adapted for public gardens.

In 2023 and 2024, the Association will host regional workshops with newly hired Disaster Readiness Specialists to help member gardens develop disaster readiness plans and foster collaboration among regional gardens.

PUBLIC GARDENS SUSTAINABILITY INDEX

Presenting Partner Sponsor \$10,000: Available

Sponsors \$5,000: Available

The Public Gardens Sustainability Index is a suite of Environmental, Social, and Economic attributes that comprise an organization's overall sustainability. The index's intent is to inspire gardens to advance their institution's own sustainability programs and operations while connecting to local, national, and global sustainability efforts. The index shares examples of how gardens are contributing to best practices in sustainability.

By addressing each attribute, gardens improve resource management, define leadership best practices for cultural institutions, and deliver meaningful environmental, social, and economic benefits.

When a garden achieves best practice standards of an attribute, a recognition of excellence is attained, and the garden is recognized on the Association's website.



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Signature Programs Support

Go Public Gardens Programs

Go Public Gardens is the Association's ongoing, evergreen campaign to encourage people to visit, value, and volunteer at their local public gardens — either near their homes or while on the road. Find Public Gardens at: go.publicgardens.org

\$50,000: PRESENTING SPONSOR

SPONSORSHIP INCLUDES:

- Exclusive "Presented by" for all Go Public Gardens-related events and promotions throughout the year
- In all e-blasts
- In social media marketing
 - Over 40,000 Association followers
 - Over 2 million Association member followers
- Garden Map sponsorship



\$25,000: GARDEN MAP SPONSOR

SPONSORSHIP INCLUDES:

- Logo and link from the Association's Garden Map

The Association's Garden Map is the premiere place to find public gardens on the internet.

The Map is a visual presentation of the Association's nearly 600 member gardens across the United States, North America, and around the world. An interactive, searchable interface allows users to find gardens near them with just one click. Users can also search by name and location.

Clicking on individual gardens takes them to a garden page with a description and links to the garden's home page, events page, donations page, and social media platforms. The Garden Map can be found at go.publicgardens.org
- Map inclusion as American Public Gardens Association Garden Map Sponsor
- Sponsor the landing page for the URL
- Inclusion in advertising promoting the URL



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Virtual Professional Development

YEAR-ROUND OPPORTUNITIES

\$5,000: SPECIALTY SPONSORSHIP

The Association's Professional Development Specialty Sponsorship supports year-round, virtual professional development programs for our members. A Professional Development Specialty Sponsorship aligns with a specific topic and learning focus. This sponsorship makes it possible for the Association to offer three FREE webinars to our members during the year, two Lunch & Learns, and a topic-specific workshop. Your support helps our members grow while also growing your brand as a public garden leader!

SPONSORSHIP INCLUDES:

- Recognition as a Specialty Sponsor during Specialty events including:
 - 3 Webinars (average attendance of 100+)
 - 2 Lunch & Learns (average attendance of 125+)
 - 1 Workshop (average attendance of 30+ attendees)
- Repeated visibility from e-blasts (distribution 10,000+) both before and after the event
- Recognition as a Specialty Sponsor in professional development promotions, materials, registration, and the Association website (including but not limited to professional development listings on the website, associated resource center listings, and within the online registration flow)
- Opportunity to submit Specialty related papers, articles, toolkits, research findings, and blogs for inclusion in the Library & Media Center and dissemination in monthly newsletters
- Recognition as a Specialty Sponsor in monthly Newsletters (distribution 1,000+)

TRACKS AVAILABLE:



TRACK 1
HORTICULTURE
SOLD



TRACK 2
PLANT CURATION &
CONSERVATION



TRACK 3
EDUCATION & SCIENCE



TRACK 4
PUBLIC ENGAGEMENT



TRACK 5
GARDEN MANAGEMENT
SOLD



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Virtual Professional Development

YEAR-ROUND OPPORTUNITIES

\$5,000: GARDEN BOARD MEMBER EXPERIENCE

An online series for Executive Garden Leaders and Garden Board Members to help cultivate a successful board for public gardens. The series focuses on leadership at a public garden, but the lessons learned can be applied by board members and leaders at non-profits from all sectors.

SPONSORSHIP INCLUDES:

- Introduction at the beginning of each webinar. Presentation sponsor will be thanked and will have 1–2 minutes to welcome attendees.
- Marketing exposure and logo inclusion via:
 - Association website event calendar
 - E-blasts to members
 - Monthly e-newsletter
 - Specialty e-newsletters
 - Additional emails promoting the series registration leading up to the events
 - Logo on intro presentation slide
 - Archived in the online webinar library
- 2 complimentary registrations to event
- Registrant email list provided after event



\$2,500: INDUSTRY INSIGHT SPONSOR OR \$6,000: SERIES OF 3 WEBINARS

60-minute virtual professional development session presented by your company and designed for the Association's 10,000+ members. Industry Insight sessions are less about product demos or "pitch" and more about highlighting ongoing trends within a particular industry.

SPONSORSHIP INCLUDES:

- 60-minute speaking opportunity to attending Association members
- Marketing exposure and logo inclusion via:
 - Association website event calendar
 - E-blasts to members
 - Monthly e-newsletter
 - Specialty e-newsletters
 - Additional emails promoting the series registration leading up to the events
 - Logo on all presentation slides
 - Archived in the online webinar library
- 2 complimentary registrations to event
- Registrant email list provided after event



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Virtual Professional Development

Virtual Symposia

The Association works with our 20+ Professional Communities to create Professional Development Symposia, offered virtually, enabling garden professionals throughout the United States and internationally to attend. Topics are focused upon specific segments of the industry; 2–3 symposia are offered each year.

YEAR-ROUND OPPORTUNITIES



\$4,000: VIRTUAL SYMPOSIUM SPONSOR

(exclusive sponsorship)



\$2,500: CONCURRENT TRACK SPONSOR

Certain symposia may offer a concurrent track of sessions with themed content specific to a specialty area. This option offers more specific targeting to those individuals over the course of the symposium.



\$1,500: GUEST SPEAKER SPONSOR

On occasion, Symposia planners bring in an outside speaker to deliver a keynote or workshop session. This sponsorship is a recognition vehicle for making their appearance possible. The speaker must be someone not affiliated with the sponsor.



\$750: ROUNDTABLE SPONSOR

Moderate a discussion and represent your area of expertise at an appropriately themed roundtable breakout.



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Virtual Professional Development

YEAR-ROUND OPPORTUNITIES



Virtual Symposia

The Association works with our 20+ Professional Communities to create Professional Development Symposia, offered virtually, enabling garden professionals throughout the United States and internationally to attend. Topics are focused upon specific segments of the industry; 2-3 symposia are offered each year.

THE GOALS OF OUR SYMPOSIA ARE TO PROVIDE:

- 1** Peer-to-peer networking, idea-sharing, and discussion of issues and challenges of common interest.
- 2** Targeted educational content for public garden staff, and those working closely with public gardens.
- 3** Low-cost, no travel professional development opportunities to connect with similar discipline public garden professionals.

SPONSORSHIP TIERS BENEFITS

	\$4,000 Presenting Sponsor	\$2,500 CONCURRENT TRACK SPONSOR	\$1,500 GUEST SPEAKER SPONSOR	\$750 ROUNDTABLE SPONSOR
Sponsorships available	Exclusive Sponsorship			
Sponsorship available Complimentary registrations	Up to three (3)	Two (2)	One (1)	One (1)
Sponsor name and logo recognition on all digital promotion and marketing including Association communications and website	✓	✓	✓	✓
Sponsor name and logo recognition in conjunction with each session within the track (multiple recognition opportunities available)		✓		
Sponsor name recognition in conjunction with speaker's appearance and in promotion			✓	
Opportunity to present full session during event	✓			
Verbal recognition of sponsor by Committee representative during the event	✓	✓	✓	✓
Opportunity to introduce the speaker			✓	
Opportunity to host a roundtable at event (if offered)				✓
Email list of registrants after the event	✓	✓	✓	✓



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In-Person Events and Offerings

Symposia

The Association works with our 20+ Professional Communities to create Professional Development Symposia, offered regionally, enabling garden professionals throughout the United States and internationally to attend. Topics are focused upon specific segments of the industry; 2–3 symposia are offered each year.

THE GOALS OF OUR SYMPOSIA ARE TO PROVIDE:

- 1 Peer-to-peer networking, idea-sharing, and discussion of issues and challenges of common interest.
- 2 Targeted educational content for public garden staff, and those working closely with public gardens.
- 3 Garden and tour experiences that underscore and enrich the symposium theme.

2024 Event Details



EDUCATION SYMPOSIUM

August 19–21, 2024
Salt Lake City, Utah

Hosted by Red Butte Botanic Gardens

Sponsor Deadline: August 1, 2024

 **50–125**
attendees on average



FINANCE & OPERATIONS SYMPOSIUM

September 10–12, 2024
Pittsburgh, Pennsylvania

Hosted by Pittsburgh Botanic Garden and Phipps Conservatory

Sponsor Deadline: August 1, 2024

 **30–50**
attendees on average



PLANT CURATION SYMPOSIUM

October 8–9, 2024
Chicago, Illinois

Hosted by Chicago Botanic Garden and The Morton Arboretum

Sponsor Deadline: September 1, 2024

 **50–125**
attendees on average



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In-Person Events and Offerings

SYMPOSIA

SPONSORSHIP TIERS BENEFITS	\$7,500 PRESENTING SPONSOR	\$5,500 KEYNOTE SPONSOR	\$4,000 1 DAY SPONSOR	\$3,500 MEAL SPONSOR	\$2,500 BREAK SPONSOR	\$1,000 ROUNDTABLE SPONSOR
Sponsorships available	Exclusive Sponsorship	1 available	1 sponsor per day w/ 2 available	2 available	–	–
Complimentary registrations	Up to three (3)	Two (2)	Two (2)	One (1)	One (1)	One (1)
Sponsor name and logo recognition on all collateral materials (print & digital) including Association communications and website	✓	✓	✓	✓	✓	✓
Speaking opportunity and recognition during event	✓					
Recognition and opening statement at Keynote Session		✓				
Recognition on day 1 or 2			✓			
Recognition at the meal				✓		
Recognition at one of the breaks					✓	
Opportunity to moderate a roundtable discussion						✓
Opportunity to distribute item to attendees	✓	✓	✓	✓	✓	
Email list of registrants after the event	✓	✓	✓	✓	✓	✓



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In-Person Events and Offerings

Garden Open Houses (One a quarter)

Garden Open Houses are regional meetings with topics selected by the Host Garden.



THE GOALS OF OPEN HOUSES ARE TO PROVIDE:

- 1** Peer-to-peer networking, idea-sharing, and discussion of issues and challenges of common interest on a regional scale.
- 2** Opportunities for a behind-the-scenes look at regional sister organizations and, in turn, for gardens to showcase their unique facilities and approaches to common problems.
- 3** Low cost, low barrier opportunities for garden staff to attend and engage in Association professional development.
- 4** Gathering of garden leaders and directors to address regional problems and opportunities.

 **30–50**
attendees on average

SPONSORSHIP TIERS BENEFITS

	\$4,000 OPEN HOUSE SPONSOR	\$2,500 MEAL SPONSOR	\$1,200 NETWORKING SPONSOR
Sponsorships available	Exclusive Sponsorship		
Complimentary registrations	Up to three (3)	One (1)	One (1)
Sponsor name and logo recognition on all collateral materials (print & digital) including Association communications and website	✓	✓	✓
Speaking opportunity and recognition during the event	✓		
Recognition at the meal		✓	
Recognition during networking event			✓
Opportunity to distribute item to attendees	✓	✓	✓
Email list of registrants after the event	✓	✓	✓



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In-Person Events and Offerings

Annual Conference

The American Public Gardens Association's Annual Conference features a wide variety of programs specifically tailored to the needs of public horticulture professionals which reflect current issues and concerns that face our industry. It features sessions and workshops led by members who are experts in their fields, a large variety of local tours, a sizeable exhibit hall, general sessions featuring well-known keynote and plenary speakers, Association Awards, in-conference networking events, and so much more!

EVENT DETAILS

June 24 – 27, 2024 | Boston, Massachusetts

Theme: *Rooted in Resilience: A Sustainable Future for Gardens*

Sponsor Deadline: May 31, 2024

 **700–800**
attendees on average

 **42%**
are CEOs, CFOs,
and Directors

\$50,000: PRESENTING PARTNER – SOLD!

As the Presenting Partner, you will receive the highest level of recognition, along with the opportunity to speak at the Annual Conference. The Presenting Partnership can be customized to fit your needs, but in general includes these benefits.

SPONSORSHIP INCLUDES:

- Prominent positioning of your logo on conference materials as Presenting Partner
- Recognition as the Presenting Partner on conference materials (including Conference slides) and Association website
- Presentation opportunities such as the ability to provide remarks of welcome during a gathering/Presentation Lunch and up to five minutes to share information about your organization
- Up to eight (8) full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$7,000)
- Your choice of either a sponsor table at Annual Conference or a sponsor booth, as a part of the larger Exhibit Hall (promotional value \$1,550)
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Top tier Presenting Partner recognition on the conference website (includes name, logo, description, web address, and header placement)
- Conference attendee list with emails both before and after Conference



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In-Person Events and Offerings

ANNUAL CONFERENCE OPPORTUNITIES

June 24 – 27, 2024 | Boston, Massachusetts

\$25,000: LEADERSHIP SUMMIT PRESENTING SPONSOR - SOLD!

New for 2024, the Leadership Summit will be a day-long experience for all CEOs and Directors of member public gardens. The event will feature facilitated sessions and roundtables so Garden Leaders can discuss issues facing their gardens, the Association, and the public horticulture industry.

SPONSORSHIP INCLUDES:

- Exclusive recognition as the Leadership Summit Presenting Sponsor on conference materials and Association website
- Opportunity to speak to Leadership Summit attendees at lunch
- 2 full (three day; add-ons available at an additional cost) Conference registrations, 2 Leadership Summit and 2 Leadership Summit Dinner registrations (promotional value \$1,750)
- Your choice of either a sponsor table at Annual Conference or a sponsor booth, as a part of the larger Exhibit Hall (promotional value \$1,550)
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails both before and after Conference

\$20,000: KEYNOTE (SOLD!) AND PLENARY LUNCH SPONSORSHIPS

Our lunches are always memorable, thought-provoking, and inspiring. We seek out the best of the best to speak to all conference attendees.

SPONSORSHIP INCLUDES:

- Exclusive recognition as either the Keynote or Plenary Lunch Sponsor on conference materials and Association website
- Opportunity to introduce Keynote or Plenary speaker
- 4 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$3,500)
- Your choice of either a sponsor table at Annual Conference or a sponsor booth, as a part of the larger Exhibit Hall (promotional value \$1,550)
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails both before and after Conference



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In-Person Events and Offerings

ANNUAL CONFERENCE OPPORTUNITIES

June 24 – 27, 2024 | Boston, Massachusetts

\$15,000: LEADERSHIP SUMMIT DINNER SPONSOR - SOLD!

New for 2024, the Leadership Summit will be a day-long experience for all CEOs and Directors of member public gardens. The event will include a Leadership Summit Dinner.

SPONSORSHIP INCLUDES:

- Recognition as the Leadership Summit Sponsor on conference materials
- Unique opportunity to address attendees at the Leadership Summit Dinner
- 1 full (three day; add-ons available at an additional cost) Conference registration, 1 Leadership Summit and 1 Leadership Summit Dinner registration (promotional value \$875)
- Sponsor table at Annual Conference with the option of upgrading to a sponsor booth as a part of the larger Exhibit Hall, for an added cost (promotional value \$1,550)
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails both before and after Conference

\$10,000: OPENING RECEPTION SPONSOR

The evening Opening Reception officially welcomes Conference attendees and kicks off festivities for the week. This reception is well attended and provides significant visibility at the beginning of the week.

SPONSORSHIP INCLUDES:

- Recognition as the Opening Reception Sponsor on conference materials
- Unique opportunity to address attendees at the Opening Reception
- 2 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$1,750)
- Sponsor table at Annual Conference with the option of upgrading to a sponsor booth as a part of the larger Exhibit Hall, for an added cost (promotional value \$1,550)
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails both before and after Conference



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In-Person Events and Offerings

ANNUAL CONFERENCE OPPORTUNITIES

June 24 – 27, 2024 | Boston, Massachusetts

\$7,500: EXHIBIT HALL SPONSOR – SOLD!

The Exhibit Hall is the heart of the Annual Conference! This special space is designed for attendees to meet, recharge, grab refreshments, and connect with our exhibitors.

SPONSORSHIP INCLUDES:

- A prominent Exhibit Hall display located in a central, highly visited space, situated directly in the mix of it all
- 2 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$1,750)
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails both before and after Conference
- Logo placement on Exhibit Hall-related page in *Public Garden*

\$7,500: AWARDS PROGRAM SPONSOR – SOLD!

Honor the best in the industry and support the next generation of horticulture leaders. Each year, the American Public Gardens Association honors public garden leaders and institutions through awards presented during our Association lunch programs.

SPONSORSHIP INCLUDES:

Recognition as the Awards Program Sponsor announced during the event

- Recognition on Conference materials
- 2 full (three day; add-ons available at an additional cost) Conference registration (promotional value \$1,750)
- Sponsor table at Annual Conference with the option of upgrading to a sponsor booth as a part of the larger Exhibit Hall, for an added cost (promotional value \$1,550)
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Recognition on the Conference website (includes company name, logo, description, and web address)
- Conference attendee list with emails both before and after Conference
- Logo placement and recognition on all Awards-related digital and print media for the entire program year



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In-Person Events and Offerings

ANNUAL CONFERENCE OPPORTUNITIES

June 24 – 27, 2024 | Boston, Massachusetts

\$5,000: CONFERENCE TRACK SPONSOR

Align your company with a “big picture” track throughout the week. Conference sessions are organized into tracks corresponding to learning objectives. Each track consists of a variety of sessions, workshops, and community meetings with attendees who specialize in the field(s) associated with each track.

TRACKS AVAILABLE:



HORTICULTURE

SOLD!



PLANT CURATION & CONSERVATION

SOLD!



EDUCATION & SCIENCE



PUBLIC ENGAGEMENT



GARDEN MANAGEMENT

SOLD!

SPONSORSHIP INCLUDES:

- Acknowledgment as a Track Sponsor on conference materials including logo recognition on all Track Sessions throughout Conference
 - 1 full (three day; add-ons available at an additional cost) Conference registration (promotional value \$875)
 - Sponsor table at Annual Conference with the option of upgrading to a sponsor booth as a part of the larger Exhibit Hall, for an added cost (promotional value \$1,550)
 - Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
 - Recognition on the Conference Website (includes company name, logo, description, and web address)
 - Conference attendee list with emails both before and after Conference
- * Turn this sponsorship into a year-round acknowledgment by combining and bundling as a Specialty Sponsor!



2024 GIVING OPPORTUNITIES GUIDE

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In-Person Events and Offerings

ANNUAL CONFERENCE OPPORTUNITIES

June 24 – 27, 2024 | Boston, Massachusetts

\$5,000: INDUSTRY INSIGHT SPONSOR

Opportunity for company representatives to present a Demonstration and Education Workshop during the Conference. Multiple opportunities available! This is a dedicated opportunity to share emerging industry trends with key decision makers and offer resources gardens can use to go to the next level of organizational excellence.

SPONSORSHIP INCLUDES:

- Standard conference A/V package
- Name of session and sponsorship recognition on Conference website, onsite signage, conference master schedule, daily printout of schedule (*on day of presentation*), website link to your company information
- 1 full (*three day; add-ons available at an additional cost*) Conference registration (*promotional value \$875*)
- Sponsor table at Annual Conference with the option of upgrading to a sponsor booth as a part of the larger Exhibit Hall, for an added cost (*promotional value \$1,550*)
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Conference attendee list with emails both before and after Conference

\$5,000: BOARD ALUMNI RECEPTION SPONSOR - SOLD!

Bringing together leaders past and present, the Board Alumni Reception is a celebration of 80+ years of extraordinary talent and thought leadership.

SPONSORSHIP INCLUDES:

- Recognition as the Board Alumni Reception Sponsor on conference materials
- Unique opportunity to address and meet attendees at the Board Alumni Reception
- 1 full (*three day; add-ons available at an additional cost*) Conference registrations, 1 Board Alumni Reception registration (*promotional value \$875*)
- Sponsor table at Annual Conference with the option of upgrading to a sponsor booth as a part of the larger Exhibit Hall, for an added cost (*promotional value \$1,550*)
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Sponsor recognition on the Conference Website (*includes company name, logo, description, and web address*)
- Conference attendee list with emails both before and after Conference



2024 GIVING OPPORTUNITIES GUIDE

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In-Person Events and Offerings

ANNUAL CONFERENCE OPPORTUNITIES

June 24 – 27, 2024 | Boston, Massachusetts

\$5,000: SPECIAL SESSION SPONSOR

Sponsor one of our engaging Association sessions during the Conference, targeted to specific public gardening disciplines, such as the Plant Collections Network Forum. Multiple opportunities available.

SPONSORSHIP INCLUDES:

- Recognition as the Special Session Sponsor during the session and on conference materials
- 1 full *(three day; add-ons available at an additional cost)* Conference registration *(promotional value \$875)*
- Sponsor table at Annual Conference with the option of upgrading to a sponsor booth as a part of the larger Exhibit Hall, for an added cost *(promotional value \$1,550)*
- Repeated visibility from email blasts *(distribution 10,000+)* both before and after Conference
- Recognition on the Conference website *(includes company name, logo, description, and web address)*
- Conference attendee list with emails both before and after Conference

\$5,000: CONFERENCE APP SPONSOR - SOLD!

The Association will be using a Conference App for our upcoming Annual Conference in Boston. The Conference App will be Association-branded, but powered by CVENT and used for attendee registration, conference scheduling, session breakouts, and more. Conference App Sponsorship will enable promotion of your company via highlights, digital logos, and links to your website. This is a digital only opportunity that will carry a large footprint for engagement and recognition!

SPONSORSHIP INCLUDES:

- Recognition as the Conference App Sponsor
- Recognition on Conference materials
- 1 full *(three day; add-ons available at an additional cost)* Conference registrations *(promotional value \$875)*
- Repeated visibility from email blasts *(distribution 10,000+)* both before and after Conference
- Sponsor recognition on the Conference Website *(includes company name, logo, description, and web address)*
- Conference attendee list with emails both before and after Conference



2024 GIVING OPPORTUNITIES GUIDE

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In-Person Events and Offerings

ANNUAL CONFERENCE OPPORTUNITIES

June 24 – 27, 2024 | Boston, Massachusetts



\$5,000: CONFERENCE BREAKFAST SPONSOR

Help attendees kick start their day by sponsoring the Conference Breakfast! With 20+ Professional Communities there is something for everyone. As our attendees gather, grab a bite, and discuss community generated questions each morning, your branding will be prominently displayed on the projection screen and table markers. Want to take it a step further? Give us a question to add to each Community's table for discussion!

SPONSORSHIP INCLUDES:

- Recognition as the Conference Breakfast Sponsor
- Recognition on Conference materials
- 1 full (three day; add-ons available at an additional cost) Conference registration (promotional value \$875)
- Sponsor table at Annual Conference with the option of upgrading to a sponsor booth as a part of the larger Exhibit Hall, for an added cost (promotional value \$1,550)
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Recognition on the Conference website (includes company name, logo, description, and web address)
- Conference attendee list with emails both before and after Conference

\$5,000: WATER BOTTLE SPONSOR

The Association is anticipating 700–800 guests to attend our professional development offerings in Boston. Your company will be able to promote and bolster your business and services to our members through water bottles, which will be used by registrants, throughout the week. Co-branded water bottles (*Association and Sponsor*) will be distributed at the on-site conference registration desk to all attendees as they check-in to the Annual Conference.

SPONSORSHIP INCLUDES:

- Recognition as the Water Bottle Sponsor
- Recognition on Conference materials
- 1 full (three day; add-ons available at an additional cost) Conference registration (promotional value \$875)
- Sponsor table at Annual Conference with the option of upgrading to a sponsor booth as a part of the larger Exhibit Hall, for an added cost (promotional value \$1,550)
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Recognition on the Conference website (includes company name, logo, description, and web address)
- Conference attendee list with emails both before and after Conference

\$3,500: POSTER SESSION SPONSOR

Support exemplary research in our field by emerging and established leaders. The Poster Session is an opportunity for members to show off their research results through poster presentations. This popular event will be held in the Ballroom area.

SPONSORSHIP INCLUDES:

- Recognition as the Poster Session Sponsor during the session and on conference materials
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Sponsor recognition on the Conference Website (includes company name, logo, description, and web address)
- Conference attendee list with emails both before and after Conference



2024 GIVING OPPORTUNITIES GUIDE

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In-Person Events and Offerings

ANNUAL CONFERENCE OPPORTUNITIES

June 24 – 27, 2024 | Boston, Massachusetts



\$3,500: VOLUNTEER SPONSOR - SOLD!

Volunteers play a huge role in the attendee experience! Your sponsorship helps our volunteers stand out with branded aprons for easy identification as they assist with registration, wayfinding, tours, and more.

SPONSORSHIP INCLUDES:

- Recognition as the Volunteer Sponsor on conference materials
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Sponsor recognition on the Conference website (*includes company name, logo, description, and web address*)
- Conference attendee list with emails both before and after Conference

\$3,500: LANYARD SPONSOR - SOLD!

The Association expects 700–800 guests to attend the Annual Conference in Boston. Your company will be able to promote and bolster your business through lanyards, which will be worn by all registrants throughout the week. Branded lanyards will be distributed at the on-site conference registration desk to all attendees as they check in.

SPONSORSHIP INCLUDES:

- Recognition as the Lanyard Sponsor on conference materials, including branded Conference lanyards
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Sponsor recognition on the Conference website (*includes company name, logo, description, and web address*)
- Conference attendee list with emails both before and after Conference

\$3,500: DAILY SCHEDULE SPONSOR

Provide key signage and wayfinding as the Daily Schedule Sponsor. Daily Schedules will be printed and displayed on banners for all to see during the Annual Conference.

SPONSORSHIP INCLUDES:

- Recognition as the Daily Schedule Sponsor on conference materials
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Sponsor recognition on the Conference website (*includes company name, logo, description, and web address*)
- Conference attendee list with emails both before and after Conference

\$3,500: REGISTRATION DESK SPONSOR

Immediately connect with conference attendees as the Registration Desk Sponsor. This is an excellent option for high volume logo visibility as all guests must check in at the on-site registration desk before their conference attendance!

SPONSORSHIP INCLUDES:

- Recognition as the Registration Desk Sponsor on conference materials
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Sponsor recognition on the Conference website (*includes company name, logo, description, and web address*)
- Conference attendee list with emails both before and after Conference



2024 GIVING OPPORTUNITIES GUIDE

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In-Person Events and Offerings

ANNUAL CONFERENCE OPPORTUNITIES

June 24 – 27, 2024 | Boston, Massachusetts



\$3,500: EXHIBIT HALL DESSERT RECEPTION SPONSOR

Attendees will gather in the Exhibit Hall space for networking and refreshments. Your company will also have the opportunity to welcome guests as they arrive through the doors.

SPONSORSHIP INCLUDES:

- Recognition as the Exhibit Hall Dessert Reception Sponsor on conference materials
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Sponsor recognition on the Conference website (*includes company name, logo, description, and web address*)
- Conference attendee list with emails both before and after Conference

\$2,500: COFFEE BREAK SPONSOR - SOLD!

Promote and bolster your business and services to our members through much needed Coffee Breaks scheduled during the Annual Conference.

SPONSORSHIP INCLUDES:

- Recognition as the Coffee Break Sponsor on conference materials
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Sponsor recognition on the Conference website (*includes company name, logo, description, and web address*)
- Conference attendee list with emails both before and after Conference

\$2,500: COUNCIL OF COMMUNITIES BREAKFAST - SOLD!

Join our Council of Communities Chairs and Vice-Chairs as they prepare for the coming year of connecting all community members.

SPONSORSHIP INCLUDES:

- Recognition as the Council of Communities Breakfast Sponsor on conference materials
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Sponsor recognition on the Conference website (*includes company name, logo, description, and web address*)
- Conference attendee list with emails both before and after Conference

\$2,500: IDEA LOUNGE SPONSOR - SOLD!

The IDEA Lounge provides attendees with a safe space to relax, unwind, and start conversations about IDEA (*Inclusion, Diversity, Equity, and Accessibility*) topics and issues relevant at their respective gardens.

SPONSORSHIP INCLUDES:

- Recognition as the IDEA Lounge Sponsor on conference materials
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Sponsor recognition on the Conference website (*includes company name, logo, description, and web address*)
- Conference attendee list with emails both before and after Conference

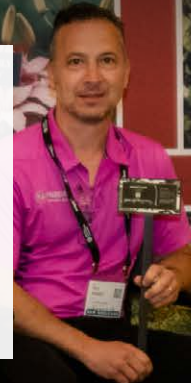


2024 GIVING OPPORTUNITIES GUIDE

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Exhibit Hall Booths – pricing varies

The Exhibit Hall is at the center of it all at Annual Conference where attendees gather to meet with you, recharge, grab refreshment, and learn more from our exhibitors. Booth spaces are available, and the Exhibit Hall is open for several days of conference!



RATES AND PRICING FOR 2024 ANNUAL CONFERENCE
EXHIBIT HALL BOOTH RESERVATIONS ARE AS FOLLOWS:

RATES AND PRICING

	EARLY BIRD RATE: DEADLINE 1/31/2024	REGULAR RATE: DEADLINE 3/31/2024	LATE RATE: AFTER 4/1/2024
Member Rate	\$2,000	\$2,250	\$2,750
Non-Member Rate	\$2,500	\$2,750	\$3,250

*Booth worker(s) must register for the Conference when reserving their booth and pay separately for any additional ticketed events they wish to attend (member rates apply).

EXHIBITORS RECEIVE:

- Complimentary Tuesday & Wednesday conference registrations for two booth workers which include attendance at the Opening Reception & Exhibit Hall Opening on Monday evening, daily breakfast, and optional attendance at Keynote and Plenary lunch
- Recognition on the 2024 Annual Conference website including company name, logo, description, and web address
- Conference attendee list with email addresses, both before and after Conference
- Standard exhibit booth accompaniments (ID sign, drape, table, chairs, wastebasket) and electrical power drop



2024 Exhibit Hall Booths can be reserved online using the CVENT platform, which can be accessed using this link:

<https://cvent.me/xlxDLX>



2024 GIVING OPPORTUNITIES GUIDE

If interested in reserving an Exhibit Hall booth for the 2024 Annual Conference, please click the CVENT link above or contact Chelsea Schmidt, Associate Director of Operations at **201-602-4050** or **cschmidt@publicgardens.org**.

Corporate Membership

Corporate membership with the American Public Gardens Association is a year-round acknowledgment of your company's commitment to advancing both the public garden professional and the public garden industry. Your company will be recognized as a significant contributor through the Corporate Member benefits outlined below. As cornerstones of the public horticulture sector, the Association is proud of our corporate alliances, and we are committed to these relationships!

MEMBERSHIP LEVEL TIERS BENEFITS

	\$2,000 PER YEAR CORPORATE GOLD	\$800 PER YEAR CORPORATE PLUS	\$400 PER YEAR CORPORATE ASSOCIATE
Your company listing and link on our Garden-Friendly Provider directory	✓	✓	✓
Network and share ideas with garden professionals via 20+ Professional Communities	Unlimited	Three (3)	One (1)
Ad discounts in <i>Public Garden Magazine</i>	20%	15%	10%
Exhibitor discount at the Annual Conference	✓	✓	✓
One subscription to quarterly <i>Public Garden</i> magazine	✓	✓	✓
Member pricing for in-person events and virtual Professional Development programs, including the Annual Conference, Symposia, and Garden Open Houses	✓	✓	✓
Subscription to monthly e-newsletters	✓	✓	✓
Face-to-face time with members at events	✓	✓	✓
Access to the online Member Directory	✓	✓	✓
Public Garden Benchmarking Study results summary	✓	✓	✓
Unique opportunities to sponsor Professional Development programs and events	✓	✓	✓
Special profile highlight in one monthly e-newsletter with a distribution of 10k+ in <i>Public Garden</i> magazine	✓	✓	
Three complimentary job postings in the Association's Career Center (<i>up to \$900 value</i>)	✓	✓	
Email distribution list of all member organizations' Main Contacts provided annually upon request	✓		
Complimentary job postings in the Association's Career Center (valued \$300 each)	Unlimited	Up to three (3)	



2024 GIVING OPPORTUNITIES GUIDE

If interested in Association membership and accessing member-related benefits, please contact Katie Brickner, Member Development Manager at 610-708-3010 or kbrickner@publicgardens.org

Garden Scholars Awards

To ensure that staff members from all sizes of gardens can attend the Annual Conference, Symposia, and other learning opportunities, the Association offers professional development scholarships by way of our Garden Scholars Awards. Two cycles of Garden Scholars Awards are offered during the year and candidates may receive one award per year.

Recognition of your scholarship support includes:

- ✓ Listing on the Association's website via the Garden Scholars and donor pages
- ✓ Identification within the Association's Annual Report
- ✓ Acknowledgement during event slideshows

An organization may also sponsor a Named Scholarship for either the Annual Conference or Symposia:

\$2,500: NAMED CONFERENCE SCHOLARSHIP

Support one (1) deserving person to attend the Annual Conference for free. Your gift provides one (1) full conference registration and a travel stipend of \$1,500.

\$1,250: NAMED SYMPOSIUM SCHOLARSHIP

Support one (1) deserving person to attend a Symposium for free. Your gift provides one (1) full symposium registration and a travel stipend of \$750.



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Advertising in Public Garden Magazine

Public Garden, the magazine of the American Public Gardens Association, is THE magazine for professionals in the public garden industry, offering current, engaging content devoted to the world of botanic gardens, arboreta, and a large variety of other horticultural institutions.

The purpose of Public Garden is to share with public horticulture peers the successes and failures of member garden's activities. Each year, Public Garden connects with more than 10,000 industry professionals through print and digital issues. The magazine is published quarterly in February, May, August, and November. All members of the American Public Gardens Association receive a free subscription to the magazine. Subscriptions are also available to the public for a moderate fee.



Various ad spaces are available in each Issue. To learn more about ad specs, prices, etc. please click on the link below to view our current 2024 Public Garden Magazine Advertising Contract.

[2024 Public Garden Magazine Advertising](#)

Advertising in the Association's Newsletters

Reach our 10,000 public horticulture professionals through the Association's Newsletters.

NEWSLETTERS

- Professional Development (first week of month)
- People & Gardens News (second week of month)
- Program Updates (fourth week of month)

\$500 PER NEWSLETTER: BANNER ADVERTISEMENT 650X72

- Placement under header of Newsletter
- Limit one per Newsletter



2024 GIVING OPPORTUNITIES GUIDE

If interested in advertising within Public Garden Magazine, please contact Dorothea Coleman, Managing Editor at publications@publicgardens.org.

If interested in advertising within the Association's Newsletters, please contact Richard Doran, Marketing & Communications Manager at rdoran@publicgardens.org