



**American
Public Gardens
Association**

PublicGardens.org

2025 GIVING OPPORTUNITIES

GUIDE

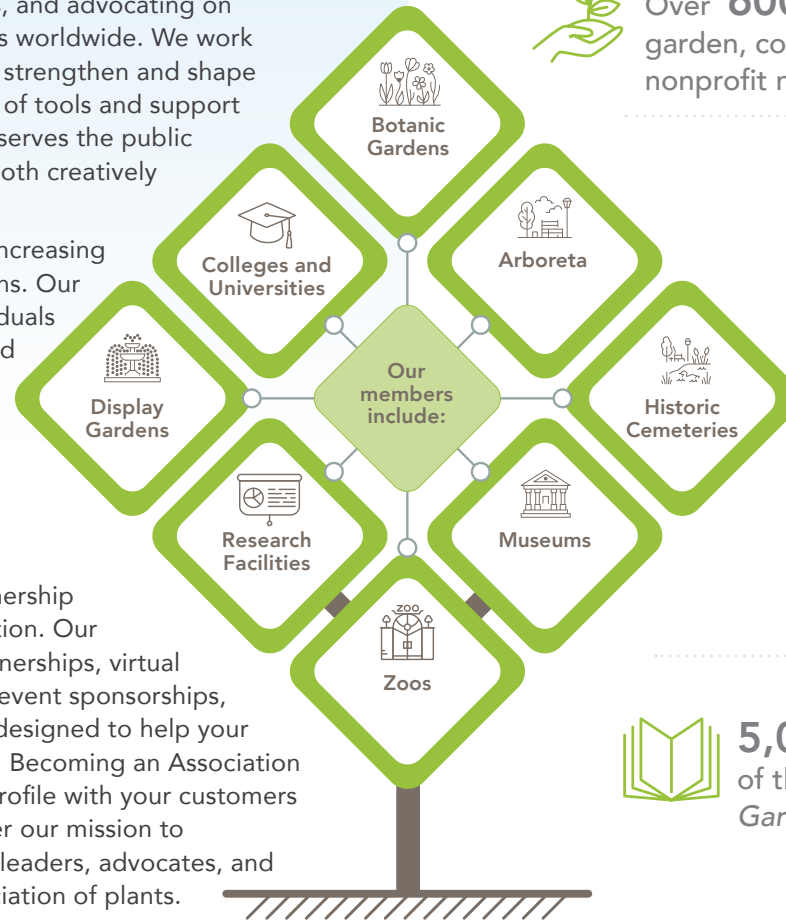


WELCOME

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 and public gardens worldwide. We work together with our members and others to strengthen and shape public horticulture. Through the provision of tools and support to industry professionals, the Association serves the public while preserving and celebrating plants, both creatively and sustainably.


Since 1940, we have been committed to increasing cooperation and awareness among gardens. Our members include more than 11,000 individuals at nearly 600 institutions, across the United States, Canada, Mexico, and twelve other 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 partnerships, 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 while allowing 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:

 Over **600** garden, corporate, and nonprofit members

 **11,000+** individual members

 Over **1 million** website page views

 **13,000+** Facebook followers

 **14,000+** LinkedIn followers

 **9,000+** Instagram followers

 **5,000+** Recipients of the printed *Public Garden* magazine

 Over **800** Conference Attendees



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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 that 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 us tell the story of public garden impact to leaders in federal, state or province, and local governments.

In addition to advocating for the public garden sector, this new effort will allow us to partner with other associations and organizations to elevate the voice of gardens on legislative initiatives, funding opportunities, etc. Only garden institution members may be Advocacy Partners.



BENEFITS

| | \$20,000 PREFERRED PARTNER | \$20,000 ADVOCACY PARTNER |
|---------------------------------------------------------------------------------------------------------------------|-------------------------------|------------------------------|
| Category exclusivity for Preferred Partner status | ✓ | |
| Recognition on 2025 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, conservation, sustainability, and disaster readiness. Support for these initiatives includes:

\$10,000: PRESENTING PARTNER

(Disaster Readiness Initiative and Public Gardens Sustainability Index available)

SPONSOR BENEFITS:

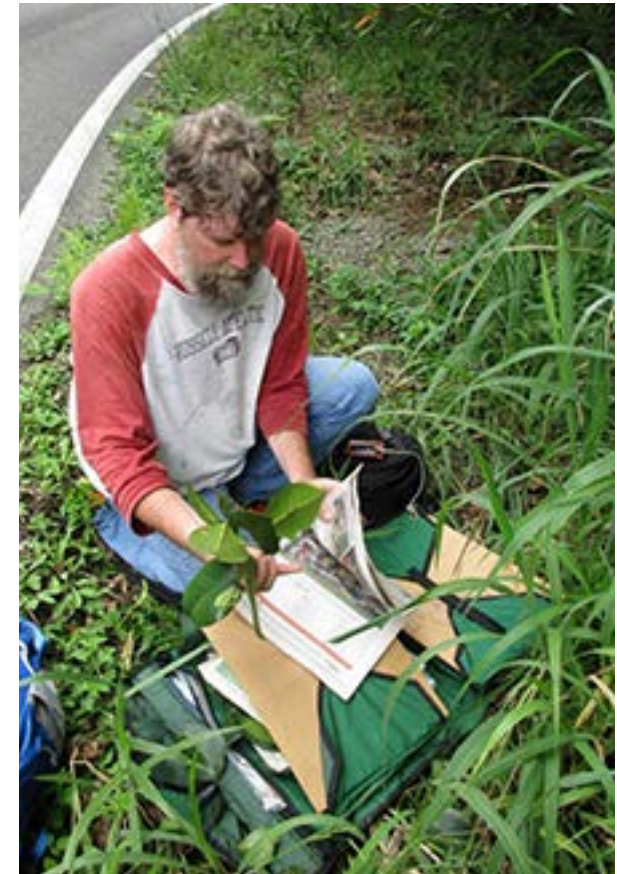
- Recognition as the Program Presenting Partner / Sponsor on all sponsored program digital and print media for the entire year, as applicable
- Opportunity to introduce your organization at program-specific webinars

\$5,000: PROGRAM SPONSOR

(Plant Collections Network, Tree Gene Conservation Partnership, Disaster Readiness Initiative, and 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



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ASSOCIATION SIGNATURE PROGRAMS

The Association provides key signature programs that address crucial needs of our members: plant collections, conservation, sustainability, and disaster readiness. Support for these initiatives includes:

PLANT COLLECTIONS NETWORK

Presenting Partner \$10,000: U.S. Department of Agriculture, Agricultural Research Service, and U.S. National Arboretum

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: U.S. Forest Service

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 a tree's natural range to capture broad genetic diversity, then distributing propagules to public gardens for safeguarding in their collections. Efforts focus on taxa native to U.S. 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, conservation, sustainability, and disaster readiness. 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

Our Initiative offers online training and in-person workshops, templates for disaster management plans and hazard vulnerability assessments, and hands-on tabletop exercises addressing different disaster scenarios.

Our Specialists provide feedback on garden plans and guidance through our online Disaster Readiness Forum. Monthly themes raise awareness throughout the year and highlight resources and tools.

Disaster Readiness — it's essential!

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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Virtual Professional Development

YEAR-ROUND OPPORTUNITIES



\$5,000: ONLINE LEARNING SPONSORSHIP

The Online Learning Sponsorship offers year-round comprehensive brand exposure and thought leadership opportunities. By aligning your expertise with one of five professional development tracks, you can position yourself as an industry authority and resource. This sponsorship supports our free online member resources including webinars, workshops, and documentation. Your support helps our members grow while also growing your brand as a public garden leader!

SPONSORSHIP INCLUDES:

- Year-round brand visibility through monthly newsletters, website features, and track promotions (including, but not limited to, professional development listings on the website, associated resource center listings, and within online registration).
- Recognition and brand inclusion as sponsor during track events, including:
 - Webinars (average attendance of 100+)
 - Workshops (average attendance of 30+)
 - Lunch & Learns (average attendance of 75+)
- 60-minute virtual speaking opportunity to Association members
 - Marketing exposure leading up to event
 - List of registrants with emails provided after event
 - Archived recording with your branding in shared member resource library
- Expert positioning through content creation and contribution of unlimited resources to our shared member resource library. Content will be showcased in Professional Development Newsletters and online.

Additional webinars can be added to this sponsorship at \$2,500 each.

Each track averages ~7 webinars a year and over 750 attendees. Content is developed and curated by Professional Communities. A full schedule of planned webinars is not available. Sponsor recommendations for content can be proposed but are not guaranteed.

TRACKS AVAILABLE:



TRACK 1

HORTICULTURE



TRACK 2

PLANT CURATION & CONSERVATION



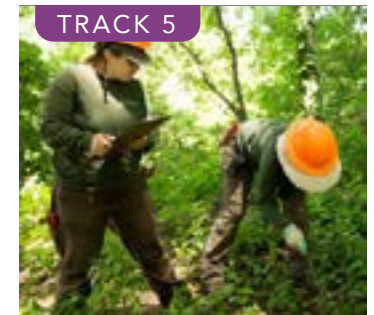
TRACK 3

EDUCATION & SCIENCE



TRACK 4

PUBLIC ENGAGEMENT



TRACK 5

GARDEN MANAGEMENT



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Virtual Professional Development

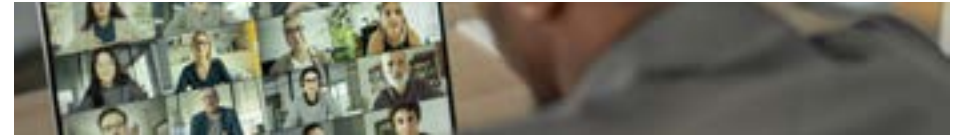
YEAR-ROUND OPPORTUNITIES

\$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



\$6,000: INDUSTRY INSIGHTS — 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:

- Three 60-minute speaking opportunities for 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
- Presentation recordings edited and archived in the online webinar library
- 2 complimentary registrations to each event for distribution to non-members
- Registrant email list provided after each 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; 1–2 virtual 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.

YEAR-ROUND OPPORTUNITIES SPONSORSHIP TIERS BENEFITS

| | \$4,000 PRESENTING SPONSOR | \$2,500 IMPACTING SPONSOR | \$1,500 CONTRIBUTING SPONSOR | \$750 PARTICIPATING SPONSOR |
|------------------------------------------------------------|----------------------------------|---------------------------------|------------------------------------|-----------------------------------|
| Complimentary registration(s) | Up to three (3) | Two (2) | One (1) | One (1) |
| Sponsor recognition on symposium website | ✓ | ✓ | ✓ | ✓ |
| Verbal recognition of sponsor during event | ✓ | ✓ | ✓ | ✓ |
| Sponsor recognition in registrant and attendee emails | ✓ | ✓ | ✓ | ✓ |
| Header banner in Attendee Hub and mobile app | ✓ | | | |
| Sponsor recognition on the Splash Screen of the mobile app | ✓ | | | |
| Custom card (up to 3 links) on Attendee Hub and mobile app | ✓ | ✓ | | |
| Custom card (single link) on Attendee Hub and mobile app | | | ✓ | ✓ |
| Sponsor profile in Attendee Hub and mobile app | ✓ | ✓ | ✓ | ✓ |
| Opportunity to present session during event | ✓ | | | |
| 5-minute speaking opportunity | | ✓ | | |
| Opportunity to introduce speaker / 2–3 minutes of mic time | | | ✓ | |
| 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.



2025 Events & Details



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.

VOLUNTEER ENGAGEMENT & GUEST SERVICES SYMPOSIUM

August 5-7 2025
Swarthmore, Pennsylvania

Hosted by Hagley Museum and Library, Longwood Gardens, The Scott Arboretum of Swarthmore College, and Winterthur Museum, Library and Garden

INTERNATIONAL GARDEN TOURISM SYMPOSIUM

November 5-6 2025
Atlanta, GA

Hosted by Atlanta Botanical Garden

HORTICULTURE, GREENHOUSE, & FACILITIES SYMPOSIUM

September 23-24 2025
Winnipeg, Manitoba, Canada

Hosted by Assiniboine Park Conservancy



75–100
estimated attendees



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In-Person Events and Offerings

SYMPOSIA

| SPONSORSHIP TIERS BENEFITS | \$7,500 PRESENTING SPONSOR | \$5,000 PARTNERING SPONSOR | \$4,000 IMPACTING SPONSOR | \$3,500 CONTRIBUTING SPONSOR | \$2,500 PARTICIPATING SPONSOR | \$1,000 SUPPORTING SPONSOR |
|------------------------------------------------------------|-------------------------------------------|-------------------------------------------|------------------------------------------|---------------------------------------------|----------------------------------------------|-------------------------------------------|
| Complimentary registration(s) | Up to three (3) | Two (2) | Two (2) | One (1) | One (1) | |
| Sponsor recognition on symposium website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Verbal recognition of sponsor during event | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Header banner in Attendee Hub and mobile app | ✓ | | | | | |
| Sponsor recognition on the splash screen of the mobile app | ✓ | | | | | |
| Custom card (up to 3 links) on Attendee Hub and mobile app | ✓ | ✓ | | | | |
| Custom card (single link) on Attendee Hub and mobile app | | | ✓ | ✓ | | |
| Sponsor profile in Attendee Hub and mobile app | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to present session during event | ✓ | | | | | |
| 5-minute speaking opportunity | | ✓ | | | | |
| Opportunity to introduce speaker / 2-3 minutes of mic time | | | ✓ | | | |
| Opportunity to distribute item to attendees | ✓ | ✓ | ✓ | ✓ | | |
| Email list of registrants after the event | ✓ | ✓ | ✓ | ✓ | ✓ | |



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In-Person Events and Offerings

Regional Learning Series

Our Regional Learning Series are professional development workshops that showcase a regional host garden and highlight both presentation-style instruction and “behind-the-scenes” tours and interaction with experts and staff of the garden. Topics range from no-mow meadows to incorporating exhibits to conservatory management and beyond! 2025’s Regional Learning Series will focus on Native Plants and highlight at least three regions.

THE GOALS OF OUR REGIONAL LEARNING SERIES 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 peer organizations and 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.

SPONSORSHIP TIERS BENEFITS

| | \$10,000 NATIVE PLANT SERIES PRESENTING SPONSOR | \$4,000 REGIONAL LEARNING SERIES SPONSOR |
|-------------------------------------------------|-------------------------------------------------------|------------------------------------------------|
| Sponsorships available | Exclusive Sponsorship | Three |
| Complimentary registration(s) | Up to two (2) for each event | Up to two (2) registrations |
| Sponsor recognition on website | ✓ | ✓ |
| Verbal recognition of sponsor during each event | ✓ | ✓ |
| 5-minute speaking opportunity during event | ✓ | ✓ |
| Opportunity to distribute items to attendees | ✓ | ✓ |
| Email list of registrants after the event | ✓ | ✓ |



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2025 Annual Conference

2025 Annual Conference

The American Public Gardens Association's Annual Conference features a variety of programs specifically designed for the needs of public horticulture professionals. Topics reflect current trends, celebrations, and issues facing our industry. The Annual Conference 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 2 to June 5, 2025 | Denver, Colorado

Theme: **ELEMENTAL** | Host Garden: *Denver Botanic Gardens*

Sponsor Deadline: Friday, May 9, 2025 | Website: [Click here](#)

 Over **800**
attendees on average

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

\$50,000: PRESENTING PARTNER

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 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
- Sponsor recognition on the Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



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2025 Annual Conference

ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado

\$20,000: KEYNOTE SPONSOR

Our Keynote Speakers 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 the Keynote Sponsor on Conference materials and Association website
- Opportunity to introduce Keynote 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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference

\$15,000: LEADERSHIP SUMMIT SPONSOR

Returning in 2025, the Leadership Summit will be a daylong experience for 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. The 2025 Leadership Summit will include both lunch and dinner for attendees. Limited number of sponsorships available!

SPONSORSHIP INCLUDES:

- Recognition as a Leadership Summit Sponsor on Summit materials
- Unique opportunity to speak to Leadership Summit attendees
- 1 full (three day; add-ons available at an additional cost) Conference registration and 1 Leadership Summit registration that includes lunch and dinner (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+)
- Sponsor recognition on the Summit website
- Attendee list with names, titles, organizations, and emails



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ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado

\$15,000: PLENARY SPONSOR

Plenary Speakers are selected to showcase the local public garden leadership and expertise. Speakers are invited to deliver an address that sets the stage for the Annual Conference and welcomes Attendees to the Host city.

SPONSORSHIP INCLUDES:

- Exclusive recognition as the Plenary Sponsor on Conference materials and Association website
- Opportunity to introduce Plenary Speaker
- 3 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$2,625)
- 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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference

\$15,000: BUSINESS MEETING SPONSOR

APGA's annual Business Meeting is held at the Annual Conference and presents our membership with important information about the Association's current and future progress.

SPONSORSHIP INCLUDES:

- Exclusive recognition as the Business Meeting Sponsor on Conference materials and Association website
- Opportunity to introduce APGA's CEO and/or Board Representative
- 3 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$2,625)
- 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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



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ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado

\$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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



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ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado

\$7,500: EXHIBIT HALL SPONSOR

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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference
- Logo placement on Exhibit Hall-related page in *Public Garden*

\$7,500: AWARDS PROGRAM SPONSOR

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
- Sponsor recognition on the Annual Conference website
- 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



2025 GIVING OPPORTUNITIES GUIDE

If interested in sponsoring or becoming an American Public Gardens Association partner, please contact sponsorships@publicgardens.org

The American Public Gardens Association reserves the right to make adjustments to sponsor benefits as needed.

2025 Annual Conference

ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado

\$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



PLANT CURATION & CONSERVATION



EDUCATION & SCIENCE



PUBLIC ENGAGEMENT



GARDEN MANAGEMENT

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
 - Sponsor recognition on the Annual Conference website
 - Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference
- * Turn this sponsorship into a year-round acknowledgment by combining and bundling as an Online Learning Sponsor!



2025 GIVING OPPORTUNITIES GUIDE

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2025 Annual Conference

ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado

\$5,000: INDUSTRY INSIGHTS SPONSOR

An Industry Insights sponsorship is an opportunity for companies 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
- Sponsor recognition on the Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference
- 60-minute session along with session list

\$5,000: BOARD ALUMNI RECEPTION SPONSOR

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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



2025 GIVING OPPORTUNITIES GUIDE

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2025 Annual Conference

ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado

\$5,000: SPECIAL SESSION SPONSOR

Sponsor one of our engaging Association sessions 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
- Sponsor recognition on the Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference

\$5,000: CONFERENCE APP SPONSOR

The Annual Conference is directed by our mobile app, which attendees use for check in, scheduling, networking, and Q&A sessions throughout the Conference. Cobranded with the Association, the 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 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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



2025 GIVING OPPORTUNITIES GUIDE

If interested in sponsoring or becoming an American Public Gardens Association partner, please contact sponsorships@publicgardens.org

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2025 Annual Conference

ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado



\$5,000: CONFERENCE BREAKFAST SPONSOR

Help attendees kick start their day by sponsoring the Conference Breakfast! As our attendees gather, grab a bite, and discuss thematic 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 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
- Sponsor recognition on the Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference

\$5,000: WATER BOTTLE SPONSOR

In our ongoing efforts to promote sustainability, we provide all Conference attendees with refillable water bottles. Co-branded with the Association, your logo will be prominently displayed anywhere our attendees go!

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
- Sponsor recognition on the Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference

\$5,000: LANYARD SPONSOR

The Association expects 700–800 guests to attend the Annual Conference in Denver. 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
- 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
- Sponsor recognition on the Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



2025 GIVING OPPORTUNITIES GUIDE

If interested in sponsoring or becoming an American Public Gardens Association partner, please contact sponsorships@publicgardens.org

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2025 Annual Conference

ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado

\$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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual 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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



\$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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference

\$3,500: IDEA LOUNGE SPONSOR

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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



2025 GIVING OPPORTUNITIES GUIDE

If interested in sponsoring or becoming an American Public Gardens Association partner, please contact sponsorships@publicgardens.org

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2025 Annual Conference

ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado

\$2,500: 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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference

\$2,500: COFFEE BREAK SPONSOR

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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



\$2,500: COUNCIL OF COMMUNITIES GATHERING SPONSOR

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 Gathering Sponsor on Conference materials
- Repeated visibility from email blasts (*distribution 10,000+*) both before and after Conference
- Sponsor recognition on the Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference

\$2,500: VOLUNTEER SPONSOR

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 Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



2025 GIVING OPPORTUNITIES GUIDE

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2025 Annual Conference

ANNUAL CONFERENCE OPPORTUNITIES

June 2 to June 5, 2025 | Denver, Colorado

\$2,500: WI-FI SPONSOR

Promote and bolster your business and services to our members through Wi-Fi during the Annual Conference. The sponsor can even determine the Annual Conference Wi-Fi password (with Association approval).

SPONSORSHIP INCLUDES:

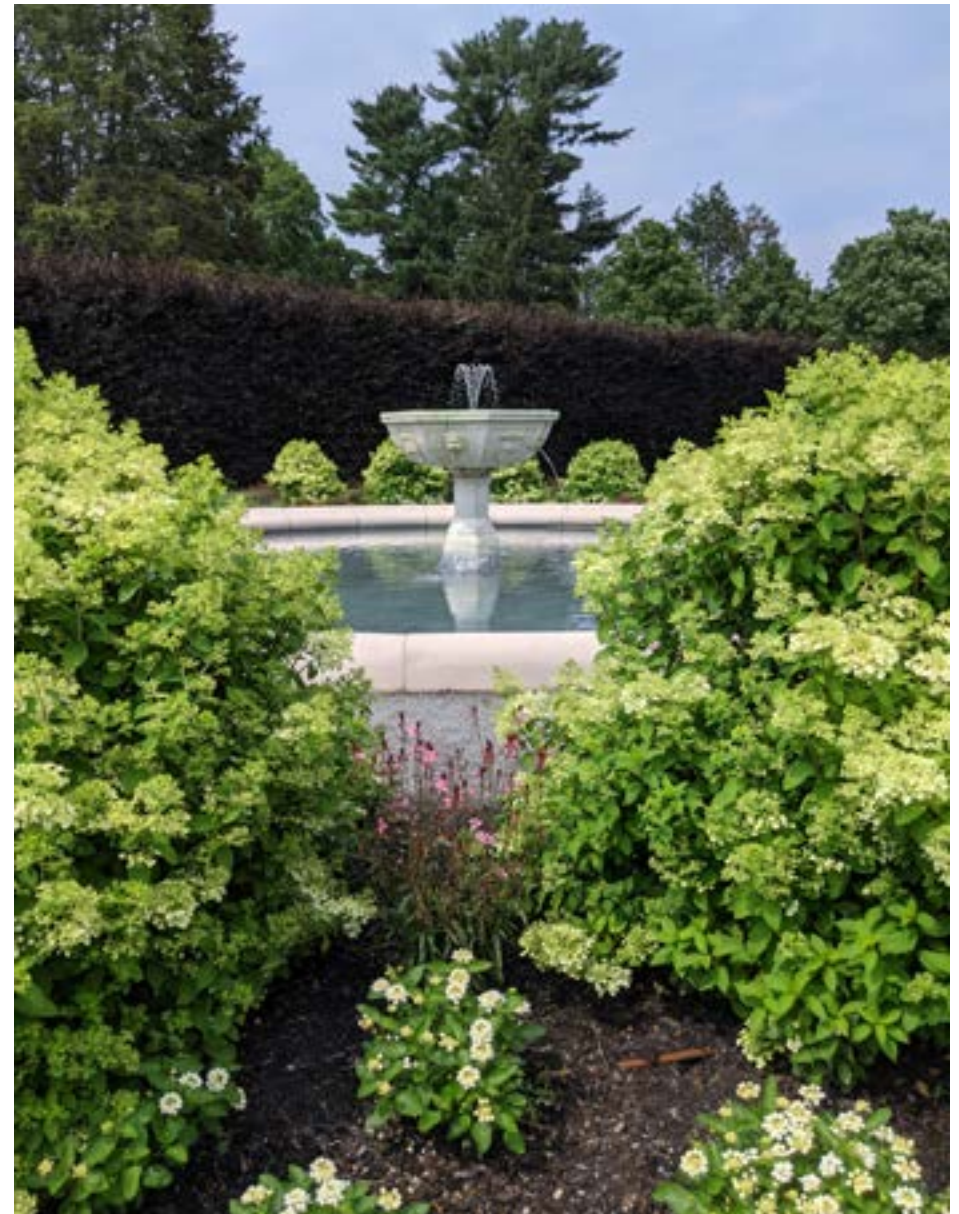
- Recognition as the Wi-Fi Sponsor on Conference materials
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Sponsor recognition on the Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference

\$2,500: DISCUSSION BOARD SPONSOR

Sponsor a major hub of Conference both in-person and virtually, the Discussion Board. Promote your business while supporting local communications and connectivity—from job postings to meetups and everything in between—through sponsorship of this centralized space.

SPONSORSHIP INCLUDES:

- Sponsorship recognition through physical discussion board signage and virtual discussion board acknowledgment
- Recognition as the Discussion Board Sponsor on Conference materials
- Repeated visibility from email blasts (distribution 10,000+) both before and after Conference
- Sponsor recognition on the Annual Conference website
- Conference attendee list with names, titles, organizations, and emails—sent prior to the Annual Conference



2025 GIVING OPPORTUNITIES GUIDE

If interested in sponsoring or becoming an American Public Gardens Association partner, please contact sponsorships@publicgardens.org

The American Public Gardens Association reserves the right to make adjustments to sponsor benefits as needed.

Exhibit Hall Booths

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 2025 ANNUAL CONFERENCE
EXHIBIT HALL BOOTH RESERVATIONS ARE AS FOLLOWS:

RATES AND PRICING

| | EARLY BIRD RATE: DEADLINE 1/31/2025 | REGULAR RATE: DEADLINE 3/31/2025 | LATE RATE: AFTER 4/1/2025 |
|-----------------|----------------------------------------------|-------------------------------------------|------------------------------------|
| 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. This includes attendance at the Opening Reception & Exhibit Hall Opening on Monday evening, daily breakfast, and optional attendance at Keynote and Plenary lunch, along with access to all concurrent sessions on Tuesday & Wednesday
- Recognition on the 2025 Annual Conference website including company name, logo, description, and web address
- Conference attendee list with email addresses, sent prior to the Conference
- Standard exhibit booth accompaniments (ID sign, drape, table, chairs, wastebasket)

 [Click HERE to reserve your booth NOW!](#)



2025 GIVING OPPORTUNITIES GUIDE

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Other Opportunities

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 in our Garden-Friendly Provider directory | ✓ | ✓ | ✓ |
| Network and share ideas with garden professionals via 20+ Professional Communities | Unlimited | Three (3) | One (1) |
| Advertising discounts in <i>Public Garden</i> magazine | 20% | 15% | 10% |
| Member pricing 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, Regional Learning Series, and Symposia | ✓ | ✓ | ✓ |
| Subscription to monthly e-newsletters | ✓ | ✓ | ✓ |
| Face-to-face time with members at events | ✓ | ✓ | ✓ |
| Access to the online Member Directory | ✓ | ✓ | ✓ |
| Unique opportunities to sponsor Professional Development programs and events | ✓ | ✓ | ✓ |
| Special profile highlight — Your company’s logo displayed in one of APGA’s e-newsletters annually, reaching over 10K members | ✓ | ✓ | |
| Opportunities to attend and present at professional symposia, webinars, or programs | ✓ | ✓ | |
| Email distribution list of all member organizations’ Main Contacts provided annually upon request | ✓ | | |
| Complimentary job postings in the Association’s Career Center (<i>valued \$300 each</i>) | Unlimited | Up to three (3) | |



2025 GIVING OPPORTUNITIES GUIDE

If interested in Association membership and accessing member-related benefits, please contact info@publicgardens.org

The American Public Gardens Association reserves the right to make adjustments to sponsor benefits as needed.

Garden Scholar Awards

To ensure that staff members from gardens of all sizes can attend the Annual Conference and Symposia, the Association offers professional development scholarships by way of our Garden Scholar Awards. Garden Scholar Awards are supported by our members and partners—candidates may receive one award annually.

Recognition of your scholarship support includes:

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

General Garden Scholar donations can be made in any amount.

Named Scholarships are defined via the categories below:

\$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.



2025 GIVING OPPORTUNITIES GUIDE

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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 and engaging content devoted to the world of botanic gardens, arboreta, and a large variety of other horticultural institutions—*Public Garden* has something for everyone. The purpose of *Public Garden* is to share with public horticulture peers the successes and challenges of member garden's activities. Each year, *Public Garden* connects with more than 11,000+ 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. Free digital versions are also available to members.



Various ad spaces are available in each issue. To learn more about ad specs, prices, etc. please click the link below to view our 2025 *Public Garden Magazine Advertising Contract*. Or, feel free to email publications@publicgardens.org directly with questions or inquiries.

[2025 Public Garden Magazine Advertising](#)

Advertising in the Association's E-Newsletters

Reach our 11,000+ public horticulture professionals through the Association's E-Newsletters.

E-NEWSLETTERS

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

\$500 PER E-NEWSLETTER: BANNER ADVERTISEMENT 650X72 PIXELS

- Placement under header of E-Newsletters
- Limit one per E-Newsletter



2025 GIVING OPPORTUNITIES GUIDE

If interested in advertising in an E-Newsletter, please contact sponsorships@publicgardens.org
The American Public Gardens Association reserves the right to make adjustments to sponsor benefits as needed.