FLEUROTICA

SPONSORSHIP OPPORTUNITIES

Thursday, November 2, 2023
WHAT IS FLEUROTICA?

Witness breathtaking garments made from plants at our floral fashion fundraiser at the Conservatory!

FLEUROTICA, the Garfield Park Conservatory Alliance's signature fundraiser, spotlights the unique talents of Chicago’s leading floral designers, fashion designers, students and landscape artists as they create breathtaking garments made entirely from plants, flowers and natural materials.

LEARN MORE
SUPPORT NATURE EDUCATION

All proceeds from FLEUROTICA benefit the Garfield Park Conservatory Alliance’s mission to change lives through the power of nature.

YOUR SPONSORSHIP WILL HELP US TO...

- PROVIDE EDUCATIONAL FIELD TRIPS TO OVER 8.6K SCHOOLCHILDREN
- EXPAND THE URBAN ROOTS TEEN ENVIRONMENTAL JUSTICE PROGRAM
- GROW FOOD FOR WEST SIDE PANTRIES AND PROVIDE RESOURCES TO GARDEN PARTNERS
FLEUROTICA is a unique opportunity to support one of Chicago’s greatest sparkling jewels, the Garfield Park Conservatory, at an event that will showcase the excitement, creativity, talent and natural beauty of our city while supporting nature education programs and community resources.

Event Profile

- In-person and virtual fundraiser
- 400 in-person attending; avg age 35-60
- 200 virtual attendees
- Philanthropic, corporate, cultural and civic leaders
- 15 floral designs walking the runway

Sponsorship Opportunities

- Logo recognition on runway show screens
- Reserved runway seating
- Cocktail hour before the runway show and post-show dessert reception to meet the designers
- Opportunities from $2,500 - $25,000
Julie Sacks and Erika Summers (Co-chairs)

Kristin Beal, Wintrust
Lisa Thompson Bennett, CTR
Vanessa Hall, People’s Gas
Georgina Heard-Labonne, Strategies for Sustainable Solutions
Tif Meikle, Heritage Restaurant & Caviar Bar
Fatima Mohiuddin, Jayson Home
Diana Palomar, ABC 7
Cristina Vera, Vera Creative
$25,000 PRESENTING SPONSOR

- 8 runway show seats front and center
- Unlimited complimentary links for virtual event
- Pre-show access to designer green room
- Verbal recognition as "Presenting Sponsor" during event
- Logo on event sponsor slides
- Dedicated social media shout out prior to event with tag (136k+ followers)
- Hyperlink listing on Eventbrite ticketing site
- Logo in e-newsletters and e-blasts (40k+ subscribers; 45% open rate)
- Logo on GPCA website
- Logo on virtual event website
- Logo in digital program
- Tag in social media thank you post (136k followers)
$10,000 CHAMPION SPONSOR

• 6 runway show seats with up to 4 front row
• Unlimited complimentary links for virtual event
• Pre-show access to designer green room
• Logo on event sponsor slides
• Hyperlink listing on Eventbrite ticketing site
• Logo in e-newsletters and e-blasts (40k+ subscribers; 45% open rate)
• Logo on GPCA website
• Logo on virtual event website
• Logo in digital program
• Tag in social media thank you post (136k followers)
$5,000 LILY SPONSOR

- 4 runway show seats with 2 front row
- Unlimited complimentary links for virtual event
- Logo on event sponsor slides
- Hyperlink listing on Eventbrite ticketing site
- Logo in e-blasts (40k+ subscribers; 45% open rate)
- Logo on GPCA website
- Logo on virtual event website
- Logo in digital program
- Tag in social media thank you post (136k followers)
$2,500 FERN SPONSOR

- 2 runway show seats
- Unlimited complimentary links for virtual event
- Logo on event sponsor slides
- Hyperlink listing on Eventbrite ticketing site
- Listing in e-blasts (40k+ subscribers; 45% open rate)
- Logo on GPCA website
- Logo on virtual event website
- Logo in digital program
- Tag in social media thank you post (136k followers)
In-kind sponsors that support the event production receive:

- 2 tickets to the cocktail hour, standing room for runway show and dessert reception
- Unlimited complimentary links for virtual event
- Logo on event sponsor slides
- Hyperlink listing on Eventbrite ticketing site
- Listing in e-blasts (40k+ subscribers; 45% open rate)
- Logo on GPCA website
- Logo on virtual event website
- Logo in digital program
- Tag in social media thank you post (136k followers)
A SPARKLING JEWEL ON THE WEST SIDE

A SANCTUARY FOR ALL

The Garfield Park Conservatory is a thriving cultural treasure that connects people to nature year-round.

Demonstrate your commitment to community, education and the environment by partnering with the Conservatory.

ALL LIFE ON EARTH DEPENDS ON PLANTS
Total social media followers: 136,483
  Instagram: 69,496
  Facebook: 40,145
  TikTok: 21,301
  Twitter: 4,287
  LinkedIn: 1,254

E-newsletter subscribers: 41,783
  open rate 45.5%
  click through rate 2.5%

2022 in-person visitors: 291,626

GPCA Members and Donors: 1,837
For questions or to discuss sponsorship opportunities contact Marie Stringer, Director of Development & Communications, at mstringer@garfieldpark.org or call 773-638-1766 x 22.

GARFIELDCONSERVATORY.ORG/FLEUROTICA