

GARFIELD PARK CONSERVATORY ALLIANCE'S ANNUAL FUNDRAISER

Thursday, October 16, 2025

FLEUROTICA



SPONSORSHIP OPPORTUNITIES

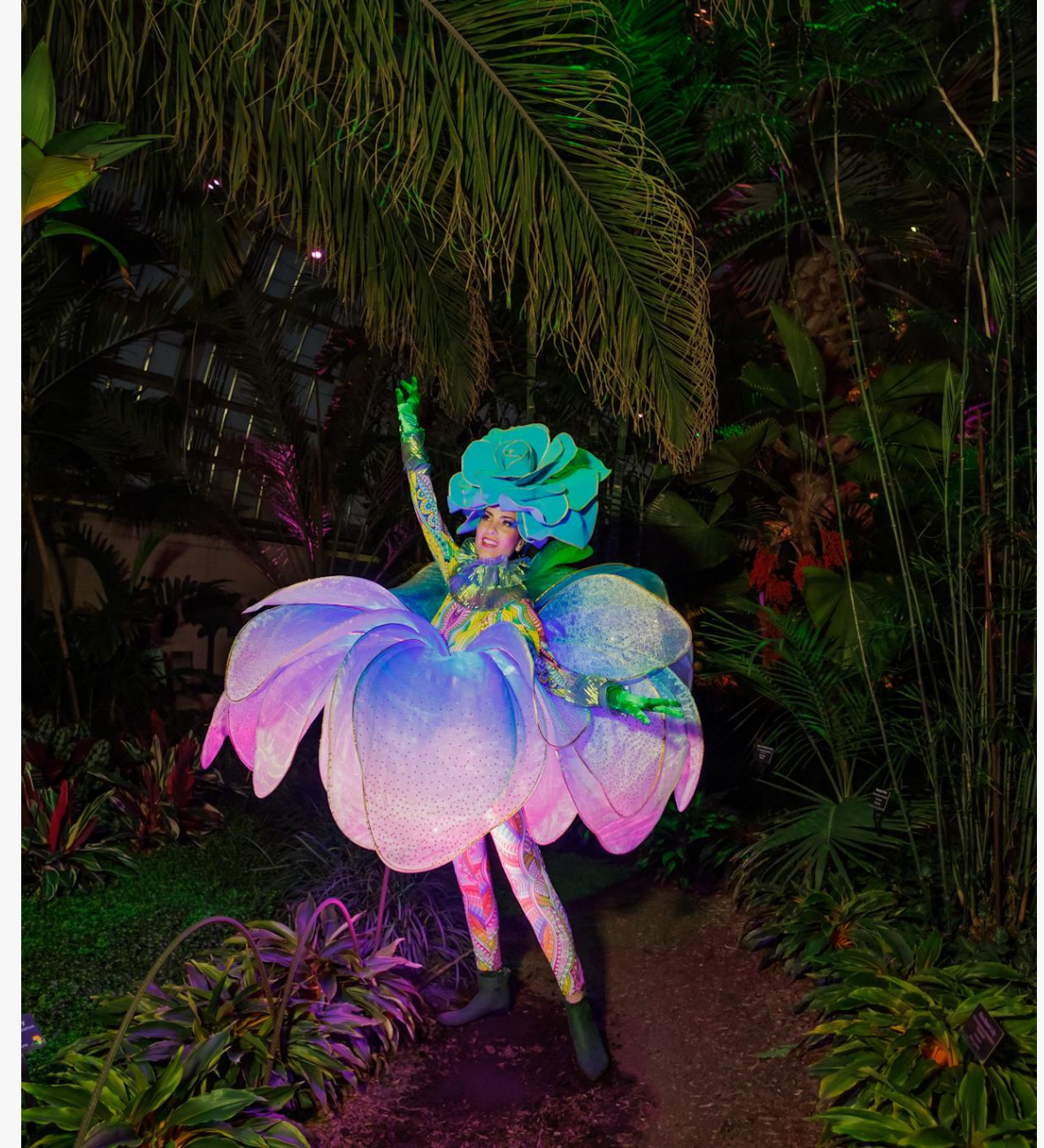
GARFIELD PARK
CONSERVATORY
ALLIANCE 

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 botanical 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.



IN 2024 WE WELCOMED 323,260 VISITORS –
*the most since we started tracking annual attendance! 12%
increase over 2022 and puts the Conservatory among the top
9 most visited Chicago cultural institutions.*

YOUR SPONSORSHIP WILL HELP US TO...

PROVIDE PAID JOB
TRAINING TO TEENS IN
THE **URBAN ROOTS**
TEEN ENVIRONMENTAL
JUSTICE PROGRAM +
PARTNER WITH WEST
SIDE HIGH SCHOOLS

14 **GARFIELD PARK TEENS**
PARTICIPATE IN THE YEAR-ROUND PROGRAM
6-week summer intensive (120 hours)
Fall and Spring sessions (42 hours each)

PROVIDE
EDUCATIONAL FIELD
TRIPS WITH CHICAGO
SCHOOLCHILDREN,
TEACHER RESOURCES,
BUS SCHOLARSHIPS
AND WORKSHOPS

14.6k **SCHOOLCHILDREN**
ENJOYED EDUCATIONAL FIELD TRIPS
+ 12% over 2022

GROW FOOD FOR
WEST SIDE
PANTRIES AND
PROVIDE SEEDLINGS
AND WORKSHOPS TO
COMMUNITY
GARDEN PARTNERS

1.4k **LBS of PRODUCE**
GROWN & DONATED TO THE COMMUNITY
44 **COMMUNITY GARDENERS**
IMPACTED by URBAN AGRICULTURE EDUCATION

TEEN PERSPECTIVES

“Working with plants, that’s something I had never done before, and it was kind of like I wanted to step out of my comfort zone and just explore a little more in life, and it turns out I actually like it,” - Al Raby High School junior who is in his second Urban Roots session, 2022 cohort.

“We grew micro greens to use which are very healthy for you. Now we’re going to work on composting, and with climate change going on and everything like that, I feel like this is very important right now.” - London, sophomore at Westinghouse High School, 2023 Cohort.

More than 130 West Side teens have participated in Urban Roots since 2016. 100% of Urban Roots teens say the program has increased their knowledge of plant and environmental science; increased their awareness of the benefits of nature to their physical, mental, and emotional health AND increased their skills to pursue green career paths.



THURSDAY, OCTOBER 16, 2025 | 6-9 PM | GARFIELD PARK CONSERVATORY

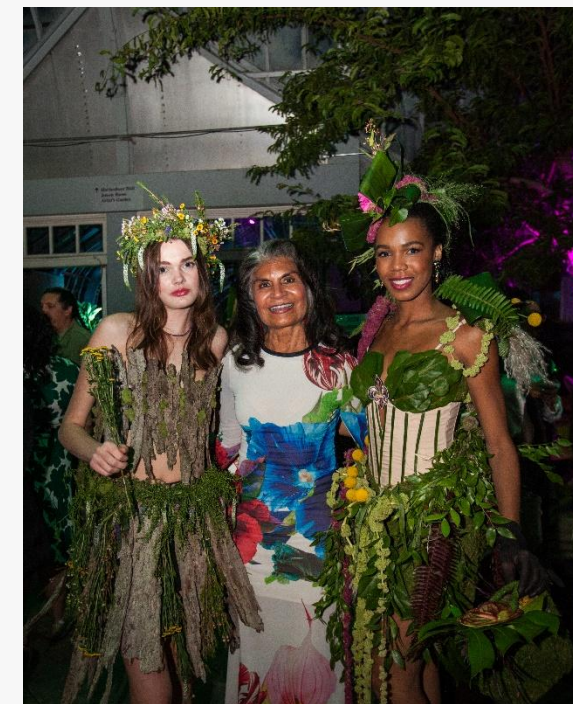
FLEUROTICA is a unique opportunity to support one of Chicago's greatest sparkling jewels on the West Side, the Garfield Park Conservatory. This event showcases the energy, creativity, talent and natural beauty of our city while supporting nature education programs and community resources.

Event Profile

- In-person and virtual fundraiser
- 400 in-person attending; avg age 35-60
- 100 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





2025 HOST COMMITTEE

Erika Summers, Erika Summers Events (co-chair)

Dontrey Britt-Hart, Denim & Damask (co-chair)

Kristin McLaurin, Wintrust

Mary Clare Bonaccorsi, Polsinelli

Wilonda Cannon, FIHN Consulting

Tanya Davis, William & Mary Davis Foundation

Elinor Escamilla, William Blair

Sarah Glavin, Amazon




Vanessa Hall, Peoples Gas

Georgina Heard-Labonne, Strategies for Sustainable Solutions

Diana Palomar, ABC 7

Melody Winston, Living Word Christian Center, and Related Entities

FLEUROTICA SPONSORSHIP LEVELS

BENEFITS	\$25,000 PRESENTING	\$15,000 CHAMPION	\$10,000 LILY	\$5,000 PALM	\$2,500 FERN
NUMBER OF TICKETS	10	8	6	4	2
PRE-SHOW ACCESS TO DESIGNER WORK ROOM					
DEDICATED SOCIAL MEDIA POST (142K+ FOLLOWERS)					
UNLIMITED VIRTUAL TICKETS					
LOGO IN E-NEWS (44K+ SUBSCRIBERS; 49% OPEN RATE)					
VERBAL AND LOGO RECONITION AT EVENT + LOGO IN EVENT PROGRAM + ON WEBSITE					
TAG IN POSTS ON SOCIAL MEDIA (142K+ FOLLOWERS)					

\$25,000 PRESENTING SPONSOR



- 10 runway show seats front and center with up to 6 front row
- Opportunity to purchase up to 4 additional tickets
- 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 shouts with tag (144k+ followers)
- Hyperlink listing on Eventbrite ticketing site
- Logo in e-newsletters and e-blasts (44k+ subscribers; 49% open rate)
- Logo on GPCA website
- Logo on virtual event website
- Logo in digital program
- Tag in social media thank you post

\$15,000 CHAMPION SPONSOR

- 8 runway show seats with up to 4 front row
- Opportunity to purchase up to 4 additional tickets
- Unlimited complimentary links for virtual event
- Pre-show access to designer green room
- Verbal recognition as "Champion Sponsor" during event
- Logo on event sponsor slides
- Dedicated social media shouts with tag (144k+ followers)
- Hyperlink listing on Eventbrite ticketing site
- Logo in e-newsletters and e-blasts (44k+ subscribers; 49% open rate)
- Logo on GPCA website
- Logo on virtual event website
- Logo in digital program
- Tag in social media thank you post



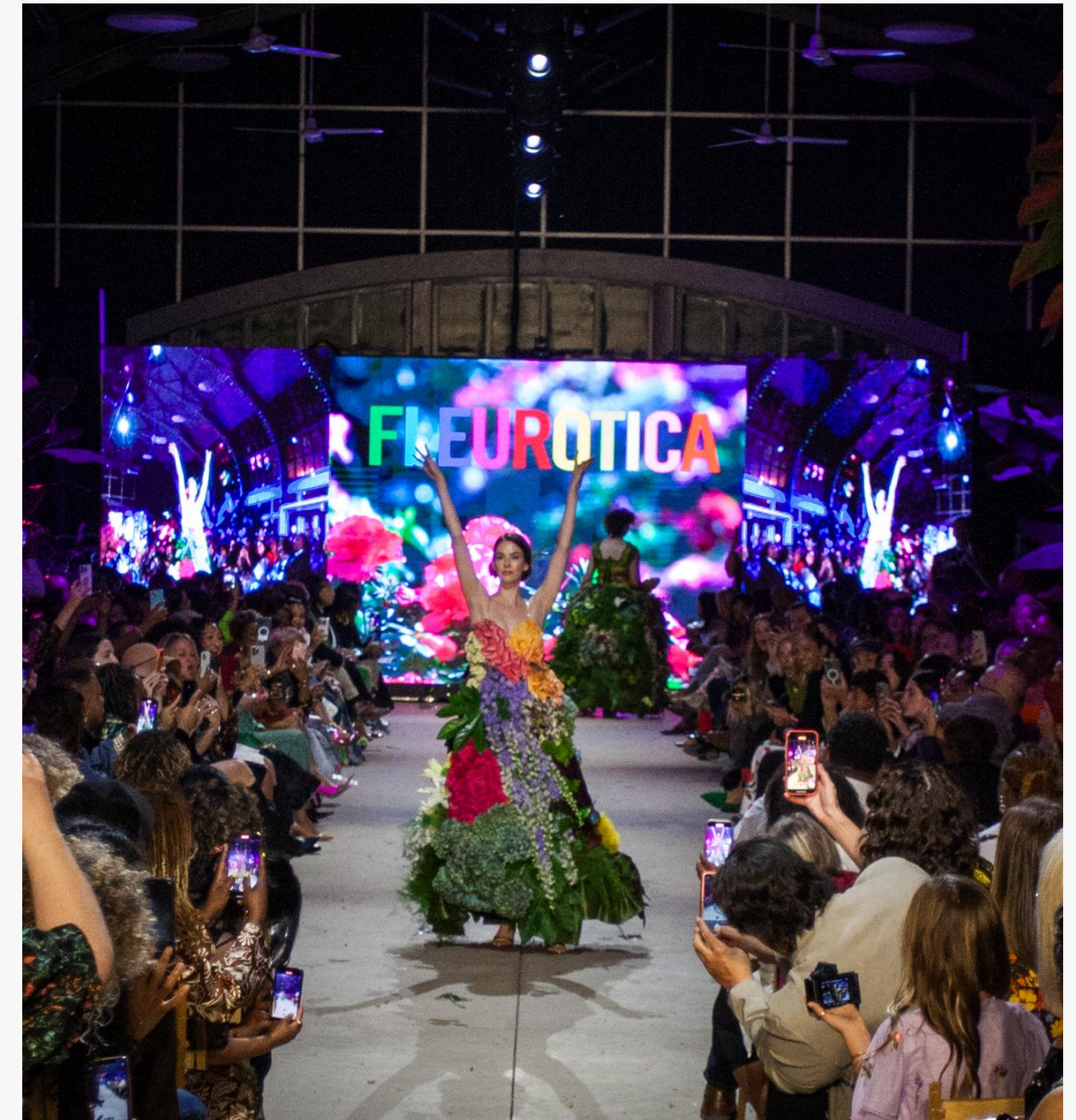
\$10,000 LILY SPONSOR



- 6 runway show seats with up to 4 front row
- Opportunity to purchase up to 4 additional tickets
- 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 (44k+ subscribers; 49% open rate)
- Logo on GPCA website
- Logo on virtual event website
- Logo in digital program
- Tag in social media thank you post (144k followers)

\$5,000 PALM SPONSOR

- 4 runway show seats with 2 front row
- Opportunity to purchase up to 4 additional tickets
- Unlimited complimentary links for virtual event
- Logo on event sponsor slides
- Hyperlink listing on Eventbrite ticketing site
- Logo in e-blasts (44k+ subscribers; 49% open rate)
- Logo on GPCA website
- Logo on virtual event website
- Logo in digital program
- Tag in social media thank you post (144k followers)



\$2,500 FERN SPONSOR

- 2 runway show seats
- Opportunity to purchase up to 4 additional tickets
- Unlimited complimentary links for virtual event
- Logo on event sponsor slides
- Hyperlink listing on Eventbrite ticketing site
- Listing in e-blasts (44k+ subscribers; 49% open rate)
- Logo on GPCA website
- Logo on virtual event website
- Logo in digital program
- Tag in social media thank you post (144k followers)



EVENT PARTNERS

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
- Verbal recognition during event speeches
- Logo on event sponsor slides
- Hyperlink listing on Eventbrite ticketing site
- Hyperlink listing in e-blasts (44k+ subscribers; 49% open rate)
- Logo on GPCA website
- Logo on virtual event website
- Logo in digital program
- Tag in social media thank you post (144k followers)



A SPARKLING JEWEL ON THE WEST SIDE

AN OASIS 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

GARFIELD PARK CONSERVATORY ALLIANCE AUDIENCE METRICS

Total social media followers: 144,074

Instagram: 72,875

Facebook: 42,130

TikTok: 21,301

Twitter: 4,287

LinkedIn: 1,574

E-newsletter subscribers: 44,218

open rate 49%

click through rate 2.5%

2023 Attendance: 328,366

GPCA Members and Donors: 2,013

[FACEBOOK](#) | [INSTAGRAM](#) | [TWITTER](#) | [LINKEDIN](#) | [TIKTOK](#) | [YOUTUBE](#) | [WEBSITE](#)





GARFIELD PARK
CONSERVATORY
ALLIANCE 

To make a sponsorship commitment or to discuss opportunities contact

Marie Stringer, Director of Development & Communications, at

mstringer@garfieldpark.org or call 773-638-1766 x 22.

GARFIELDCONSERVATORY.ORG/FLEUROTICA