

# Sponsorship Opportunities Proposal



37th Annual  
Fall Garden Fest

2024-2025  
A Year at a Glance



10th Annual  
Tea in the Gardens



Bonsai Expo



10th Annual Garden of Lights

# How it works



Heathcote Botanical Gardens is pleased to invite our community friends to join us for several of our signature events in 2024-2025. As a non-profit, these events help support us in our efforts to provide educational opportunities for adults and children, expand the work in conservation, create a sense of well-being, and bring joy and beauty to our community.

As you look through the proposal, consider sponsoring one, two, or all events. Our “Give It Your All” sponsorship levels provide the opportunity to be a part of every event, which maximizes your philanthropic dollars and exposure.

Our 2024-2025 events include:

1. Bonsai Expo - Saturday September 21, 2024
2. 37th Annual Fall Garden Fest - Saturday & Sunday October 12 & 13, 2024
3. 10th Annual Garden of Lights - Friday & Saturday November 29 - January 4, 2025
4. 10th Annual Tea in the Gardens - Sunday March 9, 2025
5. Summer Explore & More - Fridays June & July 2025

I hope you'll consider joining us in one way or another. If you have any questions, please feel free to call me at 772-464-4672 ext. 101. We treasure our community relationships, and we can't do it without you.

Fondly,

Vicki Hoyos

Executive Director

# We've got you covered



| <b>Give it Your ALL Sponsorship Levels</b><br>Consider getting the most out of your philanthropic & advertising dollars, sponsor all Heathcote events and get exposure at every event.                     | <b>Presenting Sponsor</b>                | <b>Bonsai Level Sponsor</b>              | <b>Orchid Level Sponsor</b>            | <b>Butterfly Level Sponsor</b>         | <b>Bromeliad Level Sponsor</b>         |
|--|--|--|--|--|--|
| <b>Benefits</b>  | <b>\$15,000</b><br><i>Value \$18,000</i> | <b>\$10,000</b><br><i>Value \$12,500</i> | <b>\$6,500</b><br><i>Value \$8,500</i> | <b>\$4,000</b><br><i>Value \$4,750</i> | <b>\$2,750</b><br><i>Value \$2,750</i> |
| A presenting sponsor is provided the additional benefit of being named a garden room (Rain Forest, Children's Garden, or Heathcote House) for one year offering exposure to an additional 25,000 visitors. | X  |  |  |  |  |
| Recognition on HBG Website and link to your website homepage for duration of fiscal year.  | X  | X  | X                                      | X                                      | X                                      |
| Recognition in HBG's electronic newsletters and social media platforms.  | X  | X  | X                                      | X                                      | X                                      |
| Free general admission passes for sponsor to distribute as desired.  | 25                                       | 20                                       | 15                                     | 10                                     | 5                                      |
| Recognition on our "Tree of Life" donor wall   | X  | X  | X                                      | X                                      | X                                      |
| Listed in Press Release(s)   | X  | X  | X                                      | X                                      | X                                      |
| Prominent signage at event   | X  | X  | X                                      | X                                      | X                                      |
| Listed in event program  | X  | X  | X                                      | X                                      | X                                      |
| Event specific perks in conjunction with level of support  | X  | X  | X                                      | X                                      | X                                      |
| This includes any new events by Heathcote not listed herein.   | X  | X  | X                                      | X                                      | X                                      |

| <b>Bonsai Expo</b> is all things bonsai related. This one-day event boasts vendors, educational classes, demonstrations, food & beverage along with raffles. It's a thrill for bonsai master as well as the novice. | <b>Platinum</b> | <b>Gold</b>    | <b>Silver</b>  | <b>Bronze</b> | <b>Titanium</b> |
|---|-----------------|----------------|----------------|---------------|-----------------|
| <b>Benefits</b>   | <b>\$3,000</b>  | <b>\$2,000</b> | <b>\$1,000</b> | <b>\$500</b>  | <b>\$250</b>    |
| Name and Logo on all Bonsai printed materials going out to the public and Heathcote patrons and donors.   | X               | X              | X              | X             |                 |
| Mention in event Press release  | X               | X              | X              |               |                 |
| Name /logo included on select social media Bonsai Expo posts. Shout out on social media.  | X               | X              | X              | Shout only    | Shout only      |
| Name/logo on signage at event in main area of Gardens.  | X               |                |                |               |                 |
| Recognition as well as name, logo, and link on Heathcote's website. Blog post.  | X               | X              | X              |               |                 |
| Listing Prominently in program as the Presenting Sponsor.   | X               |                |                |               |                 |
| Special public recognition as specifically designed and mutually agreeable.   | X               |                |                |               |                 |
| A 10x10 space and table with 2 chairs for your company to be onsite.  | X               | X              | X              |               |                 |
| Additional benefits not listed  |                 |                |                |               |                 |

| <b>37<sup>th</sup> Annual Fall Garden Fest</b> is all things plants and garden related and themed with more than 60 vendors, food & beverage, a Scarecrow Contest plus a Vintage Car Show<br><b>Oct. 12 &amp; 13, 2024 9a-4p</b> | <b>Platinum</b> | <b>Gold</b>    | <b>Silver</b>  | <b>Bronze</b> | <b>Titanium</b> |
|--|-----------------|----------------|----------------|---------------|-----------------|
| <b>Benefits</b>  | <b>\$3,000</b>  | <b>\$2,000</b> | <b>\$1,000</b> | <b>\$500</b>  | <b>\$250</b>    |
| Noted as the Presenting Sponsor at the Fall Garden Festival.   | x               |                |                |               |                 |
| Name and Logo on all Fall Garden Festival printed materials going out to the public and Heathcote patrons and donors.  | x               | x              | x              | x             |                 |
| Mention in event Press release.  | x               | x              | x              |               |                 |
| Name /logo included on select social media Fall Garden Festival posts. Shout out on social media.  | x               | x              | x              | Shout only    | Shout only      |
| Name/logo on signage at event in main area of Gardens.   | x               |                |                |               |                 |
| Recognition as well as name, logo, and link on Heathcote's website. Blog post.   | x               | x              | x              |               |                 |
| Listing Prominently in program as the Presenting Sponsor.  | x               |                |                |               |                 |
| Special public recognition as specifically designed and mutually agreeable.  | x               |                |                |               |                 |
| A 10x10 space and table with 2 chairs for your company to be onsite.   | x               | x              | x              |               |                 |

| <b>10<sup>th</sup> Annual Garden of Lights</b> the Treasure Coast's premier light display is Heathcote's most popular event: 12 nights with over 12,000 guests coming to see the handcrafted lighted displays, hear seasonal music, enjoy food & beverage, and visit with Santa. <b>Nov.29 &amp; 30; Dec. 6,7,13,14,20,21,27,28; Jan. 3 &amp; 4 Night 13 (Dec. 19) is open to individuals with special needs by invitation.</b> | <b>Platinum</b> | <b>Gold</b>    | <b>Silver</b>  | <b>Bronze</b>  | <b>Titanium</b> |
|---|-----------------|----------------|----------------|----------------|-----------------|
| <b>Benefits</b>   | <b>\$7,000</b>  | <b>\$5,000</b> | <b>\$4,000</b> | <b>\$2,000</b> | <b>\$1,000</b>  |
| Noted as Sponsor on Garden of Lights printed and electronic materials.  | Event sponsor   | x              | x              | x              | x               |
| Name on Garden of Lights printed materials going out to the public and Heathcote patrons and donors.  | x               | x              | x              | x              | x               |
| Name /logo on post cards distributed in St. Lucie and throughout surrounding counties.  | X               | X              | X              | X              | X               |
| Name/logo on signage at event.  | prominent       | x              | x              | x              | x               |
| Recognition as well as name, and link on Heathcote's website. Blog post.  | x               | x              | x              |                |                 |
| Listing in program map as sponsor   | x               | x              | x              | x              | x               |
| Special public recognition as specifically designed and mutually agreeable.   | x               |                |                |                |                 |
| Invitation to the Evening of Lights VIP Sponsor Preview.  | +2 Guests       | +2 Guests      | x              |                |                 |
| Garden of lights free admission tickets.  | 20              | 15             | 10             | 6              | 4               |
| Additional benefits not listed.   | x               | x              | x              |                |                 |

| <b>10<sup>th</sup> Annual Tea in the Gardens</b> celebrating a long tradition of afternoon tea in the gardens where guests are adorned with their favorite garden outfit and hat. More than 150 guests enjoy tea and traditional finger foods, raffles, a silent and live auction, and a dandy good time.<br><b>March 9, 2025</b> | <b>Platinum</b> | <b>Gold</b>    | <b>Silver</b> | <b>Bronze</b> | <b>Titanium</b> |
|---|-----------------|----------------|---------------|---------------|-----------------|
| <b>Benefits</b>   | <b>\$2,000</b>  | <b>\$1,500</b> | <b>\$1000</b> | <b>\$750</b>  | <b>\$500</b>    |
| Noted as sponsor on website/ program and social media and print materials.  | x               | x              | x             | x             | x               |
| Noted in press release.   | x               | x              | x             | x             |                 |
| Included on save the date material if applicable.   | x               | x              | x             |               |                 |
| Tickets to the event.   | Table of 4      | 2 tickets      | 1 ticket      |               |                 |
| Ability to add swag to guest gift bag.  | x               | x              | x             | x             |                 |
| Logo included in post event thank you email.  | x               | x              |               |               |                 |

| <b>Summer Explore &amp; More Days</b> is offered free of charge to families with children ages 5-12. The program takes place every Friday in summer providing a different educational theme each week which includes hands-on projects and themed workbooks.<br><b>June &amp; July 2025</b> | <b>Platinum</b> | <b>Gold</b>    | <b>Silver</b>  | <b>Bronze</b>  | <b>Titanium</b> |
|---|-----------------|----------------|----------------|----------------|-----------------|
| <b>Benefits</b>   | <b>\$3,000</b>  | <b>\$2,000</b> | <b>\$1,500</b> | <b>\$1,000</b> | <b>\$750</b>    |
| Prominently announced in radio advertising as the Presenting Sponsor.   | x               |                |                |                |                 |
| Name and Logo on all printed workbooks and materials.   | x               | x              | x              | x              |                 |
| Mention in event Press release.   | x               | x              | x              |                |                 |
| Name /logo included on select social media posts. Shout out on social media.  | x               | x              | x              | Shout only     | Shout only      |
| Recognition as well as name, logo, and link on Heathcote's website.   | x               | x              | x              |                |                 |

