



CORPORATE SPONSORSHIP

CORPORATE SPONSORSHIPS HELP THE WILDFLOWER CENTER ACHIEVE ITS VISION OF A MORE beautiful, ecologically supportive world while providing recognition and exclusive benefits for you and your employees. Support one of the most important plant conservation organizations in the state and nation, recently designated the state botanic garden and arboretum of Texas, and you'll receive access to its gardens, invitations to special events, tours and opportunities to volunteer. You'll also be supporting the Center's public programs and educational initiatives reaching adults and children across Central Texas, its plant conservation programs, and its innovative efforts to create sustainable landscapes in Texas cities and natural environments.

OUR STORY

Founded by Lady Bird Johnson and Helen Hayes in 1982, the Lady Bird Johnson Wildflower Center is a leading voice in North America for native plants. The Center's gardens and arboretum feature native plants from across Texas displayed in beautiful, sustainable landscapes and natural areas. It welcomes 150,000 people annually, provides abundant learning opportunities for adults and children, and serves as the home base for far-reaching programs in plant conservation and ecological landscape design. The Center was a pioneer in native plant outreach and research when founded and continues to inspire in those fields today.

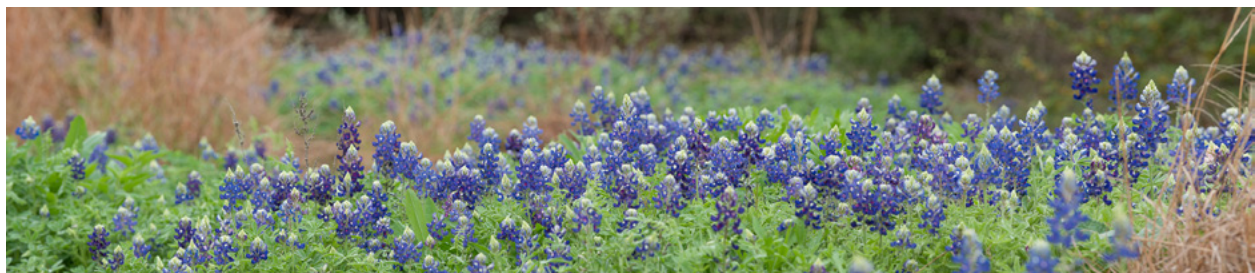
OUR IMPACT

Education: Extensive educational programming annually reaches 8,000 children of all ages, from camps and weekly programs to field trips for schools, Scouts and other groups. Adult and professional programs leverage the Center's expertise in native plants, design and ecology to teach people across the state and U.S. how to create and maintain resilient landscapes.

Ecological Research and Design: The Center's applied consulting efforts have led to the development of healthy landscapes across more than 90,000 acres in Texas, including a living wall at The University of Texas at Austin and urban prairies at the George W. Bush Presidential Center in Dallas.

Plant Conservation: The Center's botanists and horticulturists conserve Texas native plants through programs to collect and save millions of seeds, grow and protect rare and endangered plants, and cultivate Texas plants important for pollinators and other wildlife.

Outreach: The Wildflower Center developed and manages North America's most comprehensive native plant database. Used by more than 2.4 million people annually, the Native Plant Information Network features profiles on 8,000 North American native plants and 40,000 images.



OUR EVENTS

Our signature events welcome thousands of members and the general public to discover the importance of native plants and sustainability.



WINTER TREE FEST

A celebration of native trees and shrubs in the Mollie Steves Zachry Arboretum. Expert arborists and local nonprofits engage families and nature enthusiasts alike in activities such as aerial yoga, tree-pruning demonstrations and s'mores by the fireside.

Estimated Attendance: 1,400



PLANT SALES

The Fall and Spring Native Plant Sales invite members and nonmembers to choose from hundreds of species of Texas native plants to bring home to their own gardens.

Estimated Attendance: 8,500



NATURE NIGHTS

Nature Nights are free events held each Thursday in June with a different theme each week. These specialized evenings provide attendees with an up-close look at native plants, animals and the ecology of Central Texas.

Estimated Attendance: 5,000-5,500



MOVIES IN THE WILD

Bringing together the Alamo Drafthouse Cinema and the Wildflower Center, Movies in the Wild is an evening of film, fun and flowers.

Estimated Attendance: 1,000



LUMINATIONS

With more than 1,500 luminarias, the Wildflower Center twinkles during this holiday festival, featuring gardens aglow with lighting, live music, libations and activities.

Estimated Attendance: 8,000

OUR MISSION

THE LADY BIRD JOHNSON WILDFLOWER CENTER AT THE UNIVERSITY OF TEXAS AT AUSTIN is dedicated to inspiring the conservation of native plants through education, demonstration and collaboration. Recognized as the official state botanic garden and arboretum of Texas, the Center is committed to promoting its mission in Central Texas and across the state.

150,000 GUESTS ANNUALLY

 9,277 Twitter followers

 43,701 Facebook likes

 6,540 Instagram followers

**11
MILLION
WEB PAGE
VIEWS**

12,000 MEMBERS

12,000
WILDFLOWER
MAGAZINE
SUBSCRIBERS

59,000
SEASONAL
GUIDE
RECIPIENTS

30,000 EMAIL SUBSCRIBERS

Sponsorship Levels and Benefits

| BENEFITS | VISIONARY | BENEFACTOR | PATRON | LEADER | PARTNER |
|--|--|---|----------------------------|----------------------------------|--------------------------|
| Donation Amount | \$25,000+ | \$10,000 – \$24,999 | \$5,000 – \$9,999 | \$2,500 – \$4,999 | \$1,500 – \$2,499 |
| Website Placement | Logo with Link | Logo with Link | Logo | Logo | Logo |
| Email Marketing | Specific Event | Specific Event | Specific Event | Specific Event | Specific Event |
| Social Media Engagement | Specific Event Promotion | Specific Event Promotion | Specific Event Promotion | Specific Event Promotion | Specific Event Promotion |
| Magazine | Name | Name | Name | Name | Name |
| Seasonal Guide | Logo | Logo | Name | Name | Name |
| Event Signage | Select Signage | Select Signage | Select Signage | Select Signage | Select Signage |
| Complimentary Wildflower Center General Admission Passes | 250 | 100 | 50 | 25 | 10 |
| Private Tour of the Center | 10-12 guests with the Executive Director | 6-10 guests with the Executive Director | 3-5 guests with a director | 2 guests with a volunteer docent | — |
| Complimentary Tickets to Sponsored Event | 10 | 10 | 6 | 4 | 2 |
| Employee Volunteer Opportunities | Subject to Availability | Subject to Availability | Subject to Availability | Subject to Availability | Subject to Availability |
| Discount on Private Events <i>(based on availability)</i> | 25% | 10% | 5% | \$250 off rental | \$150 off rental |

OUR COMMITMENT TO SPONSORS

The Wildflower Center is as committed to its sponsors as it is to the conservation of native plants. We are always open to creating opportunities for your organization to connect with the Wildflower Center family. We're also conscientious about how your funds are spent. If you'd like to waive any of your sponsorship benefits to make your gift fully tax-deductible, just let us know.

Corporate Sponsorship Commitment

VISIONARY (\$25,000 +)

BENEFACTOR (\$10,000 – \$24,999)

PATRON (\$5,000 – \$9,999)

LEADER (\$2,500 – \$4,999)

PARTNER (\$1,500 – \$2,499)

COMMITMENT AMOUNT

\$ _____

CASH

IN-KIND (estimated amount)

NAME OF EVENT _____

SPONSOR INFORMATION

Name: _____

Email Address: _____ Phone Number: _____

Sponsor name to be recognized: _____

Address: _____

City: _____ State: _____ Zip: _____

Visa Mastercard Check Check # _____

American Express Discover Invoice Me

Name on Card: _____

Card Number: _____ Expiration Date: _____

Signature: _____ Date: _____

CONTACT:

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PLEASE RETURN THIS FORM AND PAYMENT TO:

Lady Bird Johnson Wildflower Center, Development Department,
4801 La Crosse Avenue, Austin, TX 78739