CORPORATE PARTNERSHIP PROGRAM

THE UNIVERSITY OF TEXAS AT AUSTIN LADY BIRD JOHNSON WILDFLOWER CENTER is dedicated to inspiring the conservation of native plants. It does so through its gardens, educational programs, ecological research, off-site consulting and more. Founded by Lady Bird Johnson in 1982, it is one of the country’s premier native plant botanic gardens; it was designated the Botanic Garden of Texas in 2017.

A partnership with the Wildflower Center offers your company benefits such as increased visibility and brand recognition, access to our gardens, invitations to special events, and team-building volunteer opportunities. It also demonstrates a commitment to the environment and a sustainable future.

WAYS TO PARTNER

Corporate Sponsorship
Sponsorship opportunities invite companies to demonstrate corporate citizenship while achieving a broad range of marketing objectives. Our exciting schedule of featured events provides businesses with greater visibility and access to the Wildflower Center’s continually growing audience.

Corporate Membership
Corporate membership supports the Wildflower Center’s diverse programs while providing members with exclusive benefits and privileges. This includes the opportunity for employees to engage in group volunteer activities.

Visit wildfire.org/private-events for more details.

OUR MISSION
Inspiring the conservation of native plants
OUR FEATURED EVENTS
Our events welcome thousands of people to discover the importance of native plants.

WINTER TREE FEST
A celebration of native trees in the Mollie Steves Zachry Texas Arboretum
January | Estimated Attendance: 1,700

MEMBER APPRECIATION MONTH
Special perks for members all month long
February | Estimated Attendance: 14,000

CHILDREN’S BOOK FAIR
Reading-related activities for kids featuring authors and illustrators from Texas
February & July | Estimated Attendance: 1,500

DOG DAYS
Special weekends for guests and their canine best friends
January & July | Estimated Attendance: 2,000

TUESDAY TWILIGHTS
Happy hours with flowers featuring live music, creative activities and adult beverages
March, April & May; September & October | Estimated Attendance: 9,000

NATIVE PLANT SALES
A biannual opportunity to buy native species you can’t get elsewhere
April & October | Estimated Attendance: 6,300

WILD SUPPER CLUB
An evening for foodie naturalists curated by ecologists and chefs
March & November | Estimated Attendance: 200

NATURE NIGHTS
Four free evenings of family fun exploring native plants, animals and Central Texas ecology
June | Estimated Attendance: 4,000

LADY BIRD DAY
Tours, activities and more in celebration of our Environmental First Lady
July | Estimated Attendance: 1,400

FORTLANDIA
An exhibition of unique forts imagined and built by local artists, designers and architects
October through January | Estimated Attendance: 60,000+

LUMINATIONS
A natural wonderland featuring thousands of luminarias, music, festive foods and more
December | Estimated Attendance: 16,000
## IMPACT BY THE NUMBERS

**MORE THAN 200,000 GUESTS ANNUALLY**

- 10,000 Twitter followers
- 52,000 Facebook followers
- 16,000 Instagram followers
- 13 MILLION WEBPAGE VIEWS

**12,000 MEMBERS**

- 12,000 WILDFLOWER MAGAZINE SUBSCRIBERS
- 80,000 SEASONAL GUIDE RECIPIENTS

**36,000 EMAIL SUBSCRIBERS**

“The environment is where we all meet, where we all have a mutual interest; it is the one thing all of us share. It is not only a mirror of ourselves, but a focusing lens on what we can become.”

— LADY BIRD JOHNSON
## Corporate Sponsorship Levels and Benefits

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>VISIONARY</th>
<th>BENEFACITOR</th>
<th>PATRON</th>
<th>LEADER</th>
<th>PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donation Amount</td>
<td>$25,000+</td>
<td>$10,000 – $24,999</td>
<td>$5,000 – $9,999</td>
<td>$2,500 – $4,999</td>
<td>$1,500 – $2,499</td>
</tr>
<tr>
<td>Logo Website Placement</td>
<td>With Link</td>
<td>With Link</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Employee Volunteer Opportunities* (group size up to 20)</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Email Marketing for Sponsored Events</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Social Media Engagement for Sponsored Events</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Recognition in Wildflower Magazine</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Subscription to Wildflower Magazine</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Recognition in Seasonal Guides</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Select Event Signage for Sponsored Events</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Complimentary Tickets to Sponsored Event</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary General Admission Passes</td>
<td>250</td>
<td>100</td>
<td>50</td>
<td>25</td>
<td>10</td>
</tr>
<tr>
<td>Discount on Corporate Events and Meetings*</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Private Tour of the Wildflower Center</td>
<td>12 guests with the Executive Director</td>
<td>6 guests</td>
<td>4 guests</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

*Subject to availability
**Corporate or Individual Sponsorship Commitment**

<table>
<thead>
<tr>
<th>VISIONARY ($25,000 +)</th>
<th>COMMITMENT AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>BENEFACCTOR ($10,000 – $24,999)</td>
<td>$ __________________</td>
</tr>
<tr>
<td>PATRON ($5,000 – $9,999)</td>
<td>□ CASH   □ IN-KIND (estimated amount)</td>
</tr>
<tr>
<td>LEADER ($2,500 – $4,999)</td>
<td>Name of Event ________________</td>
</tr>
<tr>
<td>PARTNER ($1,500 – $2,499)</td>
<td>Item Description ________________</td>
</tr>
</tbody>
</table>

**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:**

Leslie Zachary, 512.232.0140, lzachary@wildflower.org

**PLEASE RETURN THIS FORM AND PAYMENT TO:**

Lady Bird Johnson Wildflower Center, Development Department,
4801 La Crosse Avenue, Austin, TX 78739
# Corporate Membership Levels and Benefits

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Membership</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,250</td>
<td>$500</td>
</tr>
<tr>
<td>Company Size</td>
<td>151+ Employees</td>
<td>76 - 150 Employees</td>
<td>26 - 75 Employees</td>
<td>1 - 25 Employees</td>
</tr>
<tr>
<td>Customized Corporate Membership Cards</td>
<td>20</td>
<td>10</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Employee Volunteer Opportunities*</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Free Admission for Employees for One Year</td>
<td>Up to 15 guests / card</td>
<td>Up to 12 guests / card</td>
<td>Up to 8 guests / card</td>
<td>Up to 6 guests / card</td>
</tr>
<tr>
<td>Discount on Personal Employee Memberships</td>
<td>15%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Recognition in Wildflower Magazine</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Subscription to Wildflower Magazine</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Recognition in Seasonal Guides</td>
<td>√</td>
<td>√</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Recognition on Wildflower.org</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Gift Store Discount (with corporate membership card)</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Discount on Corporate Events and Meetings*</td>
<td>10%</td>
<td>10%</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

*Subject to availability
OUR COMMITMENT TO MEMBERS
The Wildflower Center is as committed to its members 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 community.

Corporate Membership Commitment

☐ PLATINUM ($5,000) ☐ SILVER ($1,250)
☐ GOLD ($2,500) ☐ BRONZE ($500)

MEMBER INFORMATION

Corporation Name: __________________________________________________________

Number of Employees: _____________________________________________________

Contact Name: ____________________________________________________________

Email Address: ______________________ Phone Number: _______________________

Address: __________________________________________________________________

City: ______________ State: _________________ Zip: _______________________

☐ Visa ☐ Mastercard ☐ Check ☐ Check # ______________
☐ American Express ☐ Discover ☐ Invoice Me

Name on Card: _____________________________________________________________

Card Number: ______________________ Expiration Date: _______________________

Signature: ___________________________ Date: ______________

CONTACT:

Leslie Zachary, 512.232.0140, lzachary@wildflower.org

PLEASE RETURN THIS FORM AND PAYMENT TO:

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