



CORPORATE PARTNERSHIP



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.

[WILDFLOWER.ORG/DONATE/CORPORATE](https://wildflower.org/donate/corporate)

Corporate Entertaining

With partnership comes the opportunity for corporate entertaining. The Wildflower Center is a beautiful, versatile venue ideal for a wide variety of occasions, including large-scale events, private client dinners, team-building outings, holiday parties and more. Corporate partners receive a discount when booking. Visit **wildflower.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

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
Logo Website Placement	With Link	With Link	√	√	√
Employee Volunteer Opportunities* (group size up to 20)	√	√	√	√	√
Email Marketing for Sponsored Events	√	√	√	√	√
Social Media Engagement for Sponsored Events	√	√	√	√	√
Recognition in Wildflower Magazine	Name	Name	Name	Name	Name
Subscription to Wildflower Magazine	√	√	√	√	√
Recognition in Seasonal Guides	Logo	Logo	Name	Name	Name
Select Event Signage for Sponsored Events	√	√	√	√	√
Complimentary Tickets to Sponsored Event	10	8	6	4	2
Complimentary General Admission Passes	250	100	50	25	10
Discount on Corporate Events and Meetings*	10%	10%	10%	10%	10%
Private Tour of the Wildflower Center	12 guests with the Executive Director	6 guests	4 guests	—	—

*Subject to availability

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 community.

Corporate or Individual 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 _____

Item Description _____

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

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

*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

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