



DALLAS ARBORETUM  
AND BOTANICAL GARDEN



**BLACK HERITAGE CELEBRATION**

**MAY 18 & 19, 2024**

**SPONSORSHIP OPPORTUNITIES**



# About the Arboretum

The mission of the Dallas Arboretum and Botanical Garden is to build and maintain a public venue that promotes the art, enjoyment and knowledge of horticulture, while providing opportunities for education and research. We are committed to excellence, inclusion, good management and fiscal responsibility.





The Dallas Arboretum is one of the top 10 display gardens in North America and growing even bigger and better with more festivals and daily programs. This year, the Arboretum's education team will provide over 84,000 children with earth, life and environmental science programs.

- Over 1 million visitors Annually
- 45,000 Members
- 3 Signature Cultural Celebrations Weekends
- Key leader in K-6 children's STEM education among public gardens in North America
- 3000 Volunteers





## Fourth Annual Black Heritage Celebration

This two-day celebration is a signature event that showcases Black designers, artists, entertainers and businesses as they proudly display, engage and educate the community on the beauty and inspiration of Black culture. Your tax-deductible gift will make this happen.





## Two-day celebration will include Black:

- Designers
- Artists
- Chef's
- Vendors
- Musicians
- Children's Activities
- WFAA Party on the Plaza with Tashara Parker
- VIP Event on Opening Morning

[CLICK TO VIEW OUR 2023 EVENT RECAP](#)



## Sponsor Benefits\*

- Complimentary Tickets to the Arboretum
- Complimentary Family Memberships
- Complimentary venue rental for up to 200 guests any weekday during the day and Sunday – Wednesday evenings based on availability. Other restrictions and fees apply.
- Invitation to Corporate Sponsor Appreciation Dinner
- Recognition in Press Release, promotional materials, signage at event, entry plaza sign, website, and program
- Recognition in Quarterly Newsletter sent to 45,000 members
- Volunteer Opportunities
- Invitation to VIP Kickoff Reception

*\* Benefits scale based on size of sponsorship*





DALLAS ARBORETUM  
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	Platinum Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze	Friend	Supporting	Patron
	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Complimentary VIP Passes with Parking	250	150	100	50	25	10	4
Complimentary Venue Rental Based on Availability. <i>Other restrictions and fees apply.</i>	1	1	1	1			
Invitation to Corporate Appreciation Dinner	10	8	6	5	2		
Complimentary Family Memberships Including Parking	10	8	6	6	3	1	1
Recognition in Press Release	✓	✓	✓	✓	✓		
Recognition on Promotional Materials	✓	✓					
Recognition on Signage at Event	✓	✓	✓	✓	✓		
Recognition on Entry Plaza Sign for one year	✓	✓	✓	✓	✓		
Recognition in Quarterly Newsletter sent to 45,000 members	✓	✓	✓	✓	✓	✓	
Recognition on Arboretum Website	✓	✓	✓	✓	✓	✓	
Recognition in Program	✓	✓	✓	✓	✓	✓	✓
Volunteer Opportunities	✓	✓	✓	✓	✓	✓	✓



## 2023 Social / Digital / Advertising / Event Stats

10,300 ATTENDEES

40 VENDORS

MUSICAL PERFORMANCES

4 COOKING DEMONSTRATIONS

### 2023 Black Heritage Celebration Media Results:

- 54 media mentions
- 15.9M audience reach
- \$346.5K in media value
- Coverage peaked On May 5, with a total of 14 mentions from outlets including:
  - NBC5 DFW
  - Dallas Morning News
  - WFAA
  - Cameroon Magazine





## 2023 Social / Digital / Advertising / Event Stats

### Facebook

- Followers: 272,000
- Number of Posts: 10
- Total Reach: 117,300
- Total Engagements: 4,679
- Engagement Rate: 3.9%

### Instagram

- Followers: 139,000
- Number of Posts: 9
- Total Reach: 72,000
- Total Engagements: 1,222
- Engagement Rate: 1.7%

### X (Twitter)

- Followers: 21,000
- Number of Posts: 7
- Total Reach: 6,441
- Total Engagements: 155
- Engagement Rate: 2.4%

A good engagement rate is between 1% to 5%



## 2023 Social / Digital / Advertising / Event Stats

### Advertising

#### PRINT (circulation)

- DMN Guide (138k/319k readership) – 2, half page ads

#### DIGITAL (circulation)

- DMN ePaper (70k/156 readership)
- Dallas Morning News – 5 sizes of ads (27k impressions)

200x250, 300x600, 320x50, 728x90, 970x250

### ARBORETUM PUBLICATIONS (quantity)

- Quarterly newsletters – Spring (44k each)
- Event Program (2k)

### ARBORETUM PROPERTY SIGNAGE (6) – 24” x36”



# Thank you to our 2023 Sponsors

PRESENTING SPONSOR:



**ExxonMobil**



Anonymous



Dr. Arlene J. Ford



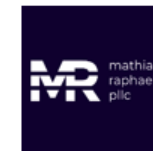
Dallas Black  
Chamber of Commerce



Law Office of  
Camille Stearns Miller



**Kanarys**







# Thank you to our 2023 In Kind Sponsors

House of Dasha

Tint School Of Makeup & Cosmetology

Tendrils and Twigs

*The Dallas Weekly*

Radio One

*Southern Dallas Magazine*

*FAVR Lifestyle Magazine*



## Black Heritage Celebration Committee

Janet Jack, Chair

Crystal Alexander

Marissa Horne, Board of Advisors

Dana Davis – Sponsorship

Lareatha Clay – Entertainment and Cultural Events

Natasha Brown - Volunteers

Stephanie Calhoun – Vendor Showcase

Tanya DeVaughn – Marketing, PR, and Media

Ashley Sutherland – Vendor Market

Michelle Rider – Social Media

Tiger Toyin – Children's Activities

### For more information, contact:

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