



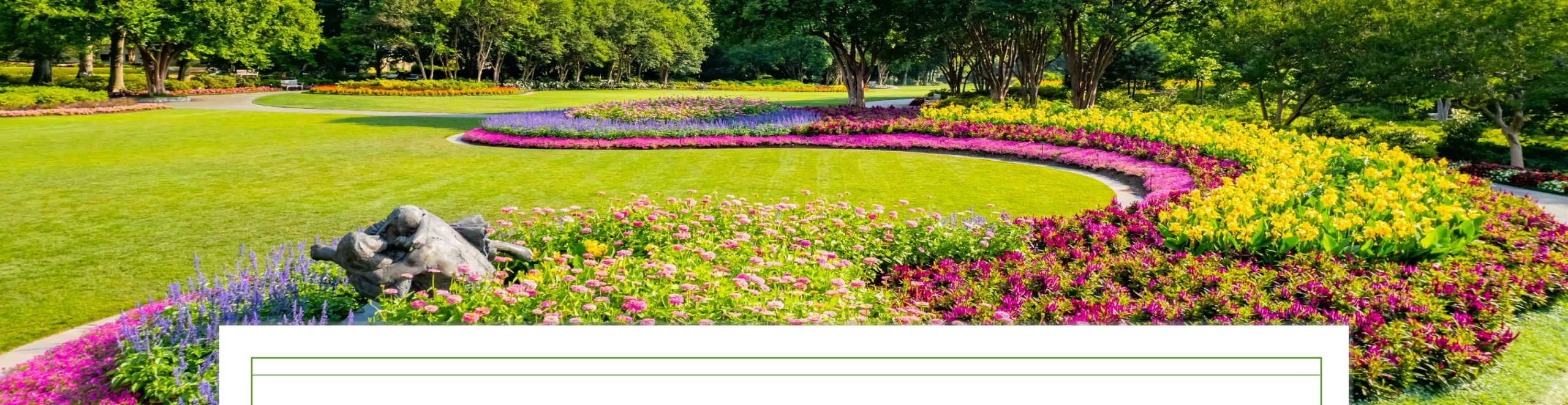
DALLAS ARBORETUM
AND BOTANICAL GARDEN



IN BLOOM

June 8-9, 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.

Pride In Bloom Mission

Our event mission is to highlight the exceptional contribution of local LGBTQ+ artisans, entertainers and chefs in a weekend event for all community members to enjoy, in an effort to build lasting partnerships in our garden.



Two-Day Celebration Will Include:



From The LGBTQ+ Community

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



Sponsor Benefits *

- Complimentary Tickets to the Arboretum
- Complimentary Family Memberships
- Complimentary Venue Rental 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, program,
- Recognition in Quarterly Newsletter sent to 45,000 members
- Volunteer Opportunities

** Benefits scale based on size of sponsorship*





**DALLAS ARBORETUM
AND BOTANICAL GARDEN**

Platinum Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	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*	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 Member Magazine sent to 45,000 members	✓	✓	✓	✓	✓	✓	✓
Recognition on Arboretum Website	✓	✓	✓	✓	✓	✓	✓
Recognition in Program	✓	✓	✓	✓	✓	✓	✓
Volunteer Opportunities	✓	✓	✓	✓	✓	✓	✓

* Fees & Restrictions may apply

Highlights of 2023

- 7400 Attendees
- 36 Vendors
- 9 Musical Performances
- 2 Cooking Demonstrations
- Weekend Long Artist Painting Live In The Garden
- Weekend Long Classic Car On Display

2023 Pride in Bloom Media Results:

- 55 media mentions
- 29.8M audience reach
- \$703.1K in media value
- Coverage peaked the first week of June, with a total of 23 mentions from outlets including –
 - D Magazine
 - Dallas Morning News
 - WFAA
 - Dallas Observer

Social Media

Facebook

- Number of Posts: 9
- Total Reach: 31,100
- Total Engagements: 3,363
- Engagement Rate: 10.8%
 - (A good engagement rate is between 1% to 5%)

Instagram

- Number of Posts: 7
- Total Reach: 116,500
- Total Engagements: 3,925
- Engagement Rate: 3.7%
 - (A good engagement rate is between 1% to 5%)

Twitter

- Number of Posts: 6
- Total Impressions: 6,034
- Total Engagements: 197
- Engagement Rate: 3.3%
 - (A good engagement rate is between 1% to 5%)

Advertising

Print (circulation)

- DMN Guide (138k/319k readership) – 2 half page ads
- Dallas Voice (28k/181k impressions) – half page ad

Broadcast

- NBC/Telemundo PSA's and :30 spots

Digital (circulation)

- DMN ePaper (68k/156 readership)

Arboretum Publications (quantity)

- Quarterly newsletter – Spring (44k)
- Quarterly newsletter – Summer (45k)
- Rack cards (1k)
- Event Program (2k)

Arboretum Property Signage (6)

Pride In Bloom Committee

David Sassano, Chair

Nan Arnold

Mike Anglin

Dr. Holly Bishop

Carole Braden

Raymond Egana

Patricia Irizarry

Phil Jacobson

Candy Marcum

Barb & Jan Nunn

Gary Sanchez

Paul Ruedas

Dustin Vyers

Josh Williams

Sponsorship Contact

Missy Whisler

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214-515-6688



Thank You To Our 2023 Sponsors

Bronze

ExxonMobil

R. Harrison Edell and Michael Mahon, with Dave Perry-Miller Real Estate

Friend

Carole Braden

Supporting



Cotton Mendenhall, Realtor, Ebby



Thank You To Our 2023 Sponsors

Patron



Leslie Garner & Chris LaBove

In Kind



Media



Thank You To Our 2023 Community Partners

AIN (AIDS Interfaith Network)

AIDS Services of Dallas

AIDS Walk South Dallas, Inc.

Black Tie Dinner

Black Trans Advocacy Coalition

Big Brothers Big Sisters Lone Star

Cathedral of Hope

Celebration Community Church

CitySquare

Classic Chassis Car Club

Coalition for Aging LGBT

Color Splash Out

Dallas Bears

Dallas Hope Charities

Dallas Independent Volleyball Association

Dallas LGBT Bar Association

The Dallas Way

Dallas Zoo

DIFFA Dallas

Elevate North Texas Youth Shelter

Equality Texas

Free Mom Hugs

Girls Inc. of Metropolitan Dallas

Gay & Lesbian Fund for Dallas

Human Rights Campaign DFW

Legacy Cares

Legal Hospice of Texas

LGBT Outdoors

North Texas Pride Foundation

Northaven United Methodist Church

OK2BX Foundation

Pegasus Slowpitch Softball Association

PFLAG Dallas

Pride Frisco

Rainbow Garden Club of North Texas

Rainbow Roundup

Resource Center

St. Stephen United Methodist Church

Synergy Wesley Foundation

Texas Pride Impact Funds

The Women's Chorus of Dallas

Uptown Players