



DALLAS ARBORETUM  
AND BOTANICAL GARDEN



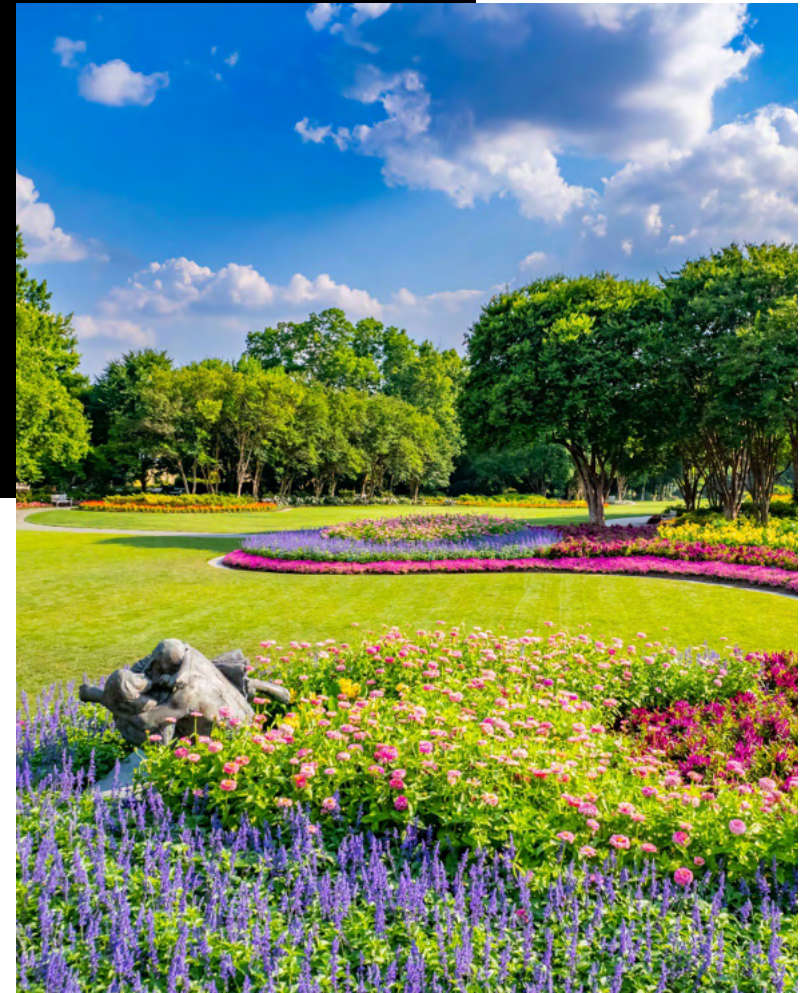
# BLACK HERITAGE CELEBRATION

*Presented by* **BANK OF AMERICA** 

**MAY 3 AND 4**

# Dallas Arboretum And Botanical Garden

The Dallas Arboretum is a garden for all, enriching lives through beauty, learning, and connection. As a world-class sanctuary where people and plants flourish, we are committed to cultivating community connections, embracing diverse perspectives, and fostering a sense of belonging for all so that everyone feels valued and encouraged to connect with nature.











# Black Heritage Celebration

Established in 2021, the Black Heritage Celebration is a two-day event that honors and showcases the beauty and inspiration, of Black culture. Featuring Black designers, artists, entertainers, and businesses, the celebration engages and educates the community through exciting activities for all ages. From interactive programs in the Children's Adventure Garden to the signature fashion show, this event is a celebration of creativity, culture, and connection.



# Black Heritage Celebration

## *By The Numbers 2024*



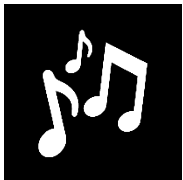
**9,567**

Guests Visited The Arboretum During  
The Black Heritage Celebration



**40+**

Black-owned Businesses And Vendors



**7**

Entertainers, Including Musicians, Bands,  
And A Dance Performance



**4**

Cooking Demos





# Make An Impact

## Sponsorship Opportunities

The Black Heritage Celebration would not be possible without the generous support of our sponsors and community partners. By becoming a sponsor, you help us bring this vibrant two-day event to life, showcasing Black culture through inspiring performances, artists, businesses, and family-friendly activities. Join us in creating a welcoming space for all!





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				
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	✓	✓	✓	✓	✓	✓	✓

# Marketing Analytics

*Jan. 1 – Dec. 31, 2024*

As a sponsor of the Dallas Arboretum, your reach extends to our rapidly growing number of guests, members, email subscribers, and social media followers.

## Annual Visitors

- 1.1M + Visitors

## Members

- 45,000+ Member Households

## Email Subscribers

- 100,000+ Subscribers
- Average open rate of 55%

*Industry Average is 34%*

## Website Traffic

- 1.8M Users
- 15.7M Page Views

## Social Media Followers

- Facebook – 278,000+
- Instagram: 153,000+





# Thank You

## *2024 Sponsors*

### Bank of America

Dallas Mavericks

Alpha Kappa Alpha Sorority-Alpha Xi Omega Chapter

Frost Bank

The Dallas (TX) Chapter of The Links, Incorporated

SHM Architects

BNSF Railway

Dr. Flaxie Fletcher & Dr. Cristi Fletcher

Charles Schwab Bank

Baylor Scott & White Health and Wellness Center

McDonald's of North Texas

Media Sponsors: The Dallas Weekly, Radio One, and NBC 5/Telemundo 39

In-Kind Sponsors: National Black MBA Association (Kick-off), Breakfast Brothers (Party on the Plaza)







# *Thank You*

We appreciate your interest in supporting the 2025 Black Heritage Celebration. Contact us to learn more about sponsorship opportunities and how you can help make this event possible.

## *Missy Whisler*

Vice President, Development

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