



ROTARY
BOTANICAL
GARDENS



Premier Partner Opportunities





THE GARDENS' REACH



Enriching lives through natural beauty, education and the arts.

Located in Janesville, Wisconsin, Rotary Botanical Gardens is an award winning 20-acre, non-profit botanic showcase with 26 different garden styles and 4,000 varieties of plants. The Gardens is home to many dramatic and internationally themed gardens, including Japanese, Scottish, French Formal, Italian and English Cottage Gardens. Visitors to the Gardens may enjoy guided garden tours, shopping local artisans' works in the Cottage Garden Gallery Gift Shop, and a variety of educational classes and programs available for adults, youth and families.

Rotary Botanical Gardens is 100% self-funded (receiving no city, county, state or federal funding) and maintained by a small staff and large group of dedicated volunteers.

Rotary Botanical Gardens, Inc. is a registered 501(c)(3) charitable organization. Donations are tax deductible to the extent allowable under current tax law.



THE NUMBERS

150,000+
visitors annually

125,000
youth and family explorers

450
local volunteers

60,000
visitors attend the annual
Holiday Light Show each year

35,200
engaged social media followers

1,040
Member households

38,000
monthly newsletter subscribers

840,000
annual website visits



SUSTAINABILITY INITIATIVES

YEAR ROUND
STRONG COMMUNITY IMPACT
WIDE-SPREAD AWARENESS

THE PROGRAM

For 35 years, Rotary Botanical Gardens has been a community leader, connecting people to the wonders of the natural world. Committed to conservation, we practice responsible, sustainable garden techniques, support insect and animal habitats, and preserve at-risk plant species. With a shift from an annual to perennial dominant collection, our Horticulture Director's vision aims to transform our 26 gardens and 20 acres into a sanctuary for eco-friendly practices and community education.

Proud recipients of the Sustainable Janesville Award, Rotary Botanical Gardens, Rock County's #1 tourist destination, sets the standard for environmental awareness in the region. Join us in leading the way to a brighter, more eco-conscious future.

Your support helps us continue as a beacon for conservation, responsible waste management, and energy-efficient practices, shaping sustainability conversations in the community.

Go Green Support funds the following projects:

- Solar Panels
- Native and Perennial Plantings
- Efficient Irrigation & Rain Sensors
- Organic Fertilizers
- Rain Cistern
- "Go Green" Education





EDUCATION

YOUTH & FAMILY PROGRAMS

YEAR ROUND

AUDIENCE: YOUTH/FAMILY

REACH: 125,000+



THE PROGRAM

RBG's cherished Youth & Family Education Programs seamlessly blend hands-on experiences, interactive learning, and the joy of discovery. These programs create a dynamic and immersive environment for young minds, centering plant science, art, and literature, and offer a diverse, enriching experiences for youth and their caregivers.

HIGHLIGHTS

Story and Stroll

This fun monthly series offers a delightful mix of early literacy, hands-on garden activities, and crafts for youth ages 2-6 and their families. The 2023 series included themes like "Colors and Shapes," "Creatures and Critters," "Fruits and Veggies," and "Pumpkins, Squash, and Gourds - Oh My!"

Kids Summer Art Camp

In collaboration with Art on the Fly, our Kids Garden Art Camp provides a vibrant 3-day experience for youth ages 6-11. 2023 camp featured the theme, "Monet in the Gardens."

Spring Plant Program

Enthusiastic 1st and 2nd graders from local schools embark on engaging field trips, delving into plant anatomy and life cycles. Students learn about and taste different plant parts, explore the internationally themed garden, and have a blast embodying the plant life-cycle with an interactive finale in the Children's Garden.



Fall Plant Program

Curious 3rd and 4th-grade students from local schools attended field trips at the gardens to learn pumpkin history, uses, and varieties, followed by a hands-on Pumpkin Math activity. Students spend the afternoon in the prairie, exploring its characteristics, benefits, historical significance, and learning plant uses by Native Americans and early settlers.

StoryWalk®

In a 5-month outdoor exhibit built by RBG volunteers in collaboration with Hedberg Public Library, visitors experience the StoryWalk, a life size, interactive interpretation of "The Owl and the Lemming" by Roselynn Akulukjuk. This engaging program promotes literacy, reading, health, and movement for children showcasing the vibrant "Pollinator Paradise" of the Children's Garden.



EDUCATION

ADULT PROGRAMS

YEAR ROUND

AUDIENCE: ADULTS

REACH: 125,000+

THE PROGRAM

A vibrant blend of captivating talks, tours, hands-on-workshops, and classes. Designed to cater to a broad audience, adult programs at the Garden provide enriching experiences for individuals of all skill level and background.

Led by local experts, our monthly offerings seamlessly weave education with cultural enrichment, developing techniques, engaging senses, and exploring relationships with plants and nature.

HIGHLIGHTS

Michael Jesiolowski, Horticulture Director, led monthly behind-the-scenes tours this year. Participation exceeded all previous years, with sessions filling up quickly, showing us there is appetite to expand our tour offerings.

IMPACT

Support fuels horticultural knowledge, encourages lifelong learning, contributes to conservation, and nurtures a vibrant community spirit.



Sponsor visibility goes far beyond the day of an event or program, which means year round garden visitors get the opportunity to learn more about what our sponsors and their businesses have to offer our community, too.



EARTH DAY

CELEBRATION | APRIL 21

AUDIENCE: YOUTH/FAMILY

REACH: 125,000+



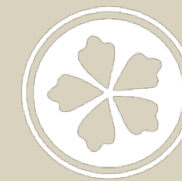
THE PROGRAM

As a living museum and cultural institution committed to sustainability, Rotary Botanical Gardens is committed to being stewards of the land and facilitating the connection between plants and people. Earth Day Celebration is a free public event with interactive storytelling education, family-friendly garden adventures and games, and hands-on projects and community information from local earth-friendly organizations.

HIGHLIGHTS

- Sponsored by Upper Iowa University-Janesville in 2023, we partnered with 14 community organizations like Rock County Beekeepers Association and the Children's Museum.
- Zoozort and friends joined us and put on 3 amazing live animal shows, teaching animal behavior, species abilities and habitat.
- Rotary Botanical Gardens collected 150 pairs of gently worn, used and new shoes for donation in support of responsible recycling and micro-entrepreneurship in developing countries.





SUNDAY CLASSICS

MUSIC SERIES

EVERY 2ND SUNDAY MAY - SEPT.

AUDIENCE: ADULTS

REACH: 850

THE PROGRAM

A monthly musical event where nature's beauty blends with the dulcet tones of harps, violins, flutes and more. This cultural initiative invites patrons to immerse themselves in the walk-along experience of the world's best-loved classical melodies, turning our Gardens into a symphony of both sight and sound.

HIGHLIGHTS

The debut 2023 series resonated as a remarkable success! Over five unforgettable afternoons, we extended the gift of free musical experiences to our members and opened the gates to the community through admission-based access.

Local talent such as Spring Night Flutes, Soverhill String Trio, and George Tucker Native American Flute graced the gardens, presenting compositions spanning diverse eras and styles, captivating audiences and rekindling a revitalized appreciation for classical arts.

IMPACT

Sponsorship ensures a sophisticated yet accessible cultural experience, backing our commitment to fair compensation for artists and the curation of an increasingly diverse and professional lineup.





GARDEN ART EXHIBIT

SUMMER GARDEN SEASON

MAY - SEPTEMBER

AUDIENCE: ADULTS & FAMILIES

REACH: 150,000



THE PROGRAM

The Annual Garden Art Exhibit, est. 2010, promotes community involvement and showcases local artistic talent. Each year, Rotary Botanical Gardens chooses an exhibit theme in conjunction with its interactive StoryWalk, and then the “Grumpies” — a group of skilled RBG volunteer carpenters — cut out wooden creatures for local artists and creative to decorate.

The 20-40 piece exhibit is displayed throughout the Gardens for guests to enjoy amongst 20-acres of blooming flowerbeds, bubbling water features, and serene nooks. The exhibit is included in garden general admission and Friends of the Garden Membership. At the end of each summer season, RBG holds a Live Garden Auction and community members can purchase the pieces for their home gardens.

IMPACT

The program stimulates local art and culture, enhances visitor experience, and generates funds to support the general operating costs of the Gardens.





HOLIDAY LIGHT SHOW

27 NIGHTS NOVEMBER - DECEMBER

AUDIENCE: ADULTS & FAMILIES
REACH: 60,000

THE PROGRAM

The Holiday Light Show is a family friendly walking tour through our 20 acre-garden grounds strung with 1.5 million lights. This “seasonal escape into a winter wonderland filled with dazzling light displays, hot cocoa and holiday cookies!” has become a yearly family holiday tradition and “must see” tourist destination in southern Wisconsin bringing in local visitors and travelers alike from across the Midwest.

HIGHLIGHT

The 27th annual event was a record year. We unveiled the new outdoor comfort station and achieved unprecedented national media coverage. More lights were upgraded to LED- bringing the show total to 90%, with plans to hit 98% by 2024.

IMPACT

The Holiday Light Show (HLS) is the largest feature fundraiser at the Gardens and makes up a large percentage of our annual operating budget.

Many businesses become sponsors because they want to increase brand visibility and grow their audience. Attaching YOUR name to any one of our events shows the community you share a passion for our mission!





Premier Partner Opportunities

SPONSORSHIP	TIER 1 \$5000-10,000	TIER 2 \$1,000-4,999	TIER 3 \$500-999
BENEFITS			
GO GREEN INITIATIVES	Sponsorship recognition details determined with sponsor during program planning. Benefits vary per program and within tiered structure, and may include: <ul style="list-style-type: none"> • Sign in Gardens Welcome Center year-round • Name listed in all media releases • Logo and/or name on event print material • Logo and/or name on digital marketing material (social media, newsletter) • Logo and/or name listed on website 		
EDUCATION YOUTH & FAMILY			
EDUCATION ADULTS			

SPONSORSHIP	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	SUPPORTER \$500
EARTH DAY CELEBRATION	<ul style="list-style-type: none"> • Press Release • Sign in select event area • Multiple mention on social media • Recognition on event advertising and signage • Tiered recognition in e-newsletter • Name/Logo on website for 1 year 	<ul style="list-style-type: none"> • Sign in select event area • Multiple mention on social media • Recognition on event advertising and signage • Tiered recognition in e-newsletter • Name/Logo on website for 1 year 	<ul style="list-style-type: none"> • Sign in select event area • Recognition on event advertising and signage • Tiered recognition in e-newsletter • Name/Logo on website for 1 year 	<ul style="list-style-type: none"> • Recognition on event advertising and signage • Tiered recognition in e-newsletter • Name/Logo on website for 1 year
SUNDAY CLASSICS MUSIC SERIES				
GARDEN ART EXHIBIT				

THE NUMBERS

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 450 local volunteers
 60,000 annual visitors to the Holiday Light Show
 35,200 social media followers
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A partnership with Rotary Botanical Gardens, Rock County's #1 tourist destination, shows your commitment to protecting nature, enriching cultural life, and inspiring learners of all ages in Southern Wisconsin.

It broadens your customer base, builds affinity for your brand, and provides vital operating support for RBG's groundbreaking education, horticulture, arts and conservation initiatives.

In return for your support, partners also enjoy premier access benefits and privileges to the gardens 20-acre sanctuary for client and employee engagement and entertaining.

THERE'S MORE... Tiered benefits include:

- Corporate Membership(s) for year-round hosting
- Facility rental discount
- Company-wide invitation to Annual Corporate Support Day featuring free admission for employees and their families
- Year-round 20% discount on new, renewal, or gifted RBG membership for employees
- Invitations to CEO and key staff to special events: premiers and recognition parties
- Opportunity to offer a promotion to RBG Friends of the Garden Membership base
- Employee group volunteer/team-building days
- Behind the scenes garden tour
- Acknowledgement in the Gardens Annual Report

HOLIDAY *Light Show*

Get in on the Most Spectacular Event of the Year!

PRESENTING \$10,000* (LIMIT 1)	PLATINUM \$7,500* (LIMIT 4)	GOLD \$5,000*	SILVER \$2,500*	BRONZE \$1,000*
<ul style="list-style-type: none"> • Exclusive recognition as the presenting sponsor of the Holiday Light Show • Logo on Billboards • Mentions on all radio and TV ads • Large presenting sponsor banner at entrance of show • Logo on all advertising and signage • Garden area display lit to coordinate with your sign • Logo on main sponsor banner • Logo and link featured • (75) admission tickets for staff or personal use 	<ul style="list-style-type: none"> • Logo on Billboards • Logo on all advertising and signage • Garden area display lit to coordinate with your sign • Logo on main sponsor banner • Logo and link featured in Rotary Botanical Gardens e-newsletter • (10) Sponsor mentions / tags on social media • Linked logo featured on RBG Holiday Light Show Sponsors page for one year • (50) admission tickets for staff or personal use 	<ul style="list-style-type: none"> • Garden area display lit to coordinate with your sign • (1) Individual lit sign in the garden • (5) Sponsor mentions / tags on social media • Logo on main sponsor banner • Logo and link featured in Rotary Botanical Gardens e-newsletter • Linked logo on RBG Holiday Light Show Sponsor Page for one year • (25) admission tickets for staff or personal use 	<ul style="list-style-type: none"> • (1) Individual lit sign in the garden • Logo on main sponsor banner • Logo and link featured in Rotary Botanical Gardens e-newsletter • Link on RBG Holiday Light Show Sponsors page for one year • (10) admission tickets for staff or personal use 	<ul style="list-style-type: none"> • Logo on main sponsor banner at the event • Link on RBG Holiday Light Show Sponsors page for one year • (8) adult admission tickets for staff or personal use <div data-bbox="1656 1198 2053 1279" style="background-color: #663399; color: white; text-align: center; padding: 5px;"> *IN-KIND DONATIONS </div> <p>In kind donations must provide an estimated retail value to RBG at the time of, or prior to, donation to be recognized at the same respective level as cash donations.</p>



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FOR MORE INFORMATION ON PREMIER PARTNER OPPORTUNITIES, CONTACT
KELCIE BAIOR, DEVELOPMENT AND MEMBERSHIP DIRECTOR AT **608.314.8414** OR **KELCIE.BAIOR@ROTARYGARDENS.ORG**

Rotary Botanical Gardens
1455 Palmer Drive
Janesville, WI 53545

rotarybotanicalgardens.org

Sponsorship Form

PROGRAM

LEVEL

Go Green Initiatives

Education - Youth and Family

Education Adults

Tier 1 - \$5,000 - \$10,000

Tier 2 - \$1,000 - \$4,999

Tier 3 - \$500 - \$999

Earth Day Celebration

Sunday Classics Music Series

Garden Art Exhibit

Gold \$5,000

Silver \$2,500

Bronze \$1,000

Supporter \$500

Holiday Light Show

Presenting \$10,000

Platinum \$7,500

Gold \$5,000

Silver \$2,500

Bronze \$1,000

CONTACT INFO

Name

Company

Address

Phone

Email

PAYMENT INFO

TOTAL: \$

MAIL payment to: Rotary Botanical Gardens,
1455 Palmer Dr., Janesville, WI 53545
SEND AN INVOICE for payment remittance.
CREDIT CARD complete info below.

Name on card

Credit card #

Exp. Date

CVV

Print and send this form and hi-res logo to Kelcie at
kelcie.baigor@rotarygardens.org to secure your sponsorship!

THANK YOU FOR YOUR CONTINUED SUPPORT OF
ROTARY BOTANICAL GARDENS!



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