



# BIG BOTANICALS

*1<sup>st</sup> Annual*  
*Farm to Table(auX)*  
— CELEBRATING 40 YEARS —  
**IDAHO BOTANICAL GARDEN**

**SPONSORSHIP OPPORTUNITIES**  
Thursday, September 12, 2024  
At the Garden | 6 PM

# Guest Profile

- Individuals and couples ages 25 to 85
- Key Influencers | Tastemakers  
Connectors | Charity Supporters  
Community-Minded Individuals  
Creatives | Community Advocates
- Enjoy wine, creative cocktails and unique cuisine!
- On average, donate/spend \$200-\$600 per event



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*Farm to Table(aux)*<sup>®</sup>  
— CELEBRATING 40 YEARS —  
**IDAHO BOTANICAL GARDEN**

Thursday, September 12, 2024  
Idaho Botanical Garden | 6:00 PM  
Theme: Big Botanicals

Farm to Table(aux) is a unique and highly creative fundraising event that playfully unites the widely popular Farm-to-Table culinary trend with a contemporary interpretation of the “tableaux vivants” (living pictures) from French theater—dramatic visual depictions using carefully posed actors in costume, appearing in sets adorned with vibrant props and scenery



## About Us

Idaho Botanical Garden (IBG) is a 501(c)3 organization celebrating 40 years in the Treasure Valley! Guests of all ages learn, find inspiration and celebrate together in our 15 acres of beautifully curated spaces. We are a community gathering space dedicated to connecting people of all ages, abilities and circumstances to the natural world through STEAM education, sustainable horticulture and cultural events.

### Our Mission

Cultivate. Educate. Celebrate. We grow our community by connecting people, plants and nature.

### Our Vision

We strive to be our region's preferred space to gather and experience nature, and to encourage advocacy in environmental stewardship. Our vision is to create a special place in Idaho where diversity of our plant collections is just as strong as the diversity of the people who gather in our space to help us build, not only a strong ecosystem, but a stronger community for all.

### Core Program Areas

A resource for horticultural knowledge and conservation, IBG's living museum hosts a variety of events, from educational programs highlighting the ecology of the Intermountain West to concerts featuring regional and national artists.

### Impact by the Numbers

- 130,000 visitors annually
- 10,000 children visit annually
- 5,000 children served through programs
- 700 active volunteers
- 5,000 members strong

### Questions and Contact:

Jennifer Parks, Development Director

[Jennifer@idahobotanicalgarden.org](mailto:Jennifer@idahobotanicalgarden.org)

208-275-8603 | [idahobotanicalgarden.org](http://idahobotanicalgarden.org)

# Marketing Strategy

**Printed Save-the-Date:** A postcard mailed, formally announcing the event date and theme, as well as confirmed high-level sponsors. Expected audience: 7,000

**Digital Save-the-Date:** An e-blast sent straight to the digital fingertips mirroring the printed postcard. Expected Audience: 44,000+

**Printed Invitation:** The full-color event invitation mailed to current sponsors, guests, targeted donors and supporters approximately 8-12 weeks before the event. The invitation to include recognition for confirmed sponsors and event details. Expected audience: 7,000

**Digital Invitation:** A digital version of the printed invite sent straight to our full email list. Expected Audience: 44,000+

**Newsletters/E-Promotions:** E-Newsletters emailed to the entire network of the Idaho Botanical Garden's supporters and beyond. Expected audience: 44,000+

**Webpage:** The Farm to Table(aux) website to be updated with event and sponsor information and include links to sponsor webpages

**Social Media:** With an audience of over 57,000+ spread across social media outlets, Idaho Botanical Garden will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content

**Event Program:** Distributed to all attendees at the event, the program includes event details, sponsor recognition, Idaho Botanical Garden's program information and live and silent auction item descriptions. Expected Audience: 300

# Exclusive Presenting

A \$15,000 investment in the Garden includes:

- An invitation for a company representative to address the audience with welcome remarks during seated program (1 min)
- Exclusive recognition as presenting sponsor with your name or logo incorporated in Farm to Table(aux) event branding
  - Logo recognition in event advertising initiatives and collateral including radio advertising, save-the-dates, invitations, printed program, slideshow program and prominent signage in three areas of the Garden on the night of the event
  - Prominent recognition as a presenting sponsor on the IBG and Farm to Table(aux) event websites including e-blasts and social networking campaigns (Instagram, Facebook, X/Twitter)
  - Two dedicated social media thank you posts
  - Link to your company website from the Idaho Botanical Garden and Farm to Table(aux) event websites
- An opportunity to place a premier item in the lagniappe take-away
- Two prominent VIP tables with seating for 16 guests
- First right of refusal for presenting sponsor of the Garden's 2025 Farm to Table(aux)





## Diamond Sponsor

A \$10,000 investment in the Garden includes:

- On-stage verbal recognition during the seated program
- Logo recognition in event advertising initiatives and collateral including save-the-dates, invitations, printed program, slideshow program and prominent signage in two areas of the Garden on the night of the event
- Logo recognition on the IBG and Farm to Table(aux) event websites and e-blasts
- One dedicated social media thank you post
- Opportunity to place a premier item in the lagniappe take-away
- Prominent VIP table seating for 8 guests

## Gold Sponsor

A \$7,500 investment in the Garden includes:

- On-stage verbal recognition during the seated program
- Logo recognition in event collateral including invitations, printed program, and prominent signage in one area of the Garden on the night of the event
- Logo recognition on the IBG and Farm to Table(aux) event websites and e-blasts
- One dedicated social media thank you post
- Opportunity to place a premier item in the lagniappe take-away
- Prominent VIP table seating for 8 guests

# Art in Bloom



## Silver Sponsor

A \$5,000 investment in the Garden includes:

- Logo recognition on the IBG and Farm to Table(aux) event websites, signage, e-blasts, printed program
- One dedicated social media thank you post
- Opportunity to place a premier item in the lagniappe take-away
- Prominent VIP table seating for 4 guests

## Bronze Sponsor

A \$2,500 investment in the Garden includes:

- Opportunity to place a premier item in the lagniappe take-away
- Logo recognition on event website, signage, e-blasts, printed program
- Prominent VIP table seating for 2 guests

# Menu of Additional Opportunities

A \$5,000 Investment in the Garden Includes:

**Table(aux) Vivant** (4 available) — Celebrate the theme of the evening by sponsoring one of our unique Table(aux)s that will keep our guests entertained and on their toes during the Soirée portion of the evening. One of the most unique and highly anticipated components of the event, your logo will be sure to stand out alongside this art come to life. Benefits Include: Your logo displayed on signage next to your sponsored Table(aux). Logo will also be included on the IBG and Farm to Table(aux) event websites, e-blasts, social media, printed program and slideshow + VIP table seating for 4 guests

**Glassware** (1 available) — See your logo in the hands of all our stunning Farm to Table(aux) guests. These glasses are used on event day for all wine and beverage samples and guests are invited to take them home. Benefits Include: Logo tag tied to each glass, the IBG and Farm to Table(aux) event websites, e-blasts, social media, printed program and slideshow + VIP table seating for 4 guests

**Strike A Pose** (1 available) — Get excited as guests “Strike a Pose” in front of a fabulous backdrop that has your logo on it. Your logo will receive exposure during the event and will continue to live on once the photos are posted, “liked” and shared on social media. Benefits Include: Logo on photo opportunity backdrop, the IBG and Farm to Table(aux) event websites, e-blasts, social media, printed program and slideshow + VIP table seating for 4 guests

**Mystère Box** (1 available) — A hundred tickets for sale, and only 1 will hold the winning match to an amazing mystery item that’s held in the Mystère Box display. The Mystère Box opportunity drawing always features a fabulous prize (or prizes) that everyone will want. This is your chance to have your brand featured at the Mystère Box and to be a part of the fun onstage as the box is opened and winner announced. Benefits Include: Opportunity for sponsor representative to go onstage with the emcee or Garden representative to reveal the Mystère Box contents, draw and announce the winner, signage at the Mystère Box location, logo included on the IBG and Farm to Table(aux) event websites, e-blasts, printed program and slideshow + VIP table seating for 4 guests

**Mission Moment** (1 available) — An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. Benefits Include: Verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by...." or "This moment made possible by...," highlighting of company name or logo in any mission focused e-blasts, event slides and signage, logo included on the IBG and Farm to Table(aux) event websites and continued post event impressions as video is shared on social sites + VIP table seating for 4 guests

**Live Auction** (1 available) — Be a part of the excitement of the live auction. The live auction sponsorship opportunity guarantees just that. Benefits Include: Logo recognition on the live auction preview e-blast, all live auction slides, live auction thank you acknowledgments and multiple verbal recognitions from stage during the live auction, logo on the IBG and Farm to Table(aux) event websites, e-blasts, social media, printed program and slideshow + VIP table seating for 4 guests



# Menu of Additional Opportunities

## A \$2,500 Investment in the Garden Includes:

**Artisan Cocktail & Beverage** (2 available) — This beverage station will be the artistic cocktail/mocktail creation of the Soirée portion of the evening that all guests will enjoy. Be the brand they see as they experience these fabulous sips. Benefits Include: Logo represented at the cocktail station, IBG and Farm to Table(aux) event websites, printed program and slideshow + 2 tickets

**Lagniappe** (1 available) — Every guest loves going home with an extra something at the conclusion of the event and your sponsorship will help make this happen. Each guest will receive a lagniappe take-away bag or box with your logo that they take home at the conclusion of the event. Benefits Include: Logo recognition on bag or box, IBG and Farm to Table(aux) event websites, printed program and slideshow + 2 tickets

**Silent Auction** (1 available) — As guests bid to their heart's content on fabulous silent auction packages, your logo would be represented in this prime location. Benefits Include: Logo recognition on the silent auction preview e-blast, all silent auction description pages, IBG and Farm to Table(aux) event websites, printed program and slideshow + 2 tickets

**Stage Crew** (1 available) — 20+ "Stage Crew" volunteers working the room and engaging more than 300 guests. These community members offer a great opportunity to showcase your brand and will be the hit of the event. Benefits Include: Volunteers wearing your logo, as well as logo recognition on the IBG and Farm to Table(aux) event websites, printed program and slideshow + 2 tickets

## A \$1,500 investment in the Garden includes:

**Hydration Station** (3 available) — Help our attendees stay hydrated as they enjoy a fabulous evening. With art, food, and cocktails tantalizing the senses, water is a must. Benefits Include: Logo recognition at the station, IBG and Farm to Table(aux) event websites and printed program + 2 tickets

**Cocktail Napkins** (2 available) — Be the logo prominently featured on cocktail napkins for the event. Every guest needs somewhere to blot their lips after enjoying the savory bites and delicious artisan cocktails during the Soirée. Benefits Include: Logo recognition on napkins, IBG and Farm to Table(aux) event websites and printed program + 2 tickets

Presenting (\$15,000)    Diamond (\$10,000)    Gold (\$7,500)    Silver (\$5,000)

Bronze (\$2,500)    Custom \$\_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Check enclosed for \$\_\_\_\_\_ payable to Idaho Botanical Garden

Charge my Credit Card for \$\_\_\_\_\_    Visa    MasterCard    Amex    Discover

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CV#: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail form to Idaho Botanical Garden, 2355 E Old Penitentiary Rd. Boise, ID 83712

### Creating a win-win!

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members.

In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

### Don't see what you are looking for?

We encourage you to suggest ideas for crafting the perfect sponsorship. Please contact Jennifer Parks, Development Director  
[Jennifer@idahobotanicalgarden.org](mailto:Jennifer@idahobotanicalgarden.org) | 208-275-8603 | [idahobotanicalgarden.org](http://idahobotanicalgarden.org)

\*tax deductibility of donations will be determined after sponsorship is finalized