

# flower show

ATLANTA BOTANICAL GARDEN



# Primavera

February 23-25, 2024



ATLANTA BOTANICAL GARDEN

SPONSORSHIP OPPORTUNITIES





The Garden's biennial Flower Show highlights exquisite creations in floral design, horticulture, photography, botanical arts and Ikebana, as well as an education exhibit. The indoor judged competition showcases artistry in the divisions of Floral Design, Horticulture, Photography and Botanical Arts. In addition, the show features non-judged displays of Ikebana, the Japanese art of floral design. All proceeds from the Flower Show benefit the Garden's International Plant Exploration Program.



All levels of sponsorship receive recognition in the Flower Show Visitor's Guide and on the Garden's website.

### ***Trophy: \$25,000***

- **50 complimentary one-time Garden guest passes**
- **50 complimentary tickets to the Flower Show**
- **12 complimentary tickets to Flower Show Preview Party**
- **One-year complimentary Arbor level membership valued at \$3,000**  
*(includes an invitation to Cercle de Fleurs and other exclusive Garden events)*

### ***Blue Ribbon: \$10,000***

- **25 complimentary one-time Garden guest passes**
- **25 complimentary tickets to the Flower Show**
- **8 complimentary tickets to Flower Show Preview Party**
- **One-year complimentary Donor-level membership**

### ***Red Ribbon Sponsor: \$5,000***

- **16 complimentary one-time Garden guest passes**
- **16 complimentary tickets to the Flower Show**
- **6 complimentary tickets to Flower Show Preview Party**
- **A special invitation to attend Cercle de Fleurs, the Circles-level premiere of the Garden's summer exhibition**

### ***Yellow Ribbon Sponsor: \$2,500***

- **8 complimentary one-time Garden guest passes**
- **8 complimentary tickets to the Flower Show**
- **4 complimentary tickets to Flower Show Preview Party**

### ***Honorable Mention Sponsor: \$1,500***

- **4 complimentary one-time Garden guest passes**
- **4 tickets to the Flower Show**
- **2 complimentary tickets to Flower Show Preview Party**

For more information about support sponsorship opportunities, please contact  
Patti Muenchen, Senior Development Officer, at 404-591-1582 or [pmuenchen@atlantabg.org](mailto:pmuenchen@atlantabg.org).

*\*Flower Show tickets may be used for admission Friday, Saturday and Sunday*

*Please note, the Atlanta Botanical Garden accepts gifts from Donor Advised Funds and IRA distributions. If opting to pay for sponsorship or tickets using one of these methods, any tangible benefits including event attendance will be waived. Personal payments for the non-deductible portion (bifurcated payments) are not permitted. Please consult with your tax advisor with any further questions.*





### About the International Plant Exploration Program

The Atlanta Botanical Garden established the International Plant Exploration Program in 2016 with the intention of constructing a plant evaluation nursery, seed collecting trips to Southeast Asia, and the launching of a visiting scholar program. The program is managed by Scott McMahan, a long-term collaborator of the Garden who has made more than 20 seed collecting trips to Southeast Asia with support from the Garden.

### Impact of Sponsorship Support

No other institution in the southeastern United States is focusing on the biogeographic connection between Southeast Asia and the southeastern United States at the scale of the Garden's International Plant Exploration program. Objectives for this phase of the program's development include the construction of a plant evaluation nursery, plant collecting trips to Southeast Asia, and the launch of a visiting scholar program.

### The International Plant Exploration Program at the Atlanta Botanical Garden will:

- Preserve and disseminate the germplasm of plants from Southeast Asia in the United States through seed and seedling distribution with appropriate botanical institutions.
- Establish a program to evaluate new species from Southeast Asia for use in southeastern landscapes.
- Create networks between the Atlanta Botanical Garden, the University of Georgia, and botanical institutions in Southeast Asia. These are initial steps in developing plant propagation programs for future conservation efforts of these threatened floras.
- Source new germplasm for plant breeding efforts in the United States.