

# private events guide



ATLANTA BOTANICAL GARDEN

*Gainesville*

# rental spaces



Visit [gardenevents.org](http://gardenevents.org) for more detailed information. Rental fees directly support the Garden's mission to develop and maintain plant collections for display, education, research, conservation and enjoyment. Contact the Special Events team at 404-888-4762 to schedule a site visit, check availability or ask questions.



ATLANTA BOTANICAL GARDEN

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# rental information



## Rental Information

Create a memorable experience in a beautiful woodland oasis. The Garden offers a variety of options for private parties, ceremonies, receptions, business events, corporate retreats and conferences. The Gainesville Garden offers private event rentals for up to 100 guests during Garden business hours and up to 200 guests outside of Garden business hours.

- **Refundable security deposit** required.
- Please see list of **approved caterers**.
- **Outside alcohol is prohibited**.

Rates are subject to change.

Spaces are subject to seasonal display and exhibitions.

\*Additional charges may apply during special ticketed exhibitions or events.



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# ceremony & reception packages



## Intimate Ceremony Package \$900

- Up to 15 people
- Up to 2 hours exclusive use of the space, including associated setup & breakdown
- One bottle chilled Prosecco
- Standing only

## Traditional Ceremony Package \$1,750

- Up to 50 people
- Up to 3 hours exclusive use of the space, including associated setup & breakdown



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# rehearsal dinner or reception package

## Reception Package \$2,500

Receptions may host up to 100 guests during Garden business hours and up to 100 guests outside of Garden business hours. **Up to 6 hours** exclusive use of the space, including event setup & breakdown. Additional time may be rented, \$450/hour

## Ceremony + Reception Package \$4,000

**Up to 9 hours** exclusive use of spaces, including event setup & breakdown. Additional time may be rented, \$450/hour

### LOCATION OPTIONS

Outdoor table & chair setup, \$500/location.

- Glade Garden (ceremony only)
- Event Lawn (ceremony or reception)
- Amphitheater (ceremony or reception)
- Event Room + Terrace (ceremony or reception, table + chair setup included)



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# celebrations & socials



## CELEBRATIONS & SOCIALS

Rental rate begins at **\$250/hour** during **Garden business hours** with a three-hour minimum. **Outside of Garden business hours, the rental rate begins at \$450/hour**, also a three-hour minimum. Rental time includes setup/breakdown. Garden admission for all guests during event rental

### LOCATION OPTIONS

Outdoor table & chair setup, \$500/location.

- Event Lawn
- Amphitheater
- Event Room + Terrace  
(table + chair setup included)



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# corporate & meetings



## CORPORATE & MEETINGS

Rate begins at **\$150/hour during Garden business hours** with a one-hour minimum. **Outside of Garden business hours, the rental rate begins at \$350/hour** with a two-hour minimum. Rental time includes setup/breakdown. \$100 team building activities add on upon request

### PACKAGES INCLUDES

- Exclusive use of Event Room + Terrace
- Table + chair setup
- Use of projector and laptop
- Garden admission for all guests during event rental



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# photography packages



## Personal Photo Shoot

Personal photo shoots, including engagement photos, wedding/bridal photos, and family portraits shot by a professional are scheduled through the Private Events department in advance. All sessions require a booking fee and a contract.

## Couple Photography Session **\$150**

Garden admission for up to 4 people for up to two hours. Count includes photographer, second, videographer, etc. Children 3 and under are excluded from count.

## Party Session **\$300**

Up to 10 people for up to two hours. Count includes photographer, second, videographer, etc. Children 3 and under are excluded from count.

*Guests grant permission to the Atlanta Botanical Garden Gainesville to utilize their image, likeness and/or sound recordings for the purpose whatsoever in perpetuity. All manner of drone photography and video of the Garden is strictly forbidden.*



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# rental guidelines

The Garden is an educational institution, a repository of rare and endangered species, and a living museum. Protection of its treasures is primary and we respectfully request that you keep these rental guidelines in mind.

**CONTRACTING DETAILS:** Venue pricing includes use of space for a specified time-frame; catering, décor, beverage services, etc. are priced additionally. A rental reservation is considered confirmed and binding after the date, time, guest count and location are agreed upon and the following have been received by the special events department:

- **Signed rental agreement**
- **Non-refundable rental deposit**
- **Refundable security/damage deposit**

**INSURANCE:** The room rental fee includes insurance liability insurance coverage for an event in the amount of \$300,000/ \$100,000 (bodily injury/ property damage)

**CATERING:** The Garden maintains an (exclusive) list of local area caterers, and as such, event food may only be provided by one of them. This allows the Garden to assure the quality of the event's food service and keeps delivery traffic from unfamiliar vehicles to a minimum on environmentally sensitive Garden property. Catering equipment including all dishes, barware, linens and service needs for the event is to be provided by the caterer. Caterers are responsible for the materials and personnel they bring into the Garden.

**NO OUTSIDE FOOD OR BEVERAGES MAY BE BROUGHT INTO THE GARDEN.**

**BEVERAGES:** The Atlanta Botanical Garden holds a Georgia Liquor License and provides top-quality beverage selections, a choice of beverage plans, and complete coordination of bar staff. For events planning to serve alcohol, all the products and services must be provided by the Atlanta Botanical Garden in accordance with Georgia law. There is no minimum alcohol purchase required. On Sundays, alcohol can only be served after 11:30 a.m. Under no circumstances can alcoholic beverages be brought on Garden property. The Garden requires a deposit for all events serving beverages, under/over payments will be adjusted on the final invoice.

**EVENT STAFF:** The Garden will provide event staff to supervise set-up and tear down, direct maintenance and security needs, manage bar and staff, and oversee outside vendors to insure a smoothly executed event. Maintenance and security staff will be scheduled based on the event's needs.

**PHOTOGRAPHY:** Client may employ the photographer of their choice with the understanding that the Garden may contact the photographer for copies of the event photos for use in all manners. Client waives all rights to compensation for use of the photographs. All photography sessions must reserve a date and time. There is a fee for photo sessions that are not part of an event taking place at the Garden. See Photography Policy information on page 12 for additional details. To schedule a commercial photo shoot, contact the Marketing Department at 404-591-1550.

**PARKING:** The Garden currently has 82 parking spaces. Should the event be during the day when the Garden is open to the public, parking at the Garden will be limited.

**VENUE RESTRICTION/EXCLUSIVITY:** Contracts are written for a set amount of time and exclusive use of specific spaces within the Garden. The Garden reserves the right to book multiple events simultaneously. Exclusive events are held only after regular Garden hours and have access to the entire Garden.

**GARDEN ADMISSION:** For events booked during the Garden's daytime hours, admission fees are included in the contracted facility rental time. Additional charges may apply during special ticketed exhibitions or events. Should attendees wish to visit the Garden outside of event rental time, the Garden reserves the right to charge admissions.

**SMOKING:** The Garden is a nonsmoking and non-tobacco venue. Smoking and tobacco use (including vaping) is NOT permitted anywhere in the buildings or on the grounds of The Garden. There are no designated smoking areas. This policy is strictly enforced and violation of this policy will result in the loss of Security/ Damage Deposit

**FIREARMS:** The Garden is a no firearm venue. This policy will be strictly enforced.

**VENUE PRODUCTION FEE:** An 18% production fee will be charged on all room rentals. The fee is the venue service charge to cover credit card fees, additional staff such as Event Lead, Security, and Housekeeping. It goes toward the overall venue appearance.



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# beverage services

## Beverage Service Options

### I. Hourly

Lessee is charged a flat hourly rate per person for the entire guest count regardless of actual consumption or age of each person plus labor fees. A minimum of two (2) hours of beverage service is required. Select either a **Premium Bar** or a **Limited Bar**, and select either **Tier 1** or **Tier 2**.

**A. Premium Bar:** Liquor, beer, wine and non-alcoholic beverages. Champagne is not included.

	TIER 1	TIER 2
1ST HOUR	\$12 /person	\$14 /person
2ND HOUR	\$10 /person	\$12 /person
+ HOURS	\$5 /person	\$6 /person

**B. Limited Bar:** Beer, wine, and non-alcoholic beverages. Champagne is not included.

	TIER 1	TIER 2
1ST HOUR	\$10 /person	\$12 /person
2ND HOUR	\$8 /person	\$10 /person
+ HOURS	\$4 /person	\$5 /person

### Wine by the Bottle

<b>TIER 1</b>	<b>\$20 PER BOTTLE</b>
Variety of Palate-Pleasing Budget Friendly Wines	
<b>TIER 2</b>	<b>\$30 PER BOTTLE</b>
Variety of Regional, Flavorful, and/or Organic Wines	

### Champagne & Sparkling Wine by the Bottle

GRUET BLANC DE NOIRS	\$75.00
LA MARCIA PROSECCO	\$25.00
7 DAUGHTERS MOSCATO	\$25.00

### II. By-the-Drink

Lessee is charged for each beverage consumed at the Cash Bar (III) prices plus labor fees. House brands only.

### III. Cash Bar

Lessee's guests are responsible for purchasing their own beverages. House brands only.

MIXED DRINKS	\$12
WINE TIER 2	\$10
SODA/JUICES/WATER	\$3
WINE TIER 1	\$8
IMPORTED BEER	\$7
DOMESTIC BEER	\$6
CHAMPAGNE	Bottle only.

### IV. Hospitality

Service includes the setup of beverage napkins, disposable cups, bowl of ice and 8 oz. Coca-Cola products: Coke, Diet Coke, Sprite and Dasani water. Beverages are \$3 each. Lessee is charged after the event for the number of drinks actually consumed.



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# beverage services

## Additional Fees and Guidelines

### Bartender & Cashier Labor Fees

Lessee is responsible for bartender fees of \$30 per hour per bartender. Bartenders are billed based on actual hours worked (setup + actual time the bar is open + breakdown), with a five (5) hour minimum. The number of bartenders staffed at each event is at the discretion of the Garden. The Garden generally recommends one (1) bartender per seventy-five (50) guests.

If you are planning a cash bar(s) for your event, cashier(s) and POS terminal(s) will be used to handle the cash transactions. Lessee will be responsible for cashier fees of \$30 per hour per cashier. Cashier hours are billed based on actual hours worked (setup + actual time the bar is open + breakdown), with a five (5) hour minimum.

### Gratuities, Taxes, & Service Charges

It is the policy of the Garden to allow bartenders to accept tips. A gratuity container will be placed on the bar during an event in which a cash bar is selected. For non-cash bar events, a 20% gratuity will be added to the final invoice.

All bars are subject to Georgia sales tax.

### Taxes

All bars are subject to Georgia State sales tax as required by law.

### Special Orders

The Garden will special order alcohol for an event. Special orders must be placed four weeks prior to the event date. Last minute requests cannot be guaranteed. Lessee will be charged the full amount of any special order. Unused portions of special orders, opened or unopened, will not leave the premises. Special orders are subject to processing fee.

### Caterers

Caterers may provide coffee, tea, punch, and ice water. The Atlanta Botanical Garden liquor license requires that the Garden provide all alcoholic beverage service, sodas, and bottled water. No outside beverages are allowed.

### Payment

Lessee must confirm final beverage plan no later than four (4) weeks prior to the event. A final guest count is due twenty-one (21) days prior to event date. All beverage plans, including bartender labor, will be invoiced within fifteen (15) days of the event, with full payment due within 30 days of invoice date.

*Prices and product availability subject to change without notice. Prices not inclusive of taxes and gratuity. Alcohol sales available after 11:20 a.m. on Sundays. Alcohol sales end 30 minutes before bar closes.*

*Only guests 21 and up with a valid ID will be served alcoholic beverages. During the event, the Garden reserves the right to refuse alcoholic beverages to an individual that appears intoxicated and/or discontinue beverage service should it be deemed necessary. Under no circumstances is anyone allowed to leave the Garden premises with alcoholic beverages. Shots may not be served at the Garden.*



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# photography policy

Amateur photographers and garden guests are welcome to shoot photos throughout the Garden as long as they are for their personal use and enjoyment, rather than for commercial or gallery use. All other photography sessions, personal or promotional/commercial, require a reservation, and fees are charged.

No unauthorized photography sessions are allowed at any time on Garden property, including along the entrance driveway extending from Highway 129.

A fee is required for photography sessions or promotional/commercial photo shoots that are not part of a private event taking place at the Garden. This includes engagement photos, wedding/bridal photos, and family portraits that are not part of an event booked at the Garden.

Tripods and other large equipment may be used throughout the Garden. Promotional photo shoots must contact the Marketing Department for scheduling. The Garden is not responsible for any lost, stolen or damaged equipment.

## Personal Photo Shoot

The fee for a personal photo shoot for up to 4 persons, including the photographer and assistants, for a maximum of two hours is \$150. The fee for a personal photo shoot for up to 10 persons, including the photographer and assistants, for a maximum of two hours is \$300. Should the group be larger than 10, the fee is \$15 per person. Additional hours may be purchased at a rate of \$100 per hour. Garden membership does not entitle the party, or part thereof, to waive this fee.

Due to demand, sessions must be confirmed with payment in full one week prior to the session. Photography sessions are not scheduled after hours, on days the Garden is closed, or during specific private events.

**Contact the Special Events Department at 404-888-4762 to schedule a personal photo shoot.**

## Promotional or Commercial Photo Shoot

Photographers for promotional or commercial photo and video shoots (for inclusion in a newspaper, book, magazine, catalog, model portfolio, TV commercial, motion picture, etc.) are charged a location fee and must be scheduled in advance.

**Contact the Marketing Department at 404-591-1550 for pricing information or to schedule a promotional or commercial shoot.**

*Fees directly support the mission of the Garden in developing and maintaining plant collections for display, education, research, conservation and enjoyment.*



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# approved vendors

## Approved Caterers

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### Harvest Catering Co.

harvestcateringco.com

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### Johnny's BBQ

johnnysbbq.com | 770.536.2100

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### Sabrosa's

sabroaatl.com | 678.438.2332

## Approved Tent Companies

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### All City Party Rentals

allcitypartyrentals.com | 770-695-3200

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### Jitterbug Party Rentals

jitterbuginflatables.com | 678-948-5867

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### T3 Event Rentals

t3eventrentals.com | 770-887-6142

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### Lanier Tent Rentals

laniertentrental.com | 770-532-4740



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