



private events guide



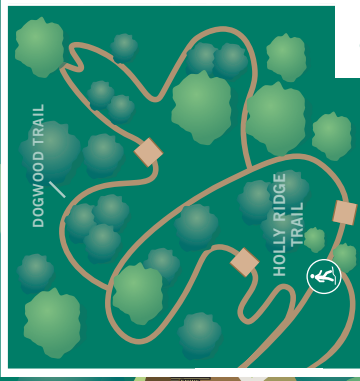
ATLANTA BOTANICAL GARDEN

Gainesville

rental spaces



TRAIL GUIDE



Sourwood Trail
Enjoy short nature walks through fragrant and visually appealing shade plantings as well as several varieties of witch hazel.

Holly Ridge Trail
Take in beautiful views on this half-mile loop off Sourwood Trail. It includes hilly terrain graced with native hollies and rhododendrons. Just off the Holly Ridge Trail, the Dogwood Trail leads to the top of the ridge and offers views of the surrounding forest.

special features

Woodland Promenade
This central path offers places to sit and enjoy woodland views and colorful annual plantings.

Overlook Garden
Perennials, shrubs and ornamental trees frame overlook seating that offers a place to relax.

Stream Garden
A wooded hillside is filled with the soothing sounds of cascading water flowing past spring wildflowers and summer-blooming hydrangeas.

Glade Garden
An opening in the woodlands creates a sun-drenched garden room focused on the seasonal colors and patterns of the landscape.

Forest Pond
Flowering water lilies and other ornamental aquatic plants break the surface reflections of the surrounding forest.

- TRAILHEAD
- INFORMATION
- RESTROOMS
- WATER FOUNTAIN
- GARDEN GIFT SHOP & REFRESHMENTS

Ada Mae Pass Ivester Children's Garden
Perched on the highest point of the Gainesville Garden, this 2.5-acre attraction offers endless adventures. Trees and flowering shrubs envelop this magical space where fire, water and earth intertwine with unforgettable features like Desmond the Dragon, the new Fairyland Trolley, a Treehouse/Play Fort and so much more.

Visit 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.



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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.

- **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 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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Contact the Special Events Department at [404-888-4762](tel:404-888-4762) to schedule.

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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Contact the Special Events Department at **404-888-4762** to schedule.

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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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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Contact the Special Events Department at **404-888-4762** to schedule.

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 292 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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The Garden offers a choice of four beverage services:

Hourly, Consumption, Card Bar or Hospitality.

Beverage Service Options

I. Hourly

Client is charged a flat hourly rate **per person** for the entire guest count regardless of actual consumption plus Georgia sales tax, gratuities and labor fees. A minimum of two (2) hours of beverage service is required.

**Five or more (5+) hour bars require approval and additional security labor of at least \$500*

A. Liquor, beer, wine and non-alcoholic beverages

	TWO HOURS	THREE HOURS	FOUR HOURS
FULL PREMIUM BAR	\$36 per person	\$49 per person	\$62 per person
FULL STANDARD BAR	\$30 per person	\$39 per person	\$52 per person

B. Beer, wine, and non-alcoholic beverages

	TWO HOURS	THREE HOURS	FOUR HOURS
LIMITED BAR	\$24 per person	\$34 per person	\$44 per person

II. Consumption Client is charged for each beverage prices plus Georgia sales tax, gratuities and labor fees.

Mixed Drinks	\$13	Non-Alcoholic	\$4
Wine	\$10	Champagne	Bottle only
Beer	\$7		

III. Card Bar Client's guests are charged for each beverage plus Georgia sales tax. Client responsible for labor fees.

Mixed Drinks	\$13	Non-Alcoholic	\$4
Wine	\$10	Champagne	Bottle only
Beer	\$7		

IV. ADDITIONAL PER BOTTLE

Martinelli's Sparkling Wine	\$16	Table side wine service/ passed wine service	\$5 per person
Vevee Yellow Label Champagne	\$200		

V. Hospitality

Service includes the setup of beverage napkins, disposable cups, bowl of ice and Coca-Cola products: Coke, Diet Coke, Sprite and Boxed Water. Coca-Cola beverages are \$4 each. Client is charged after the event for the number of drinks actually consumed plus Georgia sales tax and gratuities.



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Standard Liquor

Vodka	Wheatly
Rum	Cruzan
Gin	Beefeater
Whiskey	Canadian Club

Premium Liquor

Vodka	Grey Goose	
Rum	Mt. Gay	
Gin	Tanqueray	Aviation
Whiskey	Jack Daniels	Woodford Reserve

Beer & Hard Seltzer Water

Locally brewed beers available. Availability varies by season. Selection to be determined at Final Walk Through.

Wild Heaven Garden Beer (seasonal)
 Wild Heaven Sunburst IPA
 Orange Blossom Pilsner (seasonal)
 Stell Artois
 Michelob Ultra
 Creature Comforts Classic City Lager

Wine

WHITE WINE

Gérard Bertrand Cabernet Sauvignon, *France*
 Vintner's Reserve Chardonnay, *California*
 Ecco Domani Pinot Grigio, *Italy*
 Hive & Honey Riesling, *California*

RED WINE

Gérard Bertrand Merlot, *France*
 Meiomi Pinot Noir, *Sonoma*
 Sunny With A Chance Of Flowers
 Cabernet Sauvignon, *California*

ROSÉ

Gérard Bertrand Cote des Rosé, *France*
 Gérard Bertrand Gris Blanc, *France*
 The Beach by Whispering Angel, *France*

SPARKLING

Jeio Prosecco Brut, *Italy*
 La Marca Prosecco, *Italy*

Non-alcoholic

All bars are stocked with appropriate mixers, juices, Boxed water and assorted Coca-Cola products: Coke, Diet Coke and Sprite.



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Additional Fees and Guidelines

Bartender & Cashier Labor Fees

Client 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 Garden recommends one (1) bartender per seventy-five (75) guests.

If you are planning a card bar(s) for your event, cashier(s) and POS terminal(s) will be used to handle the card transactions. Client will be responsible for cashier fees of \$30.00 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.

Your special events coordinator will guide you in determining the appropriate amount of staff.

Gratuities & Taxes

It is the policy of the Garden to not allow bartenders to accept cash tips as we are a cardless venue. For non-card bar events, a 20% gratuity will be added to the final invoice.

All bar charges and gratuity are subject to Georgia sales tax.

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. Client will be charged the full amount of any special order, therefore unused portions of special orders, opened or unopened, will not be refunded or leave the premises.

Caterers

The caterer 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 Boxed Water. No outside beverages are allowed.

Payment

Client must confirm final beverage plan no later than four weeks prior to the event. A final guest count is due three (3) days prior to event date. Events with final deposit outstanding as of 30 days prior to the event date, are subject to cancellation at the Garden's discretion. Final event charges will be invoiced within ten (10) days of event date, with the outstanding event charges due seven (7) days of invoice date.

Prices and product availability subject to change without notice. Prices not inclusive of taxes and gratuity. Alcohol sales available after 11:30 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 cannot be served at the Garden.



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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.



ATLANTA BOTANICAL GARDEN

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approved vendors

Approved Caterers

Harvest Catering Co.

harvestcateringco.com

Johnny's BBQ

johnnysbbq.com | 770.536.2100

Sabrosa's

sabroaatl.com | 678.438.2332

Approved Tent Companies

All City Party Rentals

allcitypartyrentals.com | 770-695-3200

Jitterbug Party Rentals

jitterbuginflatables.com | 678-948-5867

T3 Event Rentals

t3eventrentals.com | 770-887-6142

Lanier Tent Rentals

laniertentrental.com | 770-532-4740



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