

Brooklyn
Botanic Garden
2011 Spring Gala
& After Party
Sponsorship

June 7, 2011



About BBG

Brooklyn Botanic Garden was founded in 1910 with the revolutionary vision that environmental education, conservation and community engagement were necessary parts of urban life, at a time when Brooklyn was still principally agricultural. BBG was one of the first botanic gardens in the world to include hands-on children's education as part of its founding mission to shape generations of environmental stewards.

Today, the Garden—one of New York City's leading cultural institutions—welcomes over 725,000 visitors a year from around the corner and across the globe. It maintains an extensive commitment to inspire and educate future generations, document changes in plant life and the environmental impacts, and help urban residents create healthier, safer, “green” neighborhoods.

The Garden extends well beyond its gates, engaging over 150,000 children, teachers and families through education programs offered free or at minimal cost. Over 50,000 Brooklyn residents participate in the Garden's urban greening programs that bring neighbors together, block by block, to strengthen communities on a grassroots level. Its science research staff is internationally recognized for documenting the effects of environmental changes in our rapidly urbanizing world.

Brooklyn Botanic Garden begins its Next Century at a time when the need for environmental awareness and stewardship is of utmost importance, as is the necessity for providing an urban sanctuary where city residents can stay in touch with beauty and the living environment.





Spring Gala

On June 7, 2011, hundreds of guests will celebrate Brooklyn Botanic Garden's extraordinary service to the community at the Spring Gala. Attendees will enjoy a beautiful late spring evening amid peak Garden blooms. The Gala begins with lavish cocktail receptions in the Herb Garden and Cranford Rose Garden, followed by a formal dinner.

The Garden will present its first Visionary Award to **Shelby White and the Leon Levy Foundation** and 2011 Better Earth Awards to **Martha A. Rubin and Majora Carter**.

After Party Spring Soiree (New in 2011!)

Brooklyn Botanic Garden launches the inaugural Gala After Party to welcome up to 300 additional guests to enjoy the magic of the Garden after dark, with botanical cocktails, delectable desserts and dancing on Cherry Esplanade. The event will be held from 9:30-11:30 p.m. A primary audience will be New York City young professionals.



Spring Gala & After Party Spring Soiree

The Spring Gala and After Party raise vital funds for the Garden's magnificent horticultural displays, internationally renowned educational programs, extensive community outreach and greening programs, and highly-regarded science initiatives in plant conservation and urban ecology.

There are a variety of ways to participate and support Brooklyn Botanic Garden:

- **Gala After Party Sponsorships (New in 2011!)**

Available for individuals or companies, many sponsorship packages include a Gala table or tickets, as well as tickets to the After Party. For name or logo inclusion on materials, confirmations are needed by May 11.

- **Gala Tables or Tickets**

Tables are available at \$50,000, \$25,000, \$12,500 and \$7,500. Tickets for one are available at \$2,500, \$1,250 and \$750, plus \$500 for guests under the age of 35 and \$200 for Cocktails-Only.

- **Fully tax-deductible Contributions**

A direct donation is the simplest way to support the Garden's mission.





Support the Event

After Party Sponsorship 2011 Levels and Benefits

Magnolia – \$15,000 level

- Benefactor Table of 10 (\$12,500 value)
- Tickets to the Gala After Party for up to 10 additional guests (\$450 value)
- Exclusive tour of BBG for up to 10 guests
- 5 Brooklyn Botanic Garden gift memberships (\$425 value)
- Invitation to a special BBG behind-the-scenes reception
- Sponsor logo and link on Gala After Party website
- Logo in Gala program and on day-of signage, along with recognition at the Benefactor Level



Rose – \$10,000 level

- Curator Table of 10 (\$7,500 value)
- Tickets to the Gala After Party for up to 6 additional guests (\$270 value)
- Exclusive tour of BBG for up to 6 guests
- 2 BBG gift memberships (\$170 value)
- Invitation to a special BBG behind-the-scenes reception
- Logo on Gala After Party event website with a link to the sponsor's website
- Logo in Gala program and on day-of signage, along with recognition at the Curator Level



Support the Event

After Party Sponsorship 2011 Levels and Benefits (continued)

Peony– \$5,000 level

- 4 Spring Gala Tickets (\$3,000 value)
- Tickets to the Gala After Party for up to 4 additional guests (\$180 value)
- 2 BBG gift memberships (\$170 value)
- Invitation to a special BBG behind-the-scenes reception
- Logo on Gala After Party event ticketing website
- Logo in Gala program and on day-of signage, along with recognition at the Steward Level

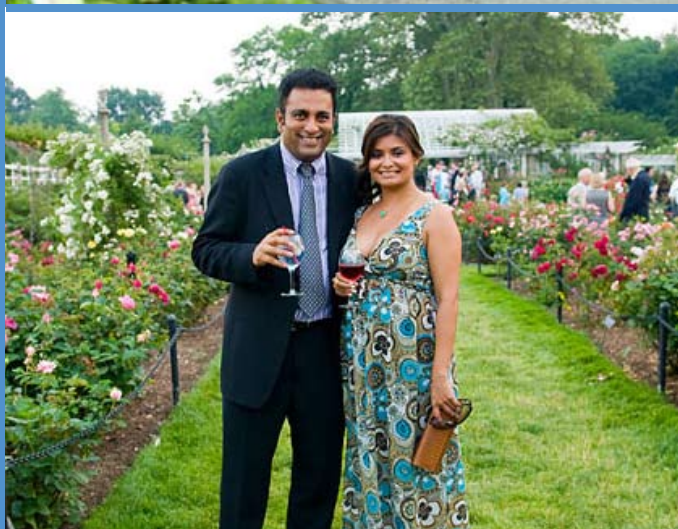
Tulip– \$2,500 level

- 2 Spring Gala Tickets (\$1,500 value)
- Tickets to the Gala After Party for up to 4 additional guests (\$180 value)
- 2 BBG gift memberships (\$170 value)
- Invitation to a special BBG behind-the-scenes reception
- Name listing on Gala After Party website
- Name listing in Gala program and on day-of signage, along with recognition at the Steward Level

Lily– \$1,000 level

- Tickets to the Gala After Party for up to 4 guests (\$180 value)
- 2 BBG gift memberships (\$170 value)
- Invitation to a special BBG behind-the-scenes reception
- Name listing on Gala After Party website
- Name listing in Gala program and on day-of signage

In order to ensure logo or name inclusions, kindly respond by May 16.





Brooklyn Botanic Garden Facts & Figures

- BBG welcomes 725,000 visitors annually, with a commitment to keeping the Garden as accessible as possible for all New York City residents and visitors to enjoy.
 - * Over 150 free day options are available, including free Tuesdays and Saturday mornings, free admission at all times for children under the age of 12 and free Fridays for seniors.
- The Garden is a living classroom and extraordinary museum displaying over 12,000 different kinds of plants from around the world, including many rare and endangered species.
- In the past 5 years, nearly 400,000 New York City school children have visited BBG; Millions have visited since BBG was founded in 1910. BBG opened the first Children's Garden in a botanic garden in the world in 1914.
- Over 5,000 students participate in special School Workshops at BBG annually.
- BBG's Garden Apprentice Program for middle and high school students has engaged 65 students in year-long internships since it was founded in 2005.
- BBG provides professional development to approximately 2,100 New York City public school teachers in the past five years. Thousands more have been reached as these programs have been continuously offered for decades.



Brooklyn Botanic Garden Facts & Figures

(continued)

- Over the past 7 years, BBG has helped transform the former Prospect Heights High School into the Brooklyn Academy of Science and the Environment (BASE). Nearly 500 students are enrolled.
 - * Graduation rates have increased from 30% to 75%.
 - * Graduates have included Gates Millennium and Posse Foundation scholars.
 - * BASE was awarded a much-coveted grade “A” from the New York City Department of Education in 2010 for demonstrated progress.
- More than 50,000 Brooklyn residents are involved in urban greening projects and training through BBG’s community horticulture programs.
- BBG scientists are at the forefront of documenting the effects of environmental change in our rapidly urbanizing world, as part of the first-ever comprehensive conservation initiative targeting New York City’s native plants.

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