



Bernheim
ARBORETUM AND RESEARCH FOREST



2023

**BERNHEIM FOREST
SPONSORSHIP OPPORTUNITIES**



MISSION: To connect people with nature



Bernheim Arboretum and Research Forest is a collaborative partner and focuses on building unique relationships to leverage education, collective impact, and bringing innovative approaches to ecological research and the arts, all of which helps deliver our mission of *connecting people with nature*.

With your sponsorship, you can position your brand with a leader in ecological stewardship. Your organization will gain valuable exposure while connecting with Bernheim's 300,000+ annual visitors. Bernheim Forest's commitment to connecting people with nature extends beyond our 16,142 acres and into the region and state through diverse community engagement efforts.

As a non-profit organization, Bernheim would not be able to expand our programs without the generosity of our partners, like you.

MARKETING REACH

| | |
|---------------------|----------|
| Annual Visitors | 350,000+ |
| Instagram followers | 27k |
| Facebook followers | 69k |
| E-news subscribers | 29k |

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1. CORPORATE MEMBERSHIPS

Become a corporate member to align your company and employees with Bernheim's mission and unlock complimentary sponsorship opportunities.

2. EVENT SPONSORSHIPS

Sponsor a signature Bernheim event that attracts thousands of people - kids, families, and adults alike.

3. NATURE-BASED EDUCATION SPONSORSHIPS

Help make our field trips and summer camps affordable so our award-winning nature-based programs can be accessible to all.

4. ARTS IN NATURE SPONSORSHIPS

Connect your brand with our internationally-recognized Arts in Nature program that attracts visitors from across Kentucky and beyond.

5. INDIVIDUAL SPONSORSHIPS

Opportunities for individuals and small businesses to support our events and programs.

6. COMMITMENT + MATERIALS



Corporate Memberships provide vital support to our Forest while offering a variety of benefits to companies and their employees for a 12-month period. A Corporate Membership can help enhance your company's visibility and commitment to the environment, encourage a healthy and active lifestyle for your employees and their families, and provide your business with meaningful engagement opportunities.

| BENEFITS | MEMBERSHIP LEVELS | | | |
|--|--------------------|------------------|------------------|-----------------|
| | FOREST \$50,000 | TREE \$25,000 | ROOT \$10,000 | SEED \$5,000 |
| 30% discount on household memberships for all staff | ✓ | ✓ | ✓ | |
| Complimentary household memberships (up to the amount specified) | 50 | 25 | 10 | 5 |
| Membership Enrollment Day at your company | ✓ | ✓ | ✓ | ✓ |
| Choice of complimentary event sponsorship (up to the amount specified) including associated benefits | \$12,500 | \$5,000 | \$2,500 | \$1,500 |
| Recognition in printed newsletter (mailed quarterly to 6,500 households) | 4x | 3x | 2x | 1x |
| Hyperlinked logo on website | ✓ | ✓ | ✓ | ✓ |
| Designated Employee Volunteer Day | ✓ | ✓ | ✓ | ✓ |
| Complimentary tickets to Forest Lounge (VIP area at CONNECT) | 24 | 18 | 8 | 4 |
| Invitation to Sustainability Lunch and Learn | ✓ | ✓ | ✓ | ✓ |
| Facility Rental discount (twice a year) | FREE | 50% | 25% | 10% |
| Behind-the-scenes tour (for up to 15 people) | 2x | 2x | 1x | 1x |
| Corporate Family Day or Work Outdoors Day | ✓ | | | |



2023 MAJOR EVENTS



RESTORE
Saturday, April 22

Restore focuses on how we can be good to ourselves and to the planet. It includes drop-in self-care workshops and educational experiences to inspire sustainable practices in everyday life.

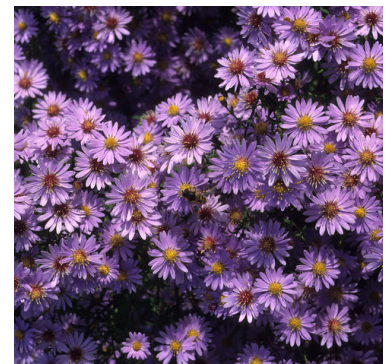
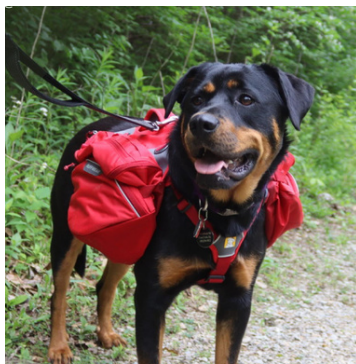
CONNECT
Saturday, Aug 26

Bernheim's evening event that attracts 3,000+ visitors and features a trail of art experiences around 32-acre Lake Nevin, musical performances, light sculptures, hands-on STEAM activities, and food trucks.

COLORFEST
Sat-Sun, Nov 4-5

This weekend-long event attracts 10,000+ visitors. ColorFest is a festival for fall beauty, including a series of diverse cultural experiences highlighting local and global celebrations of color and the harvest season.

2023 PROGRAMMATIC EVENTS



BLOOMFEST
Sat, May 20

Bernheim's annual celebration of spring. This kid-friendly event features faerie house building, a faerie parade, and naturalist-led discovery stations.

PAWS IN NATURE
Sat, June 3

Dog-friendly event honoring our four-legged friends and how they deepen our connection to nature.

BUGFEST
Sat, Sept 23

BugFest is complete with a bug-themed concert, insect Safaris, the Bug Zoo, Spider Tent, bug crafts, and the Bug Parade.

FALL PLANT SALE
Fri, Oct 13

Fall is the best time of year to plant! Shop the best selection of native plants with guidance from our horticulture staff.

2023 EVENT SERIES



BERNHEIM AT NIGHT April-October

Bernheim at Night is a series of guided hikes, providing visitors with the rare opportunity to view the unobstructed night sky and experience a diverse nocturnal world.

PLAYCOSYSTEM HAPPY HOUR (21+) 2nd Friday of the month April-Oct

Unleash your inner child at Bernheim's signature natural play area. This 21+ event includes spinning vinyl, food trucks, and adult beverages.

DISCOVERY DAYS 1st and 3rd Saturday of each month

Drop-in naturalist-led activities where children and their families learn about nature through hands-on discovery stations, a hike of the day, and self-guided adventures.

SPONSORSHIP LEVELS

| | \$15,000 | \$10,000 | \$5,000 | \$2,500 |
|----------------------|----------|----------|---------|---------|
| CONNECT or COLORFEST | \$15,000 | \$10,000 | \$5,000 | \$2,500 |
| RESTORE | \$10,000 | \$5,000 | \$2,500 | \$1,500 |
| PROGRAMMATIC EVENTS | \$10,000 | \$5,000 | \$2,500 | \$1,500 |
| EVENT SERIES | \$10,000 | \$5,000 | \$2,500 | \$1,500 |

Please contact **Lindsay Duncan** for event sponsorship benefits - lindsay.duncan@bernheim.org



SAVE THE DATE

HORTICOUTURE
Saturday, February 11, 2024

Bernheim's inaugural botanical drag show celebrating art, diversity/biodiversity, and the winter landscape. Regional artists will be challenged to create show-stopping garments that address the climate crisis.

Sponsorship opportunities TBD



Bernheim's award-winning education team offers opportunities for learners of all ages and levels to engage with nature. They inspire learners to develop a personal, lifelong relationship with nature through programs that are fun, creative, and playful while being solidly grounded in the natural sciences. Our nature-based educators use storytelling, hands-on science, art, music, crafts, and other ways to meet our mission of *connecting people with nature*.

Bernheim's education team will work collaboratively with sponsors to determine which schools are reached through your sponsorship.

FIELD TRIP SCHOLARSHIP FUNDS

| SPONSORSHIP LEVELS | \$15,000 | \$10,000 | \$5,000 | \$2,500 |
|--------------------|----------|----------|---------|---------|
| SCHOOLS REACHED | 8-10 | 6-7 | 4-5 | 2-3 |

SUMMER CAMP SCHOLARSHIP FUNDS

| SPONSORSHIP LEVELS | \$15,000 | \$10,000 | \$5,000 | \$2,500 |
|------------------------|----------|----------|---------|---------|
| # OF CAMPERS SUPPORTED | 35 | 25 | 10 | 5 |

| FIELD TRIPS + SUMMER CAMPS | SPONSORSHIP LEVELS | | | |
|--|--------------------|----------|----------|---------|
| | BENEFITS | \$15,000 | \$10,000 | \$5,000 |
| Branding on promotional materials related to the program | ✓ | ✓ | ✓ | ✓ |
| Opportunity to provide branded promotional material | ✓ | ✓ | ✓ | ✓ |
| Hyperlinked logo on website | ✓ | ✓ | ✓ | ✓ |
| Social media mention linked to program | ✓ | ✓ | ✓ | ✓ |
| Recognition in printed newsletter (mailed quarterly to 6,500 households) | 2x | 2x | 1x | 1x |
| Recognition in Bernheim's Visitor Center | ✓ | ✓ | ✓ | |
| First access to summer camp registration | ✓ | ✓ | | |
| Free facility rental | ✓ | | | |





ARTIST IN RESIDENCE PROGRAM

For over four decades, Bernheim's Artist in Residence program has attracted artists from around the world who seek to use Bernheim as their inspiration. Up to 4 artists are selected for residencies at Bernheim on an annual basis, each with a stipend of \$2,500. Bernheim also provides living quarters and studio space in exchange for an artwork, site-specific sculpture, or temporary installation. One of the four residencies is always dedicated to a regional artist living in Kentucky or in Clark and Floyd counties of Southern Indiana. Another residency is committed to an artist whose work addresses environmental issues and climate change. Bernheim's Arts in Nature team works individually with each artist to develop programming and engagement opportunities around every site-specific artwork created during the residency.

Your sponsorship supports working artists, provides unique experiences that deepen our visitor's connection to nature through art, and connects your brand to an internationally recognized Arts in Nature program.



| ARTIST IN RESIDENCE | SPONSORSHIP LEVELS | | | |
|--|------------------------------------|---------|---------|---------|
| BENEFITS | \$10,000 Supports All Residents | \$7,500 | \$5,000 | \$2,500 |
| # of Artists in Residence supported | 4 | 3 | 2 | 1 |
| Hyperlinked logo on website | ✓ | ✓ | ✓ | ✓ |
| Recognition on social media | ✓ | ✓ | ✓ | ✓ |
| Recognition in printed newsletter (sent quarterly to 6,500 households) | 2x | 2x | 1x | 1x |
| Invitations to exclusive artist receptions | ✓ | ✓ | ✓ | ✓ |
| Recognized in Arts in Nature blog post | ✓ | ✓ | ✓ | ✓ |
| Volunteer Day assisting with Arts in Nature project | ✓ | ✓ | ✓ | ✓ |
| Branding on promotional materials | ✓ | ✓ | ✓ | |
| Behind-the-scenes tour with Art Curator | ✓ | ✓ | | |
| Team building art experience at your company | ✓ | | | |



EARTH MEASURE RESTORATION - \$7,500

Earth Measure by Matt Weir beckons visitors to explore notions of science, geometry, sound, and architecture while deepening one's connection to nature. 2023 marks Earth Measure's **10th anniversary** and this year the installation will receive a deep cleaning. The sponsor of Earth Measure's restoration will be mentioned on Bernheim's website, logo included on temporary signage near the installation, and recognition in the project's press release.

1. SCHOLARSHIP FUNDS (\$150+)

Contribute to Bernheim's scholarship fund, which provides financial support for students who attend field trips and summer camp. Sponsors of the Scholarship Fund will be featured on our website and listed in the Forest Echo newsletter (distributed quarterly to 6,500 households).



2. FOUR-LEGGED FRIEND SPONSORSHIP (\$200)

Support Bernheim in honor of your favorite four-legged friend! Sponsors will have a photo of their pet featured on Bernheim's social media leading up to our dog-friendly event - Paws in Nature. The photo will also be featured in Bernheim's Visitor Center.



3. VENDOR SPONSORSHIP (\$250, \$500)

This sponsorship opportunity is designed for small businesses to access marketing opportunities for Bernheim's major events. The cost to have a promotional booth at an event is \$100. As a vendor sponsor, you will have your logo listed on our website and will be included in social media promotion of the event.



4. SPONSOR A SINGLE EVENT IN A SERIES (\$250, \$500)

Sponsor a single event in the Bernheim at Night, Playcosystem Happy Hour, or Discovery Days series. Benefits include the opportunity to provide branded signage to be displayed at the event and your company's name listed on the event's landing page on Bernheim's website.



COMMITMENT

Corporate Memberships (Pg. 3)

- FOREST (\$50,000)
- TREE (\$25,000)
- ROOT (\$10,000)
- SEED (\$5,000)

Event Sponsorships (Pg. 4-5)

- RESTORE \$ _____
- CONNECT \$ _____
- COLORFEST \$ _____
- BLOOMFEST..... \$ _____
- PAWS IN NATURE..... \$ _____
- BUGFEST..... \$ _____
- FALL PLANT SALE..... \$ _____
- BERNHEIM AT NIGHT..... \$ _____
- PLAYCOSYSTEM HAPPY HOUR..... \$ _____
- DISCOVERY DAYS..... \$ _____

Nature-based Education Sponsorships (Pg. 7-8)

- FIELD TRIP SCHOLARSHIPS \$ _____
- SUMMER CAMP SCHOLARSHIPS.. \$ _____

Arts in Nature Sponsorships (Pg. 9-10)

- ARTIST IN RESIDENCE..... \$ _____
- EARTH MEASURE (1)..... \$ _____

Individual Sponsorships (Pg. 11)

- SCHOLARSHIP FUNDS \$ _____
- FOUR-LEGGED FRIEND \$ _____
- VENDOR \$ _____
- SINGLE EVENT \$ _____

GRAND TOTAL \$ _____



BILLING INFORMATION

Organization: _____

Mailing Address: _____

Key Contact: _____ Phone: _____

Email: _____

Payment information

I will send a check by mail (payable to: Bernheim Arboretum and Research Forest)

Invoice me via email: _____

Send me a link to pay online by credit card

SPONSORSHIP AGREEMENT

Signature: _____ Signed by: _____ Title: _____ Date: _____

MATERIALS + SOCIAL

Please send your logo and links to social media accounts to lindsay.duncan@bernheim.org so we can celebrate and recognize your partnership with Bernheim Forest.

Preferred logo formats: EPS, PNG

Links to your social media accounts:

Website:

Instagram:

Twitter:

Facebook:

LinkedIn:

Bernheim
ARBORETUM AND RESEARCH FOREST



connecting people with nature



2023

SPONSORSHIP OPPORTUNITIES

CONTACT US

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