CORPORATE OPPORTUNITIES
Holden Forests & Gardens offers corporate support packages to meet your marketing, community engagement and volunteer needs, through opportunities at our Arboretum and Botanical Garden campuses. We work with our corporate partners to create an optimal partnership that will meet their goals. We divide our corporate support programs into two main categories: Corporate Sponsorship and Corporate Partnership.

**CORPORATE SPONSORSHIP – Express YOUR Brand**
Connect with one of Northeast Ohio’s most sought-after audiences by sponsoring one of our seasonal celebrations, exhibits, programs or events. We offer a diverse range of sponsorship opportunities that enable your company to reach its target audience and build brand loyalty and visibility, while helping our mission.

**CORPORATE PARTNERSHIP – Make it YOUR Garden & Arboretum**
With a Corporate Partnership you can truly make Holden Forests & Gardens your company’s official “green” partner by offering your employees discounted memberships, discounted access to family, horticultural, wellness and arts programs and unparalleled venues where you can celebrate, invigorate and inspire.

### MARKETING IMPACT

<table>
<thead>
<tr>
<th></th>
<th>The Holden Arboretum</th>
<th>Cleveland Botanical Garden</th>
<th>TOTAL</th>
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<tr>
<td><strong>Annual Attendance</strong></td>
<td>177,675</td>
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<td><strong>Membership Base</strong></td>
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<td>14,597</td>
<td>32,419</td>
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- Our quarterly publication, including our combined calendar of events, is mailed to over 21,000 members and community leaders
- We reach hundreds of thousands of people regionally through a variety of media, including combined press coverage, radio, print and online advertising
OUR AUDIENCES
We serve many audiences but have identified four primary demographics, each unique in their phases of life and worldview. All share a common passion for the success of green, healthy native forests and communities and the beauty of gardens and nature.

Core Garden Lovers
Aesthetically-Inclined Women, Primarily Ages 45+
Loves of nature and beauty are a source of sustenance and identity for these affluent women, with a passion for the stunning displays and fabulous floral shows the Botanical Garden hosts. Frequent visitors, they come year-round to experience the changing of the seasons. These women are strong proponents of viral marketing and are likely to be philanthropically inclined.

Nature Lovers
Men And Women, 50+, Higher Socioeconomic Standing and a Passion for the Outdoors
These empty nesters use our campuses both for exercise and to enjoy the beauty of the outdoors. They take our classes often and like to attend guided hikes and tours. They are extremely loyal as well, as a significant number are donors and members.

Young Families
Progressive Parents, Primarily Women, Ages 25-45 w/ Children Ages 9 and Under
These young parents are fueled by the desire to find enriching and fun activities for their kids away from electronics; They are attracted to hands-on activities and programs we provide to be the perfect antidote to raising couch potatoes; They are heavily active in social media and are a well-represented part of our membership bases.

Sophisticated Millennials
Tech Savvy and Socially Connected Young Adults, Ages 18 – 40
These students and young professionals embrace homegrown assets like the Botanical Garden and Arboretum because we are not just local, but have missions that align with their personal values and lifestyle choices. They are adept users of all emerging media, and are environmentally-conscious, brand-minded individuals who value the earth's resources and appreciate its sustainability.

Holden Forests & Gardens
Corporate Sponsorship Opportunities

Seasonal Celebrations
Orchid Mania at Cleveland Botanical Garden
January 27 – March 11, 2018
Orchid Mania is a beautifully designed show featuring thousands of blooms with a wide variety of orchids. The Eleanor Armstrong Smith Glasshouse offers more brilliant blooms than at any other time of year, as orchids fill the tropical Costa Rica biome and the desert setting of the Madagascar biome. Marketing for Orchid Mania is focused on our Core Garden Lovers. 2017 attendance = 24,257.

Murch Canopy Walk and Kalberer Family Emergent Tower Season
April 1 - November 1
This summer season, visitors and guests can expect to reach new heights and get a perspective like no other when they experience the new Canopy Walk nestled amidst the trees, 65 feet above the forest floor and, the Emergent Tower, rising 120-feet above the forest floor. Marketing for Holden's summer season is focused on the general public, nature-lovers and tourists. 2017 season projected attendance = 156,000.

Nature Connects at Cleveland Botanical Garden
May 27 – August 27, 2017
Visitors can discover the interconnectedness of nature through displays built entirely with LEGO bricks at Cleveland Botanical Garden's Nature Connects®: Art with LEGO® Bricks. The exhibit features 13 sculptures built with nearly 500,000 LEGO bricks by New York City artist Sean Kenney. The sculptures depict a variety of scenes illustrating the interconnected relationships in the world around us, just as LEGO pieces interconnect. Projected attendance = 65,000.
Glow at the Garden at Cleveland Botanical Garden  
**November 24 – December 31, 2017**  
Glow at the Garden is a seasonal celebration featuring hundreds of live decorated trees, whimsical gingerbread houses, children’s activities inside our Glow village, train rides through the gardens on the Garden Express and live music and carolers every day. The Botanical Garden’s décor is unmatched and the Eleanor Armstrong Smith Glasshouse glows brightly in the winter night. Marketing for Glow is focused on Young Families and our Core Garden Lovers. 2017 projected attendance = 45,000.

**Special Program Series**

**Winter Gourmets at Cleveland Botanical Garden**  
**Wednesday evenings in January and February 2018**  
Learn to make delicious dishes from some of Cleveland’s top chefs and warm up on winter evenings while sampling some favorite comfort foods. Meet a different chef each week, learn cooking techniques, taste samples of these selections made of local ingredients with a special wine pairing, and take home recipes. Projected attendance 125+/session.

**Gourmets in the Garden at Cleveland Botanical Garden**  
**Wednesday evenings June 7 – Aug. 30, 2017**  
Cleveland Botanical Garden serves up some of Northeast Ohio’s top chefs this summer with the return of the popular Gourmets in the Garden series. You’ll learn cooking techniques, pick up pointers for planning summer barbecues and enjoy samples from the culinary masters behind some of Cleveland’s hottest restaurants. Projected attendance 125+/session.

**Sounds of Summer at The Holden Arboretum**  
**Tuesday evenings June 20 - August 15, 2017**  
Diverse musical genres fill each Tuesday night at Holden where our guests enjoy the concerts in lawn chairs or on blankets. Attendees either bring a picnic basket or purchase picnic fare provided. Attendance per concert varies between 150 - 400+.

**Hoppy Hour at Cleveland Botanical Garden**  
**Wednesday evenings September 6 - October 25, 2017**  
Our popular Hoppy Hour beer series is back for its 4th year. Guests sample pale ales, dark lagers and other cool craft brews while discussing hops and horticulture with Botanical Garden staff and local beer experts. Seasonal dinner specials from the Garden Cafe, fire pits, lawn games and flashlight garden tours round out this adult, 25–55+ year-old audience. Attendance varies between 100 - 250+/evening.

**Events**

**Pancake Breakfast and Springtime Hikes at The Holden Arboretum 2018 TBD**  
It is a sweet sign that spring is on its way! We will serve pancakes for dinner with additional menu items on Friday evening, as well as pancakes for breakfast on Saturday and Sunday. Attendees are welcome to join us on hikes, weather permitting. Projected attendance 900+.

**Egg Hunt at the Cleveland Botanical Garden 2018 TBD**  
Thousands of treat - filled eggs will be hidden throughout the Hershey Children’s Garden plus kids can enjoy crafts, games and bunny tales. Marketed to young families, this hugely popular event always sells out.

**Arbor Day at The Holden Arboretum**  
Arbor Day is the annual observance that celebrates the role of trees in our lives and promotes tree planting and care. Our guests enjoy free admission, outdoor activities, educational seminars and advice from tree professionals, live entertainment, crafts, guided hikes, tree climbing, and a tree–seedling giveaway. Projected attendance = 2,500.
Plant Sale at The Holden Arboretum  
May 19-21, 2017  
Nearly 40 vendors of annuals, perennial, herbs, trees, and garden accessories will offer goods for sale. In addition leaf and soil experts will be available to answer questions. Projected attendance = 3,500.

Bouquets Wine Tasting at The Holden Arboretum  
June 3, 2017  
Outdoors, weather permitting, in a setting of the region’s premiere rhododendron gardens, our guests will sample dozens of international, domestic and regional wines paired with appetizers and desserts. Maximum attendance = 350 guests.

Woodland 5K Run/Walk at The Holden Arboretum  
June 18, 2017  
A unique 3.1 mile run/walk course winding through woodlands, meadows and gardens. We offer post-race snacks and awards. Expected attendance 400 runners plus family and friends cheering them on.

Celebration of Trees at The Holden Arboretum  
Aug. 12 & 13, 2017  
Family-friendly weekend celebrating trees includes the Great Lakes Timber Show, chainsaw demonstrations, guided tree climbing for children and more. Projected attendance is 2,500.

Goblins in the Garden at The Holden Arboretum  
Oct. 7 & 8, 2017  
Bring your costumed children to trick-or-treat during the daylight hours in our decorated garden. Activities include wagon rides, leaf trail, Scarecrow Row, cornstalk maze, face- and hand-painting, live entertainment and food. Attendance varies depending upon weather; record crowd = 5,000+ guests/day.

Boo-tanical Bash at Cleveland Botanical Garden  
Oct. 21, 2017  
Trick-or-treat stations in Hershey Children’s Garden, plus fortune telling, “scary” storytelling, crafts, games, live entertainment and yummy seasonal snacks at the Botanical Garden. This family-friendly event sells out very quickly. Max attendance = 1,000 attendees.

Lectures and Educational Programs

Scientist Lecture Series at The Holden Arboretum  
This popular free public lecture series lets the audience delve deeper into the issues and conditions that impact the world around us with guest lecturers who are experts in their field. Maximum attendance = 80 guests.  
Join us to learn from experts at lectures throughout the year.
Throughout the year Holden Forests & Gardens hosts major seasonal celebrations, festive events and wonderful programs at both the Arboretum and Botanical Garden campuses that touch hundreds of thousands of Clevelanders. This chart represents the baseline of our partnership level ($1,000) as well as our various sponsorship levels, which highlight marketing visibility and corporate benefits. Sponsorship pricing ranges from $2,500 - $50,000, but we are committed to providing maximum value for your sponsorship dollars, and we are more than willing to work with you to create a custom package that best suits your marketing and philanthropic needs.

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<tr>
<th>PARTNER</th>
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OUR MISSION & VISION

Our Mission: Advance and inspire a deeper understanding of plants to enhance life.
Our Vision: Vibrant green communities and diverse native forests of the Great Lakes region will flourish and sustain life.