THE EVENT
Botanica, The Wichita Gardens will be radiant with the holiday spirit this winter. Illuminations is a family-friendly event that showcases Botanica's 9 1/2 acres of beautiful gardens. More than 4,000 luminaries line garden pathways. Many structures are lit with twinkling white lights and the arbor in the Beverly Blue Garden is enhanced with nearly 1,000 bluish-purple lights, expertly entwined to create wisteria vines. In total, tens of thousands of lights combine with nature to create a stunning atmosphere and a "HO, HO, HO" lot of holiday fun!

THE SETTING
As visitors enjoy their walk through the Gardens, the fragrant floral displays give way to the smells of chimineas, hot chocolate, and popcorn. They can enjoy the holiday spirit from one of over 30 performance groups or stop in the Gardens to enjoy festive stories of the winter season.

Inside is equally festive. For the visitors viewing pleasure, local merchants and volunteers create decorated doors and merry mantels, a great way to see how a home can look for the holidays. Children can share their special requests with Santa and all visitors can enjoy warm drinks and homemade goodies to break the winter chill.

THE ATTENDEES
Botanica attracts a highly diverse group of visitors from around the world, across all 50 states and from every community in Wichita. Illuminations patrons represent a wide sampling of age, race, income and residency. Over the past five years, the average attendance has been more than 9,500 guests...in other words, we've spread a lot of holiday cheer!

THE OPPORTUNITY
Illuminations provides you with an opportunity to reach a targeted demographic for brand-building and product sampling or as a way to entertain employees or clients.

Multiple opportunities exist for logos to be placed on advertisements, web pages, print material and signage before and during the event.
SPONSORSHIP BENEFITS

Logo on print advertisements promoting the event (sponsors $5,000 and up)

Logo on Botanica’s website, www.botanica.org

Logo on television commercials promoting the event (sponsors $5,000 and up)

Logo on promotional slide on Botanica’s lobby television

Logo on City of Wichita water bill stuffers (presenting sponsor)

Logo on all promotional print materials

Listing in Cultivate, Botanica’s bi-monthly membership newsletter
  - mailed to 3,500 households and businesses

Mention in Illuminations press releases
  - sent to more than 300 statewide media contacts

Mention in radio advertisements (sponsors $5,000 and up)

Company signage displayed during the event

Sponsor announcements made throughout the event

100 Complimentary Tickets to visit the Gardens during Illuminations to use at your discretion (employees, clients, charitable organizations, etc.)

Opportunity for additional company exposure through volunteering
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