



THE GARDENS ON SPRING CREEK **PROPAGATION PARTNERS**

Propagation Partners are the cornerstone sponsors of the Gardens on Spring Creek. Over the last 17 years, these sponsors have been the catalyst for tremendous growth and expansion at The Gardens and more recently, have played a critical role in our resiliency during the COVID-19 pandemic.

Becoming a Propagation Partner with The Gardens represents a unique sponsorship opportunity and a dynamic way to meet strategic business objectives. And, because The Gardens is an outdoor facility with 12 acres of beautifully curated open spaces to safely distance, our partners can be confident in their investment with us.



GARDENS 2021 SUCCESSES

- 80,000 visitors in 2021
- Most successful Spring Plant Sale to date
- 63 percent increase in Membership
- Summer camps sold out in minutes
- Record ticket sales for Urban Homestead Tour, Pumpkins on Parade and Garden of Lights
- Sold out inaugural summer concert series

GARDENS 2021 REACH

- 338,000 website views
- 31,000 email contacts
- 6,300 Facebook followers
- 4,500 *Dig In* recipients
- 3,500 Instagram followers
- 2,800 Members





INCLUDED BENEFITS

- Co-branding with one of the largest cultural facilities in Northern Colorado
- Company name prominently displayed in Visitor Center
- Company logo recognition in our Members-only magazine, *Dig In*
- Free subscription to *Dig In*
- Company name listed on Corporate Partners webpage
- Social media recognition
- Company recognition in Annual Report
- 20 percent discount on memberships for employees
- Opportunity for custom volunteer experience

ANNUAL COST

- Vision: \$20,000
- Mission: \$10,000
- Values: \$5,000

PROPAGATION PARTNER PACKAGES

VISION PARTNER: \$20,000

Our highest sponsor level, Vision Partners help The Gardens achieve its long-term vision to be a world-class botanic garden that is community oriented, educational, experiential and sustainable.

MISSION PARTNER: \$10,000

Formerly called Official Partners, Mission Partners provide consistent support for its mission to enrich the lives of people and foster environmental stewardship through horticulture.

VALUES PARTNER: \$5,000

The Gardens and our partners are dedicated to the following values:

- Cultivating community through a passion for horticulture
- Honoring our local place, both the natural and human environments
- Demonstrating respect and compassion for all people
- Serving the northern Colorado community through public involvement and partnerships
- Providing exceptional service with enthusiasm, creativity and cost-effectiveness

VISION	MISSION	VALUES
Industry Exclusivity		
Spring Plant Sale recognition		
<i>Dig In</i> Advertorial		
Presenting email newsletter sponsor three times annually	Company logo in email newsletter footer	
Logo recognition on Gardens homepage	Logo recognition on Gardens homepage	
FREE space rental for corporate event	10 percent discount on space rental	10 percent discount on space rental
100 Admission passes	100 Admission passes	50 Admission passes
50 Garden of Lights tickets	50 Garden of Lights tickets	25 Garden of Lights tickets
25 Pumpkins on Parade tickets	25 Pumpkins on Parade tickets	10 Pumpkins on Parade tickets
Four tickets to High Plains Landscape Workshop, NoCo Urban Homestead Tour, Garden A'Fare and exclusive VIP event	Four tickets to High Plains Landscape Workshop, NoCo Urban Homestead Tour, Garden A'Fare and exclusive VIP event	Two tickets to High Plains Landscape Workshop, NoCo Urban Homestead Tour, Garden A'Fare and exclusive VIP event
Two tickets per show to the Summer Concert Series	Two tickets per show to the Summer Concert Series	Four tickets to a single show at the Summer Concert Series

THE GARDENS ON SPRING CREEK

PROPAGATION PARTNERSHIP AGREEMENT

Business Name: _____

Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Company Website: _____

Partnership Level: ☐ **Mission | \$20,000** ☐ **Vision | \$10,000** ☐ **Values | \$5,000**

Payment:

(choose one option)

_____ Check - An invoice will be mailed to the above address unless otherwise specified.

_____ Credit Card - Please have a Guest Services representative call me to process payment.

Signature:

Name: _____ Date: _____

**A portion of your Propagation Partner payment is tax deductible. To request tax documentation or for any other information, please contact Michael Coleman at 970.224.6106 or mcoleman@fcgov.com.*

