



2024
CORPORATE
SPONSORSHIP



WHY SUPPORT BOOKWORM GARDENS?

Bookworm Gardens is a non-profit botanic garden inspired by children's literature. Founded in 2010, the Gardens have experienced immense growth and popularity. The 77 books (and counting) in the collection each have a corresponding garden space, as well as a laminated copy of the book, creating a holistic experience for visitors to enjoy. Your support helps connect people to books and nature in a profound and lasting way. We look forward to a blooming partnership.

MISSION

To inspire the love of books and nature in the young and young at heart.

VISION

The premier destination providing whimsical garden experiences by bringing children's literature to life.

VALUES

- Integrity (honesty)
- Quality (gardens, people)
- Respect (for each other, gardens)
- Creativity (unique)
- Stewardship (sustainability, longevity)

PROMOTIONAL RECOGNITION

SOCIAL MEDIA

- **Facebook:** 26,000 follower reach
- **Instagram:** 5,700 follower reach
- **437,990:** Total reach across both platforms in 2023. An increase over 12% from 2022.

DIGITAL MEDIA

- **E-newsletter:** 5,700+
- **Website unique visitors:** 139,000+ annually
- **Website page views:** 512,000+ annually

OTHER MARKETING + MEDIA

- Event posters
- Banners
- Signs
- Radio ads

YOUR BRAND WITH A NEW REACH
























2023 stats

- Nearly 72,000 general visitors
- Visitors from 49 out of 50 states, as well as the Armed Forces, Washington DC, and Puerto Rico
- International visitors from the UK, Canada, Germany, France, and Australia
- Almost 15,000 event attendees
- Record high attendance for Mother's Day weekend and Boos & Brews










CORPORATE SPONSOR BENEFITS

Fruit Flowers Leaves Stem Roots Seeds
\$15,000 \$10,000 \$5,000 \$3,000 \$1,000 \$500











FOR YOUR EMPLOYEES

Complimentary admission for employees & immediate family members on Corporate Partner Employee Day, May 5, 2024						
\$10 discount on new memberships for employees						
\$2 off general admission with employee ID (excludes special events and programs)						
Invitation to New Garden Celebration events	15	10	5	4	3	2
Employee volunteer opportunities in the Garden						

FOR YOUR LEADERSHIP TEAM

\$10 discount on purchase of new, gifted memberships						
General admission, single use Family Pass (excludes special events and programs)	15	10	5	4	3	2
Fairyfolk Masquerade event tickets (Friday, August 2)			8	6	4	2
Boos & Brews event tickets (Friday, October 4 OR Saturday, October 5)			8	6	4	2
Private, behind the scenes tour of the Gardens and River Site up to 10 people						

FOR YOUR COMPANY

One complimentary Family Membership (valid for 2 adults and unlimited children)						
Transferable membership cards issued in company's name (2 adults and up to 4 children within the same household)	3	2	1			
Logo recognition on Bookworm Gardens' Corporate Partners webpage and select printed materials.						
Written recognition, no logo, on Corporate Partners webpage and select printed materials.						

Benefits subject to change. Bookworm Gardens is a 501c3 nonprofit organization supported 100% by the community it serves.



THANK YOU!

CONTACT

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CORPORATE SPONSOR DONATION FORM

EVENT	AMOUNT	EVENT	AMOUNT
Mother's Day Weekend (May 11 & May 12)	\$	Family Fun: Hundred Acre Wood (August 24)	\$
Secret Garden Dinner Series (June 12 & 26, July 10 & 24, August 7)	\$	Boos & Brews (October 4 & 5)	\$
14th Annual Fairyfolk Festival (July 30-August 4)	\$	Happily Haunted Hounds (October 10)	\$
Fairyfolk Masquerade (August 2)	\$	Happily Haunted (October 11-13, 18-20, 25-27)	\$

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

PAYMENT OPTIONS

Please accept our gift of \$ _____

Check enclosed, payable to Bookworm Gardens Bill in the month of _____

Please return donation form, payment, and digital logo (.png) to:

Bookworm Gardens
c/o Alyssa Lewandowski
1415 Campus Drive
Sheboygan, WI 53081
alyssa@bookwormgardens.org

***Thank you for your
support of the Gardens!***