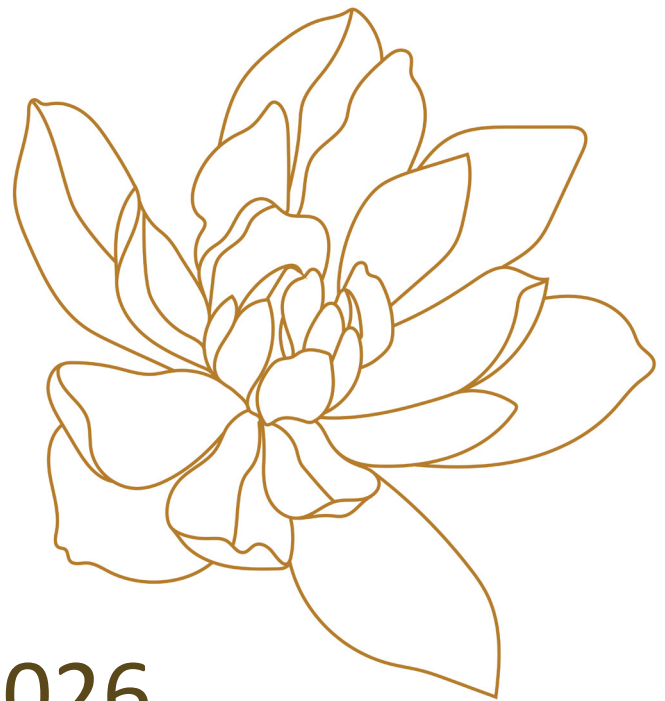




CAPE FEAR
BOTANICAL
GARDEN



2025/2026 SPONSORSHIP OPPORTUNITIES

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ABOUT CAPE FEAR BOTANICAL GARDEN

NAME: Cape Fear Botanical Garden is a regional 501(c)(3) nonprofit in downtown Fayetteville dedicated to transforming people's relationship with plants and the natural world through educational and cultural experiences.

FOUNDED: 1989

LOCATED AT: 536 N. Eastern Blvd., Fayetteville, NC 28301

WHY SPONSOR

The Garden draws a diverse audience, including families, nature lovers, gardening enthusiasts, and individuals passionate about sustainability. As a hub for artistic services and excellence, CFBG celebrates the intersection of art and nature, offering unique opportunities to engage with the community through art-driven events. It's more than just a sponsorship; it's about enhancing the quality of life in our community and contributing to the vibrant cultural tourism that draws visitors from near and far. Your sponsorship demonstrates your commitment to corporate social responsibility, environmental stewardship, and supporting the arts as a vital component of cultural enrichment.

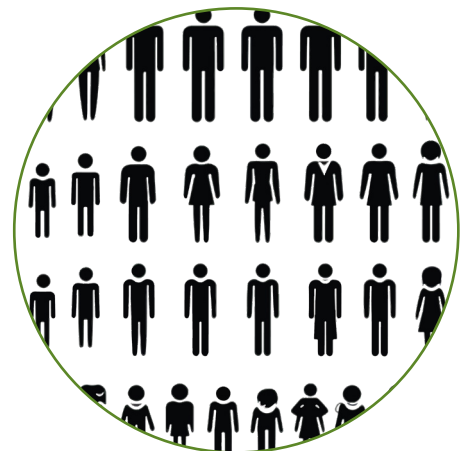
By sponsoring CFBG, you can engage directly with these key demographics, aligning your brand with their values, interests, and love for art and nature. Sponsoring Cape Fear Botanical Garden offers businesses a unique opportunity to connect with the local community while demonstrating a commitment to corporate social responsibility and environmental stewardship. Your partnership will enhance your brand image as a supporter of sustainability and the natural world.

More than just a sponsorship, it's about making a meaningful impact. As a proud partner of a beloved 35-year-old community landmark, your support will showcase your dedication to enhancing the quality of life in our area. Sponsorship at CFBG isn't just about visibility—it's about contributing to something that truly matters.



VISIBILITY

Public community events like Halloween at the BOOtanical Garden and Holiday Lights in the Garden alone draw more than 20,000 attendees combined. Sponsors gain valuable recognition both during the events and across the marketing campaigns leading up to them. Over 85,000 members and guests visit the Garden each year.



85,000+

members and guests per year

HALLOWEEN AT THE BOOTANICAL GARDEN

OCTOBER 23 - 27, 2025
4:30 PM - 9:00 PM



Experience the Magic of Nature this *Halloween*
at the *BOOtanical Garden*

Halloween at the BOOtanical Garden blends festive fun with immersive, nature-based education, turning fear into fascination and inspiring a deeper connection with the natural world. Guests of all ages engage with seasonal cycles, nocturnal wildlife, and plant life through interactive exhibits, crafts, and storytelling.

For nearly a decade, this beloved October tradition has brought the community together for an evening of adventure, fun, and connection amidst the Garden's enchanting setting. With 6,100 to 7,500 visitors over four days, Halloween at the BOOtanical Garden is a celebration of nature's wonders, fostering curiosity, environmental stewardship, and shared community experiences.

This event also offers exciting sponsorship opportunities for businesses and organizations eager to connect with families and engage with the community, all while supporting the Garden's mission of fostering a deeper connection to the environment.



PRESENTING SPONSORSHIP - \$5000

Marketing & Visibility:

- Exclusive sponsor opportunity
- Prominent recognition as **Presenting Sponsor** in all advertisements (print, radio, television, digital)
- Recognition in communications (CFBG website, emails, and social media when applicable)
- Onsite signage, tabling, or engagement opportunities

Tickets & Hospitality:

- 25 BOOtanical tickets
- 25 general Garden admission passes for daytime entry
- Invitation to a VIP donor event

GOLD SPONSORSHIP - \$2,500

Marketing & Visibility:

- Recognition in all advertisements (print, radio, television, digital) and communication (CFBG website, e-mails and social media) when applicable
- Onsite signage, tabling or engagement opportunities

Tickets & Hospitality:

- 12 BOOtanical tickets
- 20 general Garden admission passes for daytime entry
- Invitation to a VIP donor event.

SILVER SPONSORSHIP - \$1,500

Marketing & Visibility:

- Recognition in CFBG communication (CFBG website, e-mails and social media) when applicable
- Onsite signage in one area, tabling or engagement opportunities

Tickets & Hospitality:

- 8 BOOtanical tickets
- 15 general Garden admission passes for daytime entry

BRONZE SPONSORSHIP - \$1,000

Marketing & Visibility:

- Recognition in CFBG communication (CFBG website, e-mails and social media) when applicable
- Onsite signage in one area, tabling or engagement opportunities.

Tickets & Hospitality:

- 5 BOOtanical tickets
- 10 general Garden admission passes for daytime entry

"We are new to the area and visited Cape Fear Botanical Gardens for the first time this past weekend during the Halloween event. My family had so much fun! The gardens and decorations were beautiful and the staff were very friendly. We're looking forward to the Christmas events!"

- Jennifer F.

"We went recently for the Boo-tanical garden event and had a great time. We spent about an hour here including the scavenger hunt at the kids area. Because of the event we had to park in overflow parking, but normally we can park in the main lot. During other visits here we have enjoyed looking for plants and listening for animals as well as vendor events."

- J. R.



Holiday Lights
in the
GARDEN
DECEMBER 04 - 21, 2025
5:00 PM - 9:00 PM

Since 2012, Holiday Lights in the Garden has become a beloved tradition in the Cape Fear region, transforming our landscape into a glowing celebration of beauty, wonder, and community. Over thirteen magical nights, millions of twinkling lights and artistic displays immerse visitors in the natural world, deepening their connection with plants and nature.

As Fayetteville's original must-see light display, this event inspires joy across generations, creating cultural memories rooted in nature and supporting year-round environmental education. Each glowing moment reflects our mission to connect people with nature and each other.



Sponsoring Holiday Lights in the Garden offers your business a unique opportunity to shine alongside a cherished tradition, helping us light up the Garden and the hearts of all who visit.



PRESENTING SPONSORSHIP - \$10,000

Marketing & Visibility:

- Exclusive sponsor opportunity
- Industry exclusivity
- Prominent recognition as Presenting Sponsor in all advertisements (print, radio, television, digital) and communication (CFBG website, e-mails and social media) when applicable
- Onsite signage, tabling or engagement opportunities

Tickets & Hospitality:

- 50 Holiday Lights tickets
- 50 general Garden admission passes for daytime entry
- Invitation to a VIP donor event

PLATINUM SPONSORSHIP - \$5,000

Marketing & Visibility:

- Recognition in all advertisements (print, radio, television, digital) and communication (CFBG website, e-mails and social media) when applicable
- Onsite signage, tabling or engagement opportunities

Tickets & Hospitality:

- 25 Holiday Lights tickets,
- 20 general Garden admission passes for daytime entry
- Invitation to a VIP donor event

GOLD SPONSORSHIP - \$3,000

Marketing & Visibility:

- Recognition in all advertisements (print, radio, television, digital) and communication (CFBG website, e-mails and social media) when applicable
- Onsite signage, tabling or engagement opportunities

Tickets & Hospitality:

- 15 Holiday Lights tickets,
- 15 general Garden admission passes for daytime entry
- Invitation to a VIP donor event

SILVER SPONSORSHIP - \$2,500

Marketing & Visibility:

- Recognition in CFBG communication (CFBG website, e-mails and social media) when applicable
- Onsite signage in one area, tabling or engagement opportunities

Tickets & Hospitality:

- 12 Holiday Lights tickets
- 10 general Garden admission passes for daytime entry

BRONZE SPONSORSHIP - \$1,500

Marketing & Visibility:

- Recognition in CFBG communication (CFBG website, e-mails and social media) when applicable
- Onsite signage in one area, tabling or engagement opportunities

Tickets & Hospitality:

- 8 Holiday Lights tickets
- 5 general Garden admission passes for daytime entry

"We visited the Cape Fear Botanical Garden for its Holiday lights in event for the very first time. It was beautifully decorated with various Christmas lights and displays for people of all ages to enjoy. Hot chocolate, sweet treats and food trucks were available which me and my mom always enjoy. If you can withstand the cold nights it's well worth the experience. I would love to return to visit the gardens during a bright sunny day to view the grounds in all its glory. 10/10 experience."

- C. DeLoatch

"We had a wonderful time at the holiday lights event in Fayetteville, NC. The garden was beautifully decorated with stunning Christmas lights and festive decor. The organizers clearly put in a lot of effort, and the result was truly magical. Parking was well-organized, and there were a few vendors scattered throughout the garden. We especially enjoyed the delicious brownies from one of the vendors. This event was definitely worth the price and highly recommended."

- S. Rie



APRIL 11, 2026
10:00 AM - 3:00 PM

Dog Day in the Garden brings together Cape Fear Botanical Garden and the Fayetteville Animal Protection Society (FAPS) for a fun-filled celebration that highlights the bond between people, pets, and the natural world. This highly anticipated annual event offers activities that delight both dogs and their owners, while fostering a deeper connection with nature. Welcoming between 800 - 1,100 guests, Dog Day creates lasting memories, encouraging the community to come together and experience the Garden in a unique, joyful way. It's a day that strengthens relationships—both between people and their pets, and between people and the environment.



PRESENTING SPONSORSHIP - \$5000

Marketing & Visibility:

- Exclusive sponsor opportunity
- Prominent recognition as **Presenting Sponsor** in all advertisements (print, radio, television, digital)
- Recognition in communications (CFBG website, emails, and social media when applicable)
- Onsite signage, tabling, or engagement opportunities

Tickets & Hospitality:

- 25 Dog Day in the Garden tickets
- 25 general Garden admission passes for daytime entry
- Invitation to a VIP donor event

GOLD SPONSORSHIP - \$2,500

Marketing & Visibility:

- Recognition in all advertisements (print, radio, television, digital) and communication (CFBG website, e-mails and social media) when applicable
- Onsite signage, tabling or engagement opportunities

Tickets & Hospitality:

- 12 Dog Day in the Garden tickets
- 20 general Garden admission passes for daytime entry
- Invitation to a VIP donor event

SILVER SPONSORSHIP - \$1,500

Marketing & Visibility:

- Recognition in CFBG communication (CFBG website, e-mails and social media) when applicable
- Onsite signage in one area, tabling or engagement opportunities

Tickets & Hospitality:

- 8 Dog Day in the Garden tickets
- 15 general Garden admission passes for daytime entry

BRONZE SPONSORSHIP - \$1,000

Marketing & Visibility:

- Recognition in CFBG communication (CFBG website, e-mails and social media) when applicable
- Onsite signage in one area, tabling or engagement opportunities

Tickets & Hospitality:

- 5 Dog Day in the Garden tickets
- 10 general Garden admission passes for daytime entry

"Absolutely fabulous time was had at Dog Day In the Garden. I hope they continue this event or open up more events for the dog babies in the area."

- B. Mena

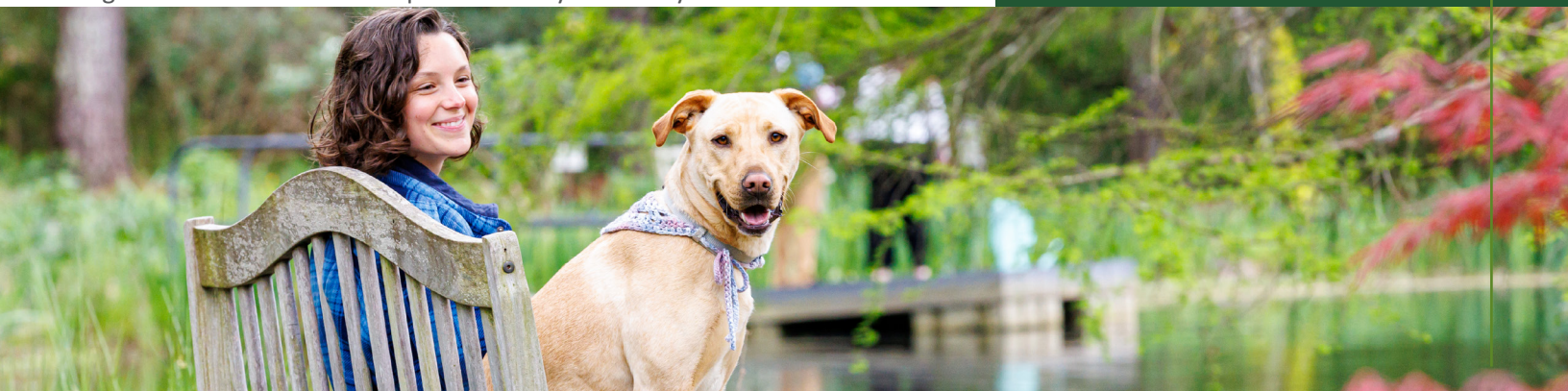
"Dog Day in the Garden is my family's favorite event. We love to visit the vendors, enjoy the beautiful garden and socialize with other pet owners."

- J. Bain

"I enjoyed the visit on the Pets day event. The atmosphere was pleasant and the staff was professional and kind."

The gardens were beautiful as well."

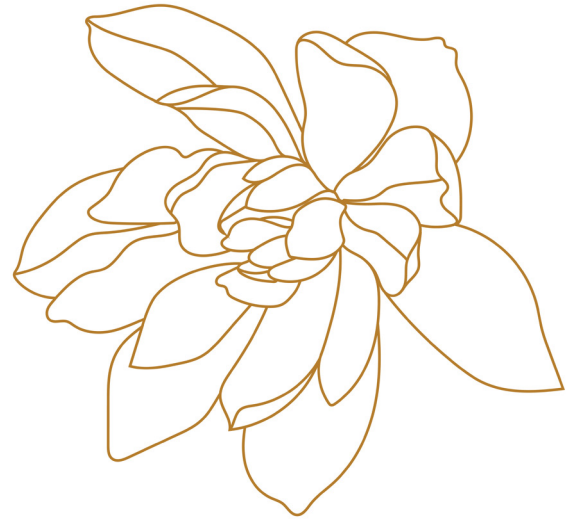
-S. Williams





Engage with families during Pondamania, as we celebrate 'Harmony in Nature.' This enriching arts and science event for children, set against the backdrop of the Garden's mission, offers music and dance workshops, nature-inspired art stations, book readings, and hands-on activities. Pondamania invites visitors to explore the interconnectedness of nature, art, and humanity, fostering a deeper appreciation for the environment and its connection to our everyday lives.

Through these diverse programs, Cape Fear Botanical Garden continues to be a vibrant hub for



education, culture, and community engagement. Your sponsorship will help us bring the community together, strengthening relationships and inspiring curiosity in both children and adults.

Attracting between 700 and 1,400 visitors annually, Pondamania offers a fun-filled day of learning and discovery for families. As a sponsor, you'll help make this educational event accessible by providing free admission to children 12 and under, ensuring the whole community can join in the excitement and deepen their connection with nature.



PRESENTING SPONSORSHIP - \$5,000

Marketing & Visibility:

- Exclusive sponsor opportunity
- Prominent recognition as **Presenting Sponsor** in all advertisements (print, radio, television, digital) and communication (CFBG website, e-mails and social media) when applicable
- Onsite signage, tabling, or engagement opportunities

Tickets & Hospitality:

- 25 Pondamania tickets
- 25 general Garden admission passes for daytime entry
- Invitation to a VIP donor event

GOLD SPONSORSHIP - \$2,500

Marketing & Visibility:

- Recognition in all advertisements (print, radio, television, digital) and communication (CFBG website, e-mails and social media) when applicable
- Onsite signage, tabling or engagement opportunities

Tickets & Hospitality:

- 12 Pondamania tickets
- 20 general Garden admission passes for daytime entry
- Invitation to a VIP donor event

SILVER SPONSORSHIP - \$1,500

Marketing & Visibility:

- Recognition in CFBG communication (CFBG website, e-mails and social media) when applicable
- Onsite signage in one area, tabling or engagement opportunities

Tickets & Hospitality:

- 8 Pondamania tickets
- 15 general Garden admission passes for daytime entry

BRONZE SPONSORSHIP - \$1,000

Marketing & Visibility:

- Recognition in CFBG communication (CFBG website, e-mails and social media) when applicable
- Onsite signage in one area, tabling or engagement opportunities

Tickets & Hospitality:

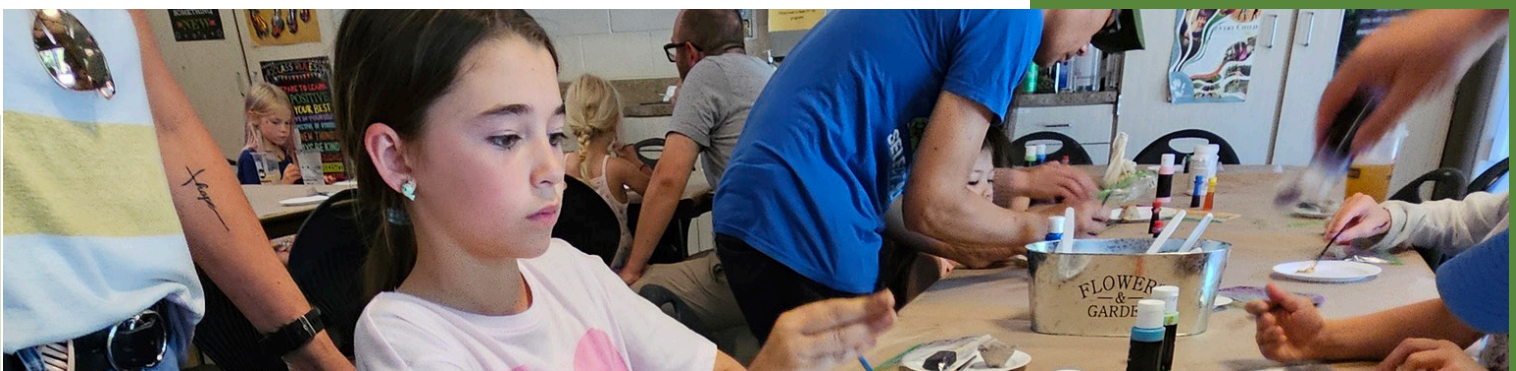
- 5 Pondamania tickets
- 10 general Garden admission passes for daytime entry

*"Pondamania was amazing
this past weekend...
what a gem of a place!!!
Definitely worth the visit!"*

- A. McRae

*"Pondamania is a day of
creative fun for kids and
parents alike. It's a great
event for children to explore
nature and express their
creativity. If you haven't
taken your family, you should
definitely go!"*

- R. Newcomer



YOUR SPONSORSHIP SUPPORTS THE EVENT AND BEYOND...

As an NC Education Center, your generous support fuels a range of educational opportunities designed to engage individuals of all ages and abilities with the wonders of nature.

Sponsorship enables us to offer guided tours that bring the Cape Fear Botanical Garden (CFBG) to life, enriching experiences such as summer camps where children explore and learn in our natural classrooms.

Weekend programs and field trips provide hands-on learning, fostering a deeper connection to our environment. Your contribution also funds scholarships that ensure access for underserved communities and supports innovative classroom programs that inspire the next generation of environmental stewards.

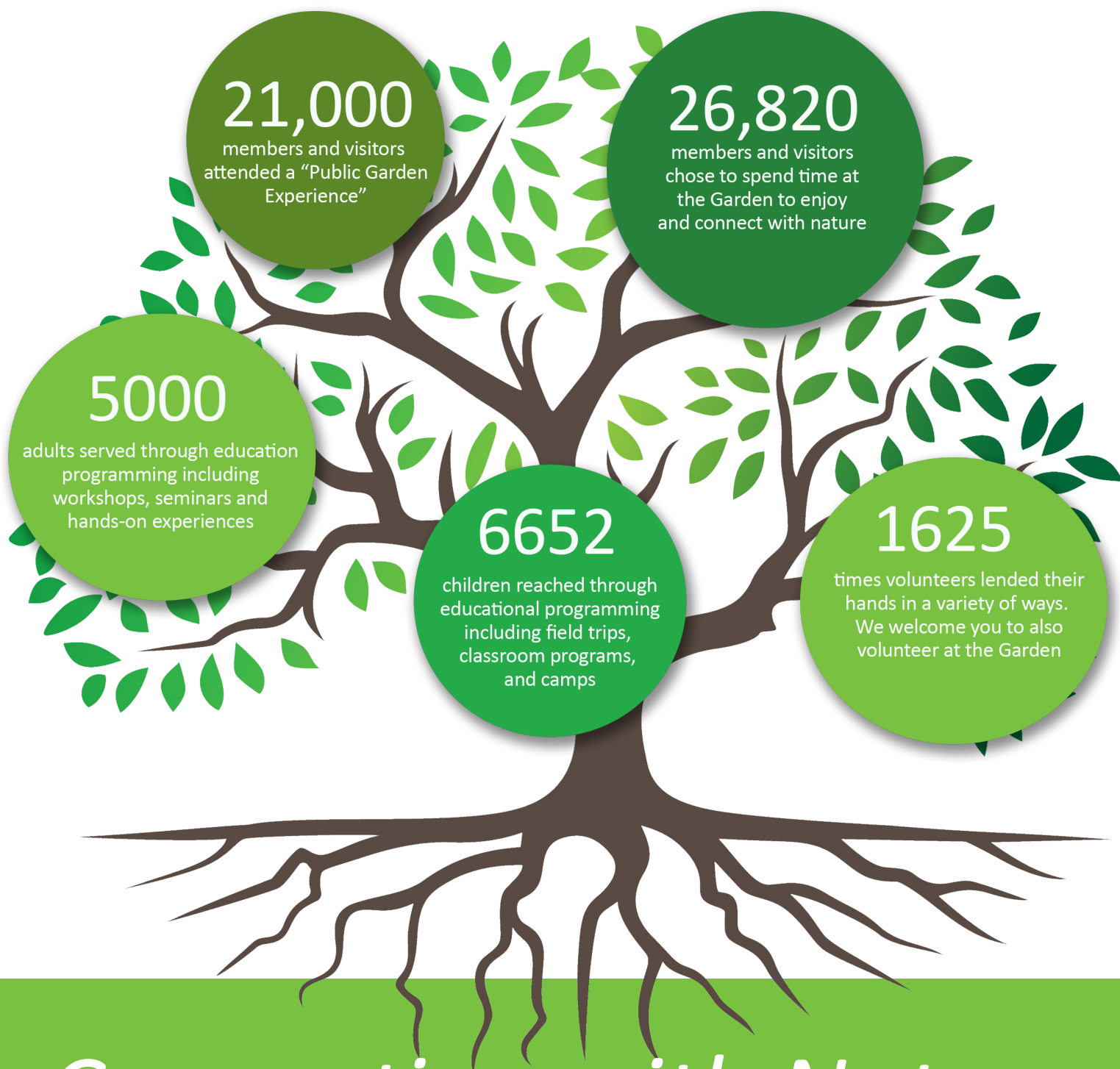
**2500 - 3000+ CHILDREN PER YEAR
THROUGH FIELD TRIPS**

**1500+ CHILDREN SERVED THROUGH
CLASSROOM PROGRAMS**

**1200 - 1500 CHILDREN SERVED
THROUGH SUMMER CAMPS**



Rooted Impact



Connecting with Nature

FREQUENTLY ASKED QUESTIONS

Q. What events are available for sponsorship?

A. At Cape Fear Botanical Garden, we host a variety of public events throughout the year, including 'Holiday Lights in the Garden,' 'Halloween in the BOO-tanical Garden,' 'Pondamania,' and 'Dog Day in the Garden,' among others. Each event provides unique opportunities for engagement and visibility.

Q. What are the sponsorship levels and benefits?

A. We offer several sponsorship packages designed to suit different levels of engagement, from presenting sponsors to community supporters. Benefits vary based on the sponsorship level but typically include prominent logo placement, recognition in marketing materials, event tickets, on-site engagement opportunities, and more. Custom sponsorship is also available. Just ask your CFBG representative for more information on customizing a sponsorship for your organization.

Q. What is the expected attendance?

A. Our events attract large and diverse audiences. For example, 'Holiday Lights in the Garden' draws between 14,000 - 16,000 visitors annually, while our other events such as 'BOOtanical' typically attract around 6,000 - 7,500 guests. Attendance data for each event has been included in this document.

Q. What is the event's overall theme or mission?

A. Each event aligns with our broader mission of connecting people with nature and each other. For instance, 'Holiday Lights in the Garden' celebrates the beauty of our garden illuminated by thousands of lights, while 'Halloween at the BOO-tanical Garden' offers family-friendly fun with a focus on the wonders of nature in the fall. Our events aim to provide enriching experiences for visitors of all ages.

Q. What marketing and promotional opportunities are available?

A. Sponsors receive extensive exposure through multiple marketing channels, including our website, social media, email newsletters, radio and print materials. Your logo will be featured in promotional campaigns prior to the event.

Q. How will the sponsorship funds be used?

A. Sponsorship funds are used to support various aspects of our events, from production costs (such as lighting and entertainment) to community outreach and educational programming. Your support helps ensure that we can provide engaging experiences for our visitors while also advancing our mission of conservation, education, and community engagement.

Q. What kind of recognition will the sponsor receive during the event?

A. Sponsors are prominently recognized throughout the event. Your logo will appear on all of our social media channels, video monitors at the Garden and print ads. You may also choose to set up a booth at the event. Booths should be set up with an interactive component for guests, as well as decor and branding to highlight your company. Tables/chairs are provided.

Q. Are there opportunities for on-site engagement during the event?

A. Yes! Depending on your sponsorship level, you may have the opportunity to set up a booth or engage with attendees directly. This is a great way to showcase your products or services to event-goers. We can also offer options for branded giveaways or other interactive experiences.

Q. What is the timeline for confirming sponsorship?

A. For maximum visibility, we encourage sponsors to confirm their participation at least 60 days prior to the event. However, we are happy to accommodate sponsors as late as possible, and we'll work with you to ensure your branding is included in all promotional materials and at the event itself. Your company will be invoiced 45 days prior to the event for payment or you may choose to pay for the sponsorship at the time of commitment.

Q. Are there any exclusivity opportunities?

A. We offer exclusivity opportunities for certain presenting sponsorship categories where your company would be the sole sponsor or industry in that category. Please let us know if you'd like to discuss this in more detail.

Q. Can we expect any tax benefits from sponsoring the event?

A. A portion of the event sponsorship may be considered a charitable contribution and possibly tax-deductible. We recommend consulting with your tax advisor to determine the exact benefits for your organization. Please let us know if you require special documentation for your tax records.



CAPE FEAR BOTANICAL GARDEN

Founded in 1989, Cape Fear Botanical Garden is a natural beauty situated on an impressive 80 acres nestled between the Cape Fear River and Cross Creek just two miles from downtown Fayetteville. Cape Fear Botanical Garden is a 501(c)(3) non-profit that connects everyone to nature. The Garden offers cultural events to inspire and excite, educational activities to energize and peaceful spots to reconnect with nature.

If you are interested in a community partnership encompassing multiple events, custom agreements are available.

EVENT PARTNERSHIP

Business Name: _____

Contact Name: _____

Address: _____ City: _____ State: ____ Zip: _____ Phone: _____

_____ Email: _____

I (We) would like to sponsor the following events:

(Select one or multiple events and choose levels.)

HALLOWEEN AT THE BOO-TANICAL GARDEN

☐ \$5,000

☐ \$2,500

☐ \$1,500

☐ \$1,000

HOLIDAY LIGHTS

☐ \$10,000

☐ \$5,000

☐ \$3,000

☐ \$2,500

☐ \$1,500

DOG DAY

☐ \$5,000

☐ \$2,500

☐ \$1,500

☐ \$1,000

PONDAMANIA

☐ \$5,000

☐ \$2,500

☐ \$1,500

☐ \$1,000

An invoice will be mailed/emailed to the above address unless otherwise specified.

A portion of your Event Sponsorship payment is tax deductible.

To request tax documentation or for additional information, please contact: Sheila Hanrick at shanrick@capefearbg.org

Signature: _____

Name: _____ Title: _____



THANK
YOU



CAPE FEAR
BOTANICAL
GARDEN

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