

CAPE FEAR BOTANICAL GARDEN

CULTIVATING
COMMUNITY.

Growing Together.



2026 - 2027 Sponsorship Packet

A GARDEN THAT INSPIRES. A PARTNERSHIP THAT GROWS.

Together, We Create Experiences That Bring People Together

For generations, the Garden has been a place where our community gathers to celebrate beauty, creativity, learning, and connection. From breathtaking seasonal displays and family festivals to educational programs, concerts, and cultural experiences, the Garden welcomes thousands of visitors each year and creates moments that become lasting memories.

As one of the region's most treasured public spaces, the Garden serves as both a sanctuary and a stage; a place where children discover wonder, families create traditions, and communities come together in meaningful ways. Every pathway, performance, class, and celebration reflects our mission to inspire, educate, and enrich through the power of nature.

Our public events are at the heart of that experience.

Throughout the year, the Garden hosts a dynamic calendar of signature events that attract diverse audiences from across the region. Seasonal favorites, holiday experiences, outdoor festivals, wellness programs, educational initiatives, and community celebrations provide unique opportunities for businesses to connect with engaged audiences in an authentic and memorable setting.

By partnering with the Garden, sponsors align their brand with experiences that inspire joy, promote community wellbeing, and create meaningful visibility among families, professionals, visitors, and civic leaders alike. Sponsorship is more than recognition, it is an investment in a place that grows community, cultivates connection, and enhances quality of life for all.

We invite you to join us in cultivating experiences that bloom far beyond the Garden gates. **Marketing Reach Includes the following for all sponsor levels: Social media campaigns, Email marketing, Website promotion, Print advertising through regional outreach.**





THE GARDEN

By the Numbers

MAKING AN IMPACT. GROWING TOGETHER.



ANNUAL
ATTENDANCE

85,516



Guests inspired
all year long! ❤️



EVENT
ATTENDANCE

23,000



Memorable events.
Meaningful connections. ❤️



MEMBERSHIPS

1,133



Our most dedicated
garden supporters! ❤️



SOCIAL REACH

OVER

35,000+



Growing our community
online and beyond! ❤️



EDUCATIONAL PROGRAM
PARTICIPATION

14,600

(TOTAL)



Curiosity grows here.
Learning lasts a lifetime. ❤️



Thank you to our community, members, partners
and supporters for helping The Garden thrive!

We grow more—together. ❤️



Heritage and Harvest Bourbon Showcase

October 3, 2026 | 1:00–5:00 p.m.

Now in its second year, the Heritage & Harvest Bourbon Showcase is quickly becoming a signature fall experience at Cape Fear Botanical Garden. This 21+ event brings together the flavors, traditions, and craftsmanship of our region in a distinctive Garden setting.

Guests enjoy curated bourbon tastings, seasonal food, live music, artisan and handcrafting demonstrations, and opportunities to discover regional distilleries and makers.

The inaugural event welcomed approximately 380 guests, providing a strong foundation for continued growth as awareness and participation build.

Marketing & Sponsor Exposure

Sponsors have the opportunity to connect with an engaged adult audience through a memorable, experience-driven event. Depending on sponsorship level, recognition may include:

- Logo placement on event marketing materials and signage
- Recognition on the Cape Fear Botanical Garden website and event page
- Exposure through the Garden's social media and digital marketing
- Recognition in event-related email communications
- On-site signage and brand visibility
- Opportunities for sponsor activation and guest engagement, when applicable

2025 Attendance: Approximately 380

Audience: Adults 21+ | Regional residents | Bourbon, culinary & cultural enthusiasts



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: 4 Bourbon VIP tickets, 25 general Garden admission passes for daytime general admission, 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: 4 Bourbon tasting tickets, 20 general Garden admission passes for daytime general admission, invitation to a VIP donor event.

Silver 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: 2 Bourbon tasting tickets, 15 general Garden admission passes for daytime general admission.

Bronze Sponsorship - \$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: 2 Bourbon general admission tickets, 10 general Garden admission passes for daytime general admission.

Halloween at the BOOtanical Garden Sponsor Tiers

Experience Magic and Nature at *Halloween at the BOOtanical Garden*

Halloween at the BOOtanical Garden combines festive fun with immersive nature-based experiences for guests of all ages. Through trick-or-treating, seasonal activities, crafts, storytelling, and interactive exhibits, families explore the wonders of autumn in a fun and memorable setting.

A beloved community tradition for more than a decade, the event welcomes more than 6,000 guests annually over four nights while supporting the Garden's mission of environmental education and community engagement. Sponsors receive high-visibility recognition throughout one of the region's most anticipated seasonal events, connecting their brand with thousands of families and community members.



October 22 - 25, 2026
4:30 pm - 9:00 pm

PRESENTING BOO SPONSORSHIP - \$7500

In addition to the marketing reach listed on page 1, other benefits include:

Premier logo placement on all event marketing materials, advertising, signage, and digital promotions

Opportunities for branded guest engagement or interactive experiences

25 BOOtanical tickets

25 general Garden admission passes for daytime entry

Invitation to a VIP donor event

GOLD SPONSORSHIP - \$5000

In addition to the marketing reach listed on page 1, other benefits include:

Logo placement on event marketing materials, advertising, signage, and digital promotions

Opportunities for branded guest engagement or interactive experiences

15 BOOtanical tickets

15 general Garden admission passes for daytime entry

Invitation to a VIP donor event

SILVER SPONSORSHIP - \$2500

In addition to the marketing reach listed on page 1, other benefits include:

Logo placement on event marketing materials, advertising, signage, and digital promotions

10 BOOtanical tickets

10 general Garden admission passes for daytime entry

Invitation to a VIP donor event

BRONZE SPONSORSHIP - \$1000

In addition to the marketing reach listed on page 1, other benefits include:

Logo placement on event marketing materials, advertising, signage, and digital promotions

5 BOOtanical tickets

5 general Garden admission passes for daytime entry

Fayetteville's Premier Holiday Light Experience

December 03 - 22, 2026 (select evenings)

Since 2012, Holiday Lights in the Garden has become a beloved Cape Fear tradition, transforming Cape Fear Botanical Garden into a glowing celebration of beauty, wonder, and community spirit. Over thirteen magical nights, millions of twinkling lights and artistic displays create unforgettable holiday memories for visitors of all ages.

As Fayetteville's original must-see holiday light experience, the event draws thousands each season while supporting the Garden's mission of environmental education, conservation, and community connection. Every illuminated pathway reflects our commitment to bringing people together through the beauty of nature.

Sponsors play a vital role in powering the magic of the season by helping enhance the visitor experience, expand community access, and continue this treasured tradition. In return, sponsors receive meaningful visibility and engagement opportunities connected to one of the region's most anticipated holiday events.

Together, Cape Fear Botanical Garden and its community partners create a season filled with light, connection, and holiday wonder.

PRESENTING HOLIDAY LIGHTS SPONSORSHIP - \$10000

In addition to the marketing reach listed on page 1, other benefits include:

Premier logo placement on all event marketing, advertising, signage, and digital promotions

Opportunities for branded guest engagement or interactive experiences

30 Holiday Lights tickets

25 general Garden admission passes for daytime entry

Invitation to a VIP donor event

PLATINUM SPONSORSHIP - \$7500

In addition to the marketing reach listed on page 1, other benefits include:

Logo placement on event marketing materials, advertising, signage, and digital promotions

Opportunities for branded guest engagement or interactive experiences

20 Holiday Lights tickets

15 general Garden admission passes for daytime entry

Invitation to a VIP donor event

GOLD SPONSORSHIP - \$5000

In addition to the marketing reach listed on page 1, other benefits include:

Logo placement on event marketing materials, advertising, signage, and digital promotions

15 Holiday Lights tickets

10 general Garden admission passes for daytime entry

Invitation to a VIP donor event

SILVER SPONSORSHIP - \$2500

In addition to the marketing reach listed on page 1, other benefits include:

Logo placement on event marketing materials, advertising, signage, and digital promotions

10 Holiday Lights tickets

10 general Garden admission passes for daytime entry

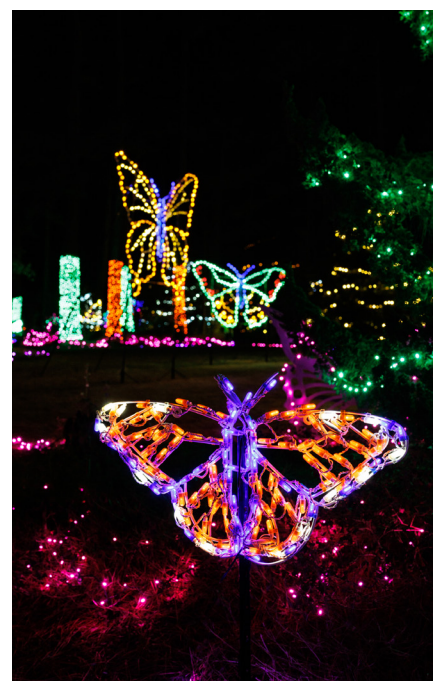
BRONZE SPONSORSHIP - \$1000

In addition to the marketing reach listed on page 1, other benefits include:

Logo placement on event marketing materials, advertising, signage, and digital promotions

5 Holiday Lights tickets

5 general Garden admission passes for daytime entry





Where Tails Wag & Community Gathers

Dog Day in the Garden continues to be one of Cape Fear Botanical Garden's most anticipated annual events, bringing together the Garden and the Fayetteville Animal Protection Society (FAPS) for a fun-filled celebration of dogs, community, and outdoor adventure. This beloved one-day event welcomes hundreds of guests each year and features activities, vendors, demonstrations, and experiences designed to delight both pets and their owners.

A favorite tradition in Fayetteville, Dog Day in the Garden attracts between 800–1,100 attendees annually, creating a lively atmosphere filled with tail wags, community connection, and memorable moments for animal lovers of all ages.



PRESENTING SPONSORSHIP - \$5,000

In addition to the marketing reach listed on page 1, other benefits include:

Premier logo placement on all event marketing materials, advertising, signage, and digital promotions

Opportunities for branded guest engagement or interactive experiences

20 Dog Day tickets

20 general Garden admission passes for daytime entry

Invitation to a VIP donor event

GOLD SPONSORSHIP - \$2500

In addition to the marketing reach listed on page 1, other benefits include:

Logo placement on event marketing materials, advertising, signage, and digital promotions

15 Dog Day tickets

15 general Garden admission passes for daytime entry

Invitation to a VIP donor event

SILVER SPONSORSHIP - \$1500

In addition to the marketing reach listed on page 1, other benefits include:

Logo placement on event marketing materials, advertising, signage, and digital promotions

10 Dog Day tickets

10 general Garden admission passes for daytime entry

Invitation to a VIP donor event

BRONZE SPONSORSHIP - \$1000

In addition to the marketing reach listed on page 1, other benefits include:

Logo placement on event marketing materials, advertising, signage, and digital promotions

5 Dog Day tickets

5 general Garden admission passes for daytime entry

Pondamania: A Day of Wonder & Discovery - June 5, 2027

Celebrate creativity, curiosity, and connection during Pondamania — Cape Fear Botanical Garden's interactive arts and science festival inspired by the beauty and harmony of nature.

Designed for children and families, Pondamania features hands-on activities, nature-inspired art experiences, live performances, storytelling, educational demonstrations, and engaging opportunities to explore the connection between nature, creativity, and community. This beloved annual event transforms the Garden into a vibrant space for learning, discovery, and family fun.

Through programs like Pondamania, Cape Fear Botanical Garden continues to serve as a hub for education, culture, and community engagement. Sponsorship support helps make this enriching experience accessible to families across the region while encouraging lifelong connections to nature and the arts.

Pondamania welcomes between 700 and 1,400 visitors annually, drawing children, parents, grandparents, educators, and community members together for a day of exploration and wonder. Sponsor support also helps provide free admission for children 12 and under, ensuring families throughout the community can participate in this exciting and educational celebration.



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 general admission, 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 general admission, 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 general admission.

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 general admission.

Wine and Beer Festival

June 12, 2027 | 5:00 - 9:00 p.m.

The Wine & Beer Festival invites guests ages 21+ to spend a summer evening at Cape Fear Botanical Garden while discovering wines, craft beers, and meads from North Carolina producers.

Set against the backdrop of the Garden, this growing event offers sponsors an opportunity to reach an adult audience in a relaxed, social environment centered around local flavors, community, and shared experiences.

The inaugural festival welcomed 279 guests, and we look forward to building on that momentum as the event grows its audience and presence in the community.



Marketing & Sponsor Exposure

Sponsors can gain valuable visibility before and during the event through opportunities that may include:

- Logo placement on event marketing materials and signage
- Recognition on the Cape Fear Botanical Garden website and event page
- Exposure through the Garden's social media and digital marketing
- Recognition in event-related email communications
- On-site signage and brand visibility
- Opportunities for sponsor activation and direct guest engagement, when applicable

2026 Attendance: 279

Audience: Adults 21+ | Regional residents | Wine, craft beverage & local-experience enthusiasts

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: 4 sampling tickets, 25 general Garden admission passes for daytime general admission, 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: 2 sampling tickets, 20 general Garden admission passes for daytime general admission, invitation to a VIP donor event.

Silver 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: 1 sampling ticket, 15 general Garden admission passes for daytime general admission.

Bronze Sponsorship - \$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: 1 non-sampling admission ticket, 10 general Garden admission passes for daytime general admission.

More Than Visibility. A Lasting Community Impact.

Sponsoring a Cape Fear Botanical Garden event connects your business with thousands of guests while supporting experiences rooted in nature, education, and community. From beloved seasonal traditions to hands-on children’s programming, your partnership helps the Garden welcome, inspire, and engage visitors of all ages. Together, we create moments families remember and a stronger, more connected community.



Rooted in partnership. Growing for our community.

Cape Fear Botanical Garden is one of Fayetteville's best-known cultural and nature attractions. The 80-acre garden draws tourists interested in horticulture, outdoor recreation, photography, weddings, and family activities.



Community Engagement through public programming is designed to broaden access to environmental education and the arts, fostering community participation and learning

Which Event Will You Sponsor?

Choose one signature event — or build a presence across the Garden's full public event season.

Cape Fear Botanical Garden offers meaningful sponsorship opportunities throughout the year, connecting your business with families, community members, and visitors through some of the region's most beloved public events.

Whether you want to align with a single seasonal tradition or build year-round visibility, we invite you to find the event — or events — that best match your brand, audience, and community impact goals.

2026 - 2027 Garden Community Event Calendar

Heritage & Harvest Festival - October 03, 2026

Halloween at the BOOtanical Garden - October 22 - 25, 2026

Holiday Lights in the Garden - December 03 - 22, 2026 (select evenings - 14 nights)

Dog Day in the Garden - April 10, 2027

Pondamania - June 05, 2027

Wine & Beer Festival - June 12, 2027

Sponsor one event. Support several. Grow your impact all season long.





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 am interested in sponsoring the following events:

(Select single or multiple events and choose the appropriate sponsor level. A sponsorship package can be customized to combine or request a custom sponsorship package.)

Bourbon Fest	Halloween in the BOO-tanical Garden	Holiday Lights	Dog Day	Pondamania	Wine & Beer
☐ \$5,000	☐ \$7,500	☐ \$10,000	☐ \$5,000	☐ \$5,000	☐ \$5,000
☐ \$2,500	☐ \$5,000	☐ \$7,500	☐ \$2,500	☐ \$2,500	☐ \$2,500
☐ \$1,500	☐ \$2,500	☐ \$5,000	☐ \$1,500	☐ \$1,500	☐ \$1,500
☐ \$1,000	☐ \$1,000	☐ \$2,500	☐ \$1,000	☐ \$1,000	☐ \$1,000
		☐ \$1,000			

An invoice will be mailed/emailed to the above address unless otherwise specified. A portion of your sponsorship payment is tax deductible. To request tax documentation or for additional information, please contact: Sheila Hanrick, Director of Visitor Services, Marketing and Programming - shanrick@capefearbg.org

Signature: _____

Name: _____ Title: _____

Together we can create more than events

We create traditions.

We create wonder.

We create places where families connect, visitors gather, and our community shines.

Thank you for helping Cape Fear Botanical Garden grow experiences that inspire, educate, and bring people together year-round.

