



## 2025 Sponsorship Opportunities

Jurassic Garden (June 5-September 28) features life-sized dinosaurs, hands-on fossil digs, prehistoric plant displays, and interactive activities for all ages at Powell Gardens.

Expected attendance is **60,000+** with a media campaign reaching **2.5 million+ households**, making it one of the region's most visible and engaging summer experiences.

Powell Gardens is happy to collaborate on sponsorship packages that align with your organization's goals, budget, and desired level of engagement. For details and questions contact **James Healy, Corporate Partnerships Specialist at Powell Gardens** at [jhealy@powellgardens.org](mailto:jhealy@powellgardens.org) or **515.370.4749**

### Presenting Sponsor of Jurassic Garden – \$40,000

*"Jurassic Garden Presented by [Sponsor Name]"*

As the exclusive Presenting Sponsor, your brand receives top-tier visibility across the entire Jurassic Garden experience including recognition through a Powell Gardens media campaign, exhibit signage, on-site activations, and VIP access.

#### Benefits:

- Exclusive naming rights across all exhibit and marketing materials
- Premier logo placement on signage, Visitor Center screens, and digital channels
- Recognition in all press, email, and social media campaigns surrounding the festival
- Branded activation opportunities during peak weekends
- VIP, Private Dine with the Dinos dinner with a minimum of 10 tickets offered





## **Presenting Sponsor of Jurassic Garden (continued)**

### **Benefits (continued)**

- Option for employee "Buyout Day" for all employees and their families to attend at no charge
- Minimum of 100 general admission tickets for clients and employees, private guided tour(s)
- VIP Powell Gardens Media Package including social media spotlights with aligned content
- Right of first renewal for Summer Expo 2026

## **Dinosaurs & The Machines Sponsor – \$10,000-20,000**

Presented by businesses in the following industries and fields: Watersports, Excavation, Outdoors/Lifestyle Retailers, and/or Automotive. Align your brand(s) and showcase featured new models (cars, heavy machinery, excavation equipment, watersports) sold at your business with education programming, STEM, family fun by sponsoring a large-scale activation area where Jurassic-era creatures meet modern-day horsepower and adventure!

### **Benefits:**

- Branded activations featuring equipment/vehicles amidst life-sized dinosaurs
- 50 general admission tickets for employees, employee families, and/or clients
- Option for interactive displays, equipment demo, and hands -vehicle with signage
- Logo placement on the children's "off-road" foot-car course
- All relevant signage, Visitor Center screens, and Powell Gardens webpage
- VIP Powell Gardens Media Package including social media spotlight with photo/video content





### **Community Access Day(s) Sponsor – \$20,000**

“Community Day at Jurassic Garden presented by [Sponsor Name]”

Sponsor a Free Admission Day to welcome 2,000–5,000+ guests—many from underserved communities—for a full day of educational, family-friendly exploration.

#### **Benefits:**

- Naming rights for the day(s)
- 30 general admission tickets for employees, employee families, and/or clients
- Logo on promotional materials and digital platforms for duration of festival
- Recognition in media campaign and event announcements
- On-site signage, branded booth, or family activation
- Employee family and client ticketing packages can be included
- VIP Powell Gardens Media Package

### **Named Dino Movie Night Series Sponsor – \$15,000**

Outdoor movie nights featuring dinosaur-themed classics, trivia, and concessions.

#### **Benefits:**

- 25 general admission tickets for employees, employee families, and/or clients
- Logo on movie screen and all relevant signage
- Branded giveaways (popcorn bags, glow sticks, etc.)
- VIP Powell Gardens Media Package

### **Dino Dash Family Fun Run – \$10,000**

All-ages September fun run with dino costumes, scavenger hunt, and medals.





### **Dino Dash Family Fun Run (continued)**

#### **Benefits:**

- Branded shirts, logo on bibs, signage, course markers
- 25 general admission tickets for employees, employee families, and/or clients
- Named acknowledgement through 3 social media mentions pre/post event
- Option to host and name hydration and snack stations (with naming rights)
- Powell Gardens Media Package

### **Prehistoric Plant Hall Naming Sponsor – \$10,000**

Naming rights to the Hall of Prehistoric Plants exhibit.

#### **Benefits:**

- 25 general admission tickets for employees, employee families, and/or clients
- Logo on exhibit signage and plant ID labels
- Recognition on Visitor Center screens and digital platforms/pages
- Could include combination of in-kind and cash support
- Powell Gardens Media Package

### **Retail Space Naming Rights – \$10,000**

Sponsor a food/gift retail location (Marketplace or Missouri Barn).

#### **Benefits:**

- Logo on displays and signage
- 25 general admission tickets for employees, employee families, and/or clients





## **Retail Space Naming Rights (continued)**

Benefits (continued):

- Branded merch or snack integration
- Weekend pop-up booth opportunities
- Powell Gardens Media Package

## **Adopt-a-Dino (Statues) – \$2,500-\$10,000**

Sponsor a life-sized dinosaur of your choice, from a baby brontosaurus up to the giant T-Rex.

Benefits:

- Logo on ID plaque
- Recognition on Visitor Center screens
- Social media tags
- 20-50 general admission tickets for employees, employee families, and/or clients
- Powell Gardens Media Package or VIP Media Package (based on sponsorship amount)

## **Bones & Brews Nights – \$7,500 (One Night) or \$10,000 (Two Nights)**

Two nights available, 21+ beer tasting, live music, adult drinks, food, and dino-themed fun.

Benefits:

- Logo on displays and signage
- 25 general admission tickets for employees, employee families, and/or clients
- Logo on tasting cups, wristbands, and signage
- Named tasting station(s) and branded swag bag inclusion
- Powell Gardens Media Package





### **Dino Discovery Lab & Exploratorium – \$7,500**

Sponsor the hands-on STEM activity space for families in Visitor Center hub.

#### **Benefits:**

- 25 general admission tickets for employees, employee families, and/or clients
- Naming rights, logo visibility on all supplies, lab signage, and activity materials
- Powell Gardens Media Package

### **Dino Discovery Day(s) – \$5,000**

Family festival with fossil digs, crafts, and dino encounters.

#### **Benefits:**

- 20 general admission tickets for employees, employee families, and/or clients
- Logo on signage, shirts, and website
- Branded booth with option to distribute branded swag
- Logo prominently displayed on Visitor Center digital signage
- Powell Gardens Media Package

### **Dino Dig Site Sponsor – \$5,000**

Sponsor the outdoor fossil excavation pit.

#### **Benefits:**

- Naming rights on signage and tools
- Recognition on Visitor Center screens
- Branded giveaways





### **Dino Dig Site Sponsor (continued)**

Benefits (continued):

- 20 general admission tickets for employees, employee families, and/or clients
- Powell Gardens Media Package

### **Hydration or Misting Station Sponsor – \$2,500–\$5,000**

Sponsor shaded water refill or cooling stations.

Benefits:

- Branded signage, digital and physical
- Reusable bottle logo integration and distribution
- 20 general admission tickets for employees, employee families, and/or clients
- Powell Gardens Media Package

### **Prehistoric Field Trips & Daycare Days – \$4,000**

Sponsor STEM-based education programming and Title I access.

Benefits:

- Logo and/or named recognition on all relevant materials - print, digital, and e-communications
- Option to sponsor a STEM Station
- Volunteer Day(s) invitation
- 20 general admission tickets for employees, employee families, and/or clients
- Powell Gardens Media Package







### **Dino Movie Night (Single Night) – \$4,000**

Single outdoor film screening with dino trivia and treats.

#### Benefits:

- Logo on movie screens and physical signage
- Branded giveaway option
- 20 general admission tickets for employees, employee families, and/or clients
- Powell Gardens Media Package

### **Jurassic Garden Printed Map Named Sponsor – \$4,000**

Sponsor on printed visitor maps.

#### Benefits:

- Logo on all maps and wayfinding collateral
- QR code and promo integration into hand-held and wayfinding signage
- 20 general admission tickets for employees, employee families, and/or clients
- Powell Gardens Media Package

### **Dino Cozy Coupe Pavilion – \$4,000**

Sponsor the dino-themed adventure course where kids can test their driving skills in their very own foot-powered personal coupe.

#### Benefits:

- Naming rights and prominent brand presence at the pavilion
- Logo on all kids' vehicles
- 20 general admission tickets for employees, employee families, and/or clients
- Option to table at Powell Gardens with branded children's swag giveaways
- Powell Gardens Media Package







### **Volunteer & Staff Shirts Sponsor – \$2,000**

Brand all volunteer and seasonal staff shirts.

Benefits:

- Logo on volunteer and staff festival apparel, high visibility for duration of the expo

### **Media Partner Opportunity – Custom/In-Kind**

Collaborate on regional media and promotions.

Benefits:

- Recognition in signage, digital media, and PR
- Flexible value, matched to support provided

### **Opportunities for In-Kind (Non-Cash) Donations & Collaboration**

We welcome product and material donations and welcome shared media opportunities. Media packages will be curated for all in-kind donors and collaborative partners to ensure impactful, high-visibility recognition collateral and media acknowledgement. Please inquire to learn more about needs and how we might work together!

