



corporate volunteering

# POWELL GARDENS

## NEEDS YOU!



Through our Corporate Volunteer Program, employees from leading companies throughout the Kansas City metro can join forces with Powell Gardens for an impactful, outdoor team-building experience to help restore, protect, and keep our vital natural spaces clean and green. We welcome your team to volunteer with us to restore and revitalize our numerous educational gardens, woodland habitats, and pollinator prairies to help our staff continue the decades-long preservation and improvement of Powell Gardens' greenspaces.

**As Kansas City's botanical garden, Powell Gardens is a vital hub for rich educational programming, public festivals, and cultural performances, and is home to the Midwest Center for Regenerative Agriculture.**

With over 900 acres of public gardens, native forest, and natural prairie, Powell Gardens offers impactful project opportunities for corporations and businesses throughout the region. Volunteers can join us for a half-day event to help us plant native flowers and shrubs, renovate and care for outdoor gardens, remove invasive plants and weeds, and install native trees and shrubs to help continue our reforestation initiatives.

We offer a variety of outing formats to match your engagement goals and can accommodate large and small groups.

Mobilized employees will see the impact of their support through these transformative projects, and Powell Gardens staff will take care of everything needed for a safe, high-quality experience. Volunteers are only required to bring closed-toe footwear and long pants. At each event, Powell Gardens will provide:

- Site prep, plants, and tools
- PPE and gardening gloves
- Training by Powell Gardens field crew
- Tagged social media post
- Snacks, protein bars, and fresh water
- GA admission passes for volunteer to use on a return visit
- Catered picnic lunch (optional)

**Additionally, corporations who sponsor a volunteer event for \$2,500 or more are provided a robust marketing package to highlight your team's work! Note: Events are subject to project availability, scheduling, and weather.**

## powell gardens by the numbers

1988

YEAR FOUNDED

100,000+

ANNUAL VISITORS

5,000

MEMBER HOUSEHOLDS

800+

ACRES

200

PUBLIC & PRIVATE EVENTS

For more information or for other sponsorship inquiries, please contact James Healy by email or phone at [jhealy@powellgardens.org](mailto:jhealy@powellgardens.org) or 515.370.4749.

# GROWING TOGETHER – SPRING 2026 POWELL GARDENS & COLONIAL GARDENS

OPPORTUNITIES FOR MISSION ALIGNMENT AND PARTNERSHIP



**Join in celebration and support as Powell Gardens welcomes Colonial Gardens into a new chapter of nonprofit stewardship, strengthening community, education, and access to nature for generations to come.**

For nearly 30 years, Powell Gardens has served as a non-profit leader in vibrant community programming, nature-based education, and as a place to celebrate all things green amidst the beauty of the Midwest landscape. In 2026, Powell Gardens will be assuming operations of Colonial Gardens, which will continue to operate as part of Powell Gardens' nonprofit mission. The Colonial Gardens site will continue to serve the community as a horticultural hub with expanded capacity for educational experiences, public events, and robust environmental stewardship programming.

This transition creates a meaningful opportunity for local individuals and businesses to invest in a shared community asset, support accessible education and public programming, and help shape the future of a space that will serve families, students, and visitors for generations to come.

With 230,000 annual visitors, Colonial Gardens offers sponsors excellent visibility with **naming rights and robust marketing and benefits packages for interested businesses**, which can be tailored to the goals of each sponsor.

## SPONSORSHIPS & RENEWABLE NAMING OPPORTUNITIES

**Recognition opportunities start at \$1,000**

### Stage & Courtyard

The central gathering space for performances, community events, and cultural programming, the stage and courtyard serve as the social heart of Colonial Gardens.



### Entrance Atrium

Guests of all ages will be welcomed into Colonial Gardens through an immersive atrium with educational panels highlighting the foundations of healthy ecosystems, introducing visitors to the mission of sustainability, stewardship, and learning.



### Community Classroom

A year-round learning space for workshops, lectures, youth programs, and community gatherings. This classroom supports education across generations and serves as a hub for mission-driven programming.



### Orchard

The orchard attracts thousands of visitors annually and offers excellent daily visibility and logo recognition opportunities from the thousands of motorists each day.



### People Mover

Sponsor one of the Gardens' People Movers, which help transport thousands of guests as they navigate the Colonial Gardens campus comfortably and inclusively during our busiest times. This feature supports access, mobility, and visitor experience across the property.



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# SPONSORSHIPS & RENEWABLE NAMING OPPORTUNITIES CONTINUED

Recognition opportunities start at \$1,000

## Outdoor Classroom & Planting Field

A space supporting hands-on experiential education around regenerative growing practices and direct connection to the land. The space is utilized by thousands of children and adults annually through workshops, school visits, and community programming.



## Tree Nursery & Life Cycle of a Tree

This sponsorship includes naming rights to the onsite tree nursery and hands-on learning area, which will showcase the full life cycle of a tree, connecting visitors to themes of growth, conservation, and long-term environmental stewardship.



## Indoor Plant Bar Sponsor

A dynamic, interactive space where guests can engage through hands-on classes and retail experiences. The Plant Bar connects horticulture, creativity, and visitor engagement in a highly activated, high-traffic environment.



## Marketplace Sponsor

The Colonial Gardens Market features local bakers, regional artisans, and community-based businesses. The Marketplace Sponsor, will receive prominent logo placement on signage.



## Loggia Sponsor

A high-traffic, multi-purpose, sheltered gathering space designed for private and public events and group educational programming.



## Shopping Cart or Basket

Plant carts provide campus-wide visibility, delivering continuous impressions across retail spaces. Logo placement ensures consistent brand presence through one of Colonial Gardens' most-used visitor touchpoints.



# POWELL GARDENS

## CORPORATE OPPORTUNITIES

Powell Gardens' mission is to be an experience that embraces the Midwest spirit of place, an experience that inspires an appreciation for the importance of plants and nature in our lives.

### Sponsorship "Pollinator" Levels



**BAT / \$1,250**

Benefits: Table for One Day



**BIRD / \$5,000**

Benefits: 30 General Admission Tickets + Media Package + Corporate Volunteer Event



**BUTTERFLY / \$10,000**

Benefits: Corporate Membership + Event Signage + Media Package + Multiple Corporate Volunteer Days



**BEE / \$25,000**

Benefits: Corporate Membership + Event & Highway Signage + VIP Media Package + Naming Rights + Exclusive Thought Leadership Event

## Corporate Memberships

*Customizable and scalable.  
As shown, \$5,000*

**Two White Pine Memberships**  
Transferrable



**50 Admission Tickets For Employees + Clients**  
Excluding Dark Forest



**One VIP Group Garden Tour**



**Invitation to All VIP Events**



**One Free Room Rental**  
Only venue provided,  
100 guest maximum



**One Corporate Team Building Volunteer Activity**

## CUSTOM PACKAGES & CONTACT

Contact us to tailor a benefit package to meet your goals. Powell Gardens encourages interested parties to inquire, and our team will help curate a package that meets your needs and goals.

**James Healy | Corporate Partnerships Specialist**

[jhealy@powellgardens.org](mailto:jhealy@powellgardens.org)

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## Media Package

- Logo on Visitor Center monitors
- One social media mention on a mutually agreed upon platform
- Name recognition on digital guide when applicable
- Recognized in annual report
- Logo on website
- Logo in eblast

## VIP Media Package

- Logo on Visitor Center monitors for multiple festivals
- Three + social media mentions with content relevant to sponsorship on channels mutually agreed upon
- Name recognition on digital guide when applicable
- Recognized in annual report
- Logo on website & ticketing pages when applicable
- Logo in eblast
- Garden View back page ad in a future edition

## MEDIA REACH

Powell Gardens holds a significant presence on various media channels and numerous regional outlets and publications, allowing an audience reach of over **2.5 million individuals and households** annually. **Our reach includes:**

**100,000+**

Guests in attendance

**94,100**

Eblast subscribers

**64,000**

Facebook followers

**31,000**

Instagram followers

**4,900**

TikTok followers

Through these channels, we engage with diverse audiences, sharing our passion for nature, education, and community involvement. Your support is vital in helping us expand our reach and continue positively impacting our communities and ecosystems. Once again, thank you for considering a partnership with Powell Gardens. Together, we can cultivate a brighter, more sustainable future for generations to come.

We look forward to the possibility of working together to fulfill our shared vision of a world enriched by the wonders of nature.

## ANNUAL EVENTS & FESTIVALS

**Orchid Delirium** | March - April

**Painted Garden** | April - June

**Fleur-ette** | June

**Fortopia** | May - September

**Festival of Butterflies** | July - August

**Dark Forest** | October-November

**Festival of Lights** | November - January





POWELL  
GARDENS  
KANSAS CITY'S  
BOTANICAL GARDEN

Embracing the Midwest spirit of place  
and inspiring an appreciation for the  
importance of plants in our lives.



# DRAGONS & FANTASTIC BEASTS SUMMER EXPO 2026



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# ATTENDANCE & MEDIA REACH



The annual Powell Gardens Summer Expo provides exceptional exposure for sponsors of all levels. In 2026, "Dragons and Fantastic Beasts" will overlap with the 30<sup>th</sup> Annual Festival of Butterflies, which will bring in thousands of additional attendees along with opportunities for cross-festival brand exposure for our sponsors.

## Summer Expo: Dragons and Fantastic Beasts

June-September 2026

- Projected Attendance: 24,000
- Social media reach: 3,700,000
- Meta ad impressions: 87,000
- TikTok views: 246,000
- Website hits: 245,000
- Unique email opens: 575,000

## 30th Annual Festival of Butterflies

July-August 2026

- Projected Attendance: 20,000
- Social media reach: 1,000,000
- Meta ad impressions: 850,000
- Website hits: 55,000
- Unique email opens: 163,000

## Important Note

Each festival receives substantial paid and earned media coverage from a broad range of outlets, including The Pitch, KCUR, Visit KC, The Independent, IN Kansas City Magazine, KC Magazine, Fox4, KC Parent, KMBC TV, KSIS Radio 1050 AM, KIX 105.7, The Kansas City Star, Metro Voice News, Kids Out and About KC, and KCTV5.

## NEWSLETTERS

94,000

Eblast Newsletter Subscribers

40% open rate.

4,500

Leaflet Newsletter Subscribers

50-60% open rate

## SOCIAL MEDIA

64,000

Facebook

Followers

31,000

Instagram

Followers

4,900

TikTok

Followers

## MARKETING AND BENEFITS PACKAGES

### Media Package

*Included with Sponsorships ranging from \$4,000-\$9,999*

- Logo on Visitor Center monitors for duration of Expo
- One tagged social media mentions
- Name recognition on printed maps when applicable
- Recognized in annual report
- Logo on website for one
- Logo in Leaflet Newsletter

### VIP Media Package

*Included with sponsorships \$10,000 and above*

- Logo on Visitor Center monitors for multiple festivals
- Three + social media mentions with content relevant to sponsorship on channels mutually agreed upon
- Name recognition on digital guide when applicable
- Recognized in annual report
- Logo on website & ticketing pages when applicable
- Logo in Eblast Newsletter *and* Leaflet Newsletter
- Full page ad in Eblast Newsletter

# OPPORTUNITIES FOR SPONSORSHIP, RECOGNITION, & MEMORY MAKING



Sponsorship opportunities include a range of levels and options including: Adopt-a-Dragon, special community access days, and an opportunity to support Powell Gardens as the Presenting Sponsor of the Summer Expo. Sponsors help ensure children and families can learn, laugh, make memories, and experience nature together in 2026 and beyond. Sponsorship levels include:

- Presenting Sponsor of Dragons and Fantastic Beasts – \$40,000
- Community Access Day(s) Sponsor – \$20,000
- Conservatory Naming Sponsor (dual-festival) – \$20,000
- Conservatory Naming Sponsor (single festival) – \$12,500
- Named Education and Family Programming Sponsor – \$10,000
- Gift Shop Naming Rights – \$10,000
- Lab & Exploratorium Naming Rights – \$7,500
- Map Named Sponsor - logo on printed maps – \$4,000
- Adopt-a-Dragon Sponsors – \$2,500–\$10,000
- Hydration or Misting Station Sponsor – \$2,500–\$5,000
- Volunteer & Staff Shirts Sponsor – \$2,000

## **PRESENTING EXPO PARTNER: \$40,000**

### **Overview**

The Presenting Sponsor of the Summer Expo will receive naming rights to the Summer Expo along with the following associated benefits.

### **Brand Visibility & Recognition**

- Exclusive naming rights across all exhibit and marketing materials
- Premier logo placement on signage, Visitor Center screens, and digital channels, and highway signage.
- Recognition in all press, email, and social media campaigns for the festival
- Branded activation opportunities during peak weekends

### **VIP Access & Hospitality**

- VIP Conservatory Dinner experience for 10 guests
- Option for “Employee Buyout Day” for presenting sponsor employees and their families, free of charge
- Minimum of additional 100 general admission tickets for clients and employees, private guided tours, and invitations to 2026 VIP events.

### **Media Exposure & Renewal Advantage**

- First right of refusal for 2027 and 2028 at same sponsorship rate
- VIP Media Package including social media spotlights with aligned content

**All Sponsorship Levels Include:** scaled employee ticket packages, logo presence at the Summer Expo, social media recognition, *and* website recognition. Powell Gardens will work with each sponsor to craft a **customized benefits package** that best fits the budget, goals, and needs of each partner. Reach out to James Healy, Corporate Partnerships Specialist, at [jhealy@powellgardens.org](mailto:jhealy@powellgardens.org) or 515.370.4749 for more information and details.

