



RADIANT NATURE

— SEE THE —
GARDEN GLOW



RADIANT NATURE

Houston's Most Magical Winter Light Show Returns

November 7, 2024 – February 23, 2025



THE EXPERIENCE

The Houston Botanic Garden is proud to present Radiant Nature, a magical display of light and music inspired by nature and cultural traditions to celebrate the seasons and dazzle the whole family. Radiant Nature features more than 50 large-scale lantern installations in three themed zones: Nature, Chinese Traditional, and Interactive.

The Houston Botanic Garden's fourth annual light show invites you to celebrate the beauty of nature and the uniqueness of Asian culture along a beautifully illuminated path winding through our gardens. The interactive zone offers illuminated swings, seesaws, and other immersive opportunities for familyfriendly play and memory-making.

Radiant Nature offers a special occasion to see Houston's living museum for plants in a new light. In 2024-2025, Radiant Nature will be open 65 nights spanning the traditional western holiday season through the Lunar New Year and Chinese Lantern Festival. The Houston Botanic Garden offers convenient on-site and remote parking with shuttle options. Festive food and beverage, as well as Asian handicrafts, will be available for purchase on site.

Radiant Nature is produced by the Houston Botanic Garden in partnership with Tianyu Arts & Culture, Inc., whose festivals draw millions of visitors each year to zoos, botanic gardens, and natural science institutions across the U.S.



THE SETTING

The Houston Botanic Garden is located just minutes from downtown off I-45 South near Loop 610. Our 132-acre site on the Sims Bayou is a living museum filled with plants from the Gulf Coast and around the world in cultivated gardens and natural ecosystems viewed from scenic walking trails. Radiant Nature's curated lantern installations enhance the sublime beauty of each location and create special moments under the stars of the Gulf Coast.

THE MARKETING

The marketing budget for Radiant Nature 2024-2025 is \$250,000. In 2023-2024, Radiant Nature's marketing budget of \$250,000 received 45 million ad campaign impressions and an earned media potential audience of 73 million. The Houston Botanic Garden's Meta followers increased by 45% to 60,500, and our mailing list subscribers increased by 65% to 58,000. Website users from November 2023 to February 2024 totaled 390,000 with 55% viewing the Radiant Nature page.

THE VISITORS

Radiant Nature visitors are an attractive demographic mix of the Houston Botanic Garden's members and donors, along with an entirely new audience of guests from the greater Houston area and beyond. Conveniently located within miles from Hobby Airport, Radiant Nature serves as a draw for visitors to Houston during the holidays. Radiant Nature's debut in 2023-2024 drew 83,153 visitors. Top zip codes of attendees were 77008 (The Heights), 77584 (Pearland), 77007 (Memorial Park area), 77005 (West University Place), 77025 (Braeswood), and 77009 (Northside Village.)

THE OPPORTUNITY

Sponsors have the opportunity to engage with Radiant Nature's target audiences through event promotion across the Houston Botanic Garden's website, digital marketing, and social media channels, as well as on-site with visitors. On-site activation include brand integration in event collateral and signage, as well as at select locations and experiences along the trail, based on level of sponsorship. Additional benefits include invitations to the exclusive preview, private on-site hospitality, and complimentary ticket packages.

MEDIA & ATTENDANCE STATISTICS

META FOLLOWERS

58.5K

↑ 39% since Sept. '23
509% since Sept. '20

MAILING LIST SUBSCRIBERS

52K

↑ 48% since Sept. '23
358% since Nov. '21

ANNUAL WEBSITE USERES

493K

↑ 38% in 2023
53% view Radiant Nature page

\$250K AD CAMPAIGN IMPRESSIONS

37M

Google, Meta, YouTube, Outfront, ABC 13, PBS,
Houston Public Media & NPR

TOP ZIP CODES

83K *Attendees*

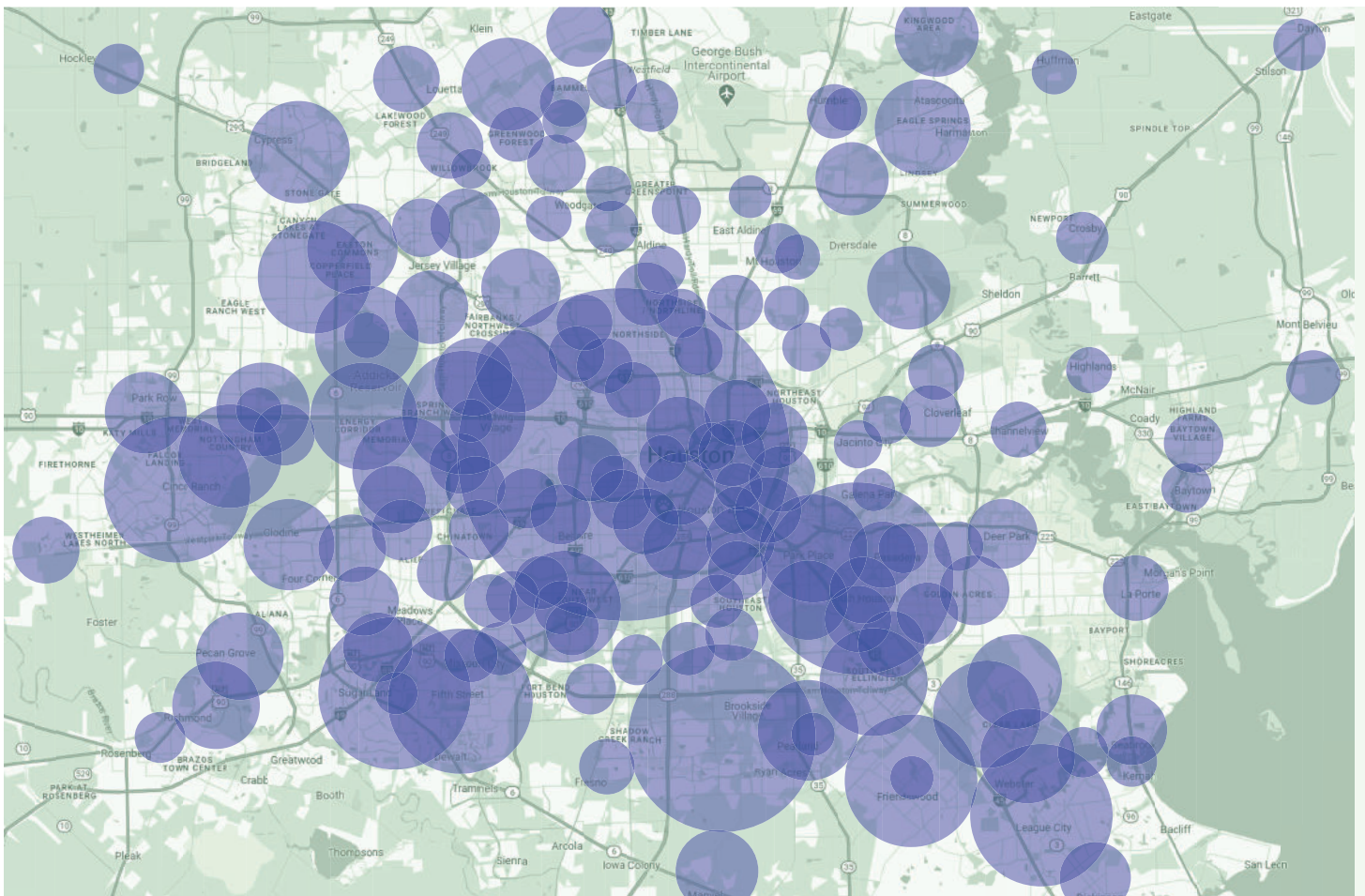
008 Heights, 584 Pearland, 007 Memorial Park,
005 West U, 025 Braeswood, 009 Northside Village





MEZMERIZING ALL OF HOUSTON

The map of locations of Radiant Nature 2023-2024 ticket purchases reflects visitors from all over Houston.



SPONSORSHIP OPPORTUNITIES

PRESENTING — \$100,000

Visibility & Recognition:

- Exclusive “Presented by” naming rights
- Prominent name or logo recognition on the following:
 - Garden entrance
 - Mutually agreed upon lantern installation
 - Other outlets:
billboards, printed collateral, hbg.org website
 - Dedicated media release
 - Relevant social media posts and digital marketing

Benefits:

- Guest passes
 - 100 guest passes to exclusive preview night
 - 150 guest passes for Radiant Nature
 - 75 Parking passes for Radiant Nature
 - 100 general admission passes
- Giving Circle Membership (\$1,500 value)
- Private event rentals
 - one day-time private event rental
 - 20% discount on one evening private event rental
- Corporate volunteer day

LEAD SPONSOR — \$75,000

Visibility & Recognition:

- Prominent name or logo recognition on the following:
 - Garden entrance
 - Mutually agreed upon lantern installation
 - hbg.org website
 - Relevant social media posts and digital marketing

Benefits:

- Guest passes
 - 75 guest passes to exclusive preview night
 - 100 guest passes for Radiant Nature
 - 50 Parking passes for Radiant Nature
 - 75 general admission passes
- Giving Circle Membership (\$1,500 value)
- Private event rentals
 - 10% discount on one day-time private event rental
 - 10% discount on one evening private event rental
- Corporate volunteer day





MAJOR SPONSOR — \$50,000

Visibility & Recognition:

- Prominent name or logo recognition on the following:
 - Garden entrance
 - Mutually agreed upon lantern installation
 - hbg.org website
 - Relevant social media posts and digital marketing

Benefits:

- Guest passes
 - 50 guest passes to exclusive preview night
 - 75 guest passes for Radiant Nature
 - 37 Parking passes for Radiant Nature
 - 50 general admission passes
- Giving Circle Membership (\$1,500 value)
- Private event rentals
 - 10% discount on one day-time private event rental
 - 10% discount on one evening private event rental
- Corporate volunteer day

PARTNER SPONSOR — \$25,000

Visibility & Recognition:

- Prominent name or logo recognition on the following:
 - Garden entrance
 - Mutually agreed upon lantern installation
 - hbg.org website
 - Relevant social media posts and digital marketing

Benefits:

- Guest passes
 - 25 guest passes to exclusive preview night
 - 50 guest passes for Radiant Nature
 - 25 Parking passes for Radiant Nature
 - 25 general admission passes
- Giving Circle Membership (\$1,500 value)
- Private event rentals
 - 10% discount on one day-time private event rental
 - 10% discount on one evening private event rental
- Corporate volunteer day

SUPPORTING SPONSOR — \$10,000

Visibility & Recognition:

- Name or logo recognition on the following:
 - Garden entrance
 - hbg.org website

Benefits:

- Guest passes
 - 10 guest passes to exclusive preview night
 - 25 guest passes for Radiant Nature
 - 12 Parking passes for Radiant Nature
 - 10 general admission passes

FRIEND — \$5,000

Visibility & Recognition:

- Name or logo recognition on the following:
 - Garden entrance
 - hbg.org website

Benefits:

- Guest passes
 - 5 guest passes to exclusive preview night
 - 10 guest passes for Radiant Nature
 - 5 Parking passes for Radiant Nature
 - 5 general admission passes

CONTACT

Laura Wheless, Director of Development
office 713.715.9675 ext.112 cell 713.825.4063
laurawheless@hbg.org

MAILING ADDRESS:
8205 North Bayou Drive
Houston, Texas 77017

GARDEN ENTRANCE:
One Botanic Drive
Houston, Texas 77017