



水燕山雲



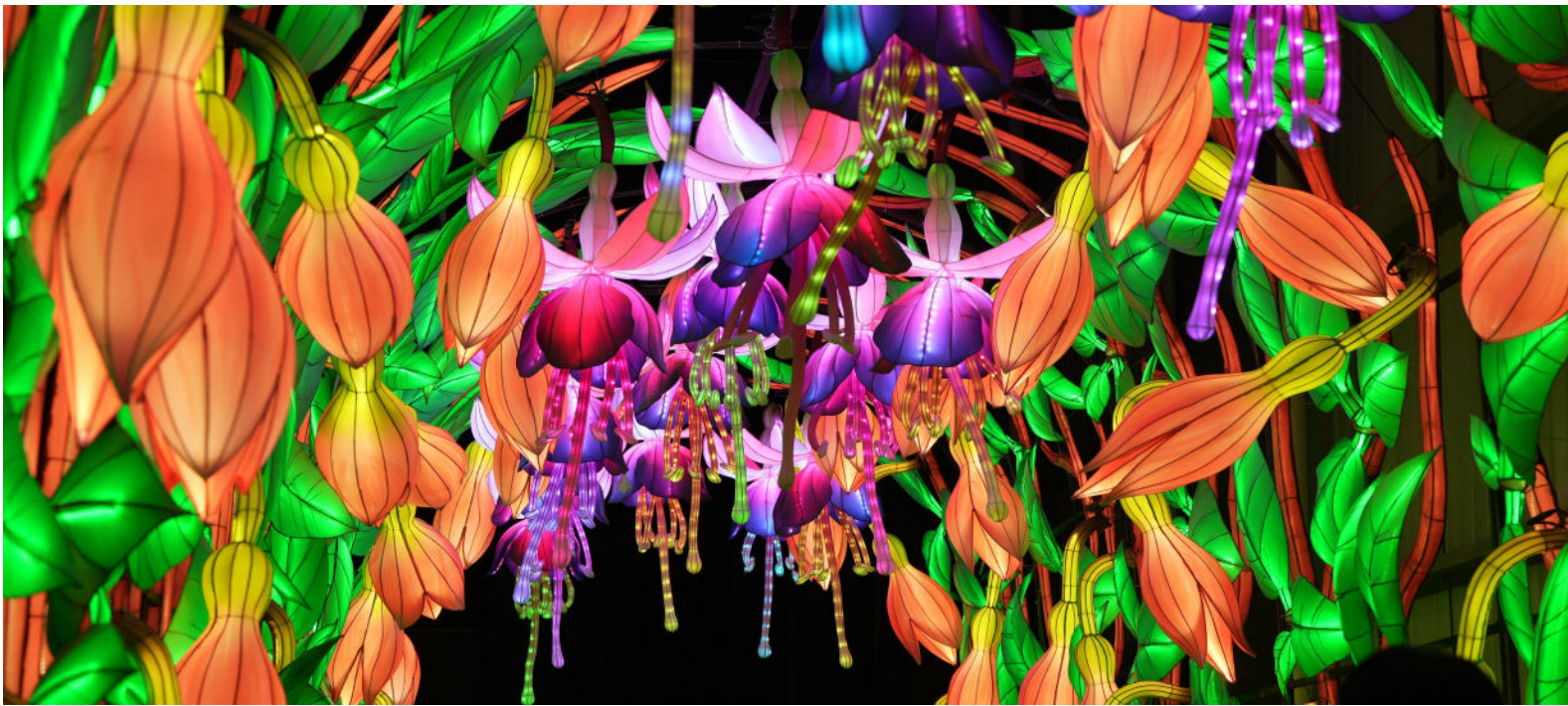
# RADIANT NATURE

— SEE THE —  
GARDEN GLOW



Houston  
Botanic  
Garden





# RADIANT NATURE

Houston's Most Magical Winter Light Show Returns!

Nov. 2025 – Feb. 2026

## THE EXPERIENCE

Houston Botanic Garden is proud to present Radiant Nature, a magical lantern display of larger-than-life natural environments and traditional Asian cultural settings that celebrate the change of seasons and dazzle the whole family. Radiant Nature features more than 50 large-scale, immersive installations in three themed zones: Nature, Culture, and Interactive. Opening in November 2025 and spanning 60 nights through Western New Year to Lunar New Year and Chinese Lantern Festival in February 2026, our show extends well past all traditional holiday light shows in the Houston area, giving your company extended market exposure.

Unique to the Garden's winter light show is that the lanterns are equally beautiful during the day, offering a robust experience to our daytime guests, doubling your sponsorship value compared to other opportunities in Houston. When lit from within at night, the lanterns transform, many with animatronics that delight visitors of all ages. Radiant Nature also includes informational signage about each installation zone, providing educational opportunities for our visitors to learn along the nearly mile-long trail, making our show a favorite among parents.



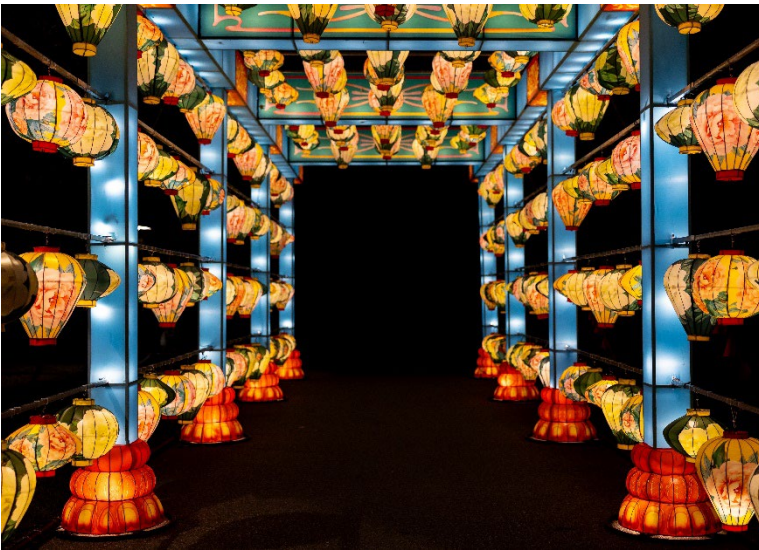
"The light show at the Houston Botanic Garden was absolutely stunning! The displays were creative and vibrant, with plenty of photo opportunities along the way."

"The atmosphere was magical and well-organized, making it a must-see event during the holiday season."

Houston Botanic Garden offers convenient on-site and remote parking with shuttle options for visitors. Festive Food and beverage options, as well as handicrafts are available for purchase and we have developed several special event nights like "Radiant Romance" for Valentines and Galentines weekend.

Radiant Nature is produced by Houston Botanic Garden in partnership with Tianyu Arts & Culture, Inc., who is a market leader in lantern festivals across the US and Europe.





## THE SETTING

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.

The Houston Botanic Garden offers convenient on-site and remote parking with shuttle options for visitors. Festive food and beverage options, as well as Asian handicrafts, will be available for purchase.

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 for 2025-26 will be \$250,000. This comprehensive multi-media paid campaign includes digital, broadcast, and out-of-home (billboards) elements.

In addition, media relations efforts include targeted pitches to online, broadcast, and print outlets in Houston and regionally, as well as coordination of event visits and coverage from content creators with strong followings on Instagram.



## 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 of Hobby Airport, Radiant Nature serves as a draw for visitors to Houston during the holidays. Radiant Nature attendance for 2024-25 was 59,283. Alltime attendance for the Garden's four winter lightshow experiences is nearly 260,000.

2024-25's top zip codes of attendees were 77584 (Pearland), 77008 (The Heights), 77007 (Washington Avenue), 77573 (League City), and 77005 (West University).

## 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, 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.

# GARDEN STATISTICS for 2024

META FOLLOWERS

75.6K

↑ 49% in 2024

MAILING LIST SUBSCRIBERS

70K

↑ 49% in 2024

WEBSITE USERS JAN-NOV '24

565K

↑ 15% in 2024

## NOV. 2024 – FEB. 2025 RADIANT NATURE STATISTICS

\$250K AD CAMPAIGN IMPRESSIONS (2024-25)

37M

Meta, Google, YouTube, TikTok, Outfront,  
KHOU 11, KTRK 13, KRIV 26 and  
Houston Public Media

TOP ZIP CODES (2024-25)

59K

584 Pearland, 008 Heights,  
007 Washington Ave, 573 League City,  
005 West University

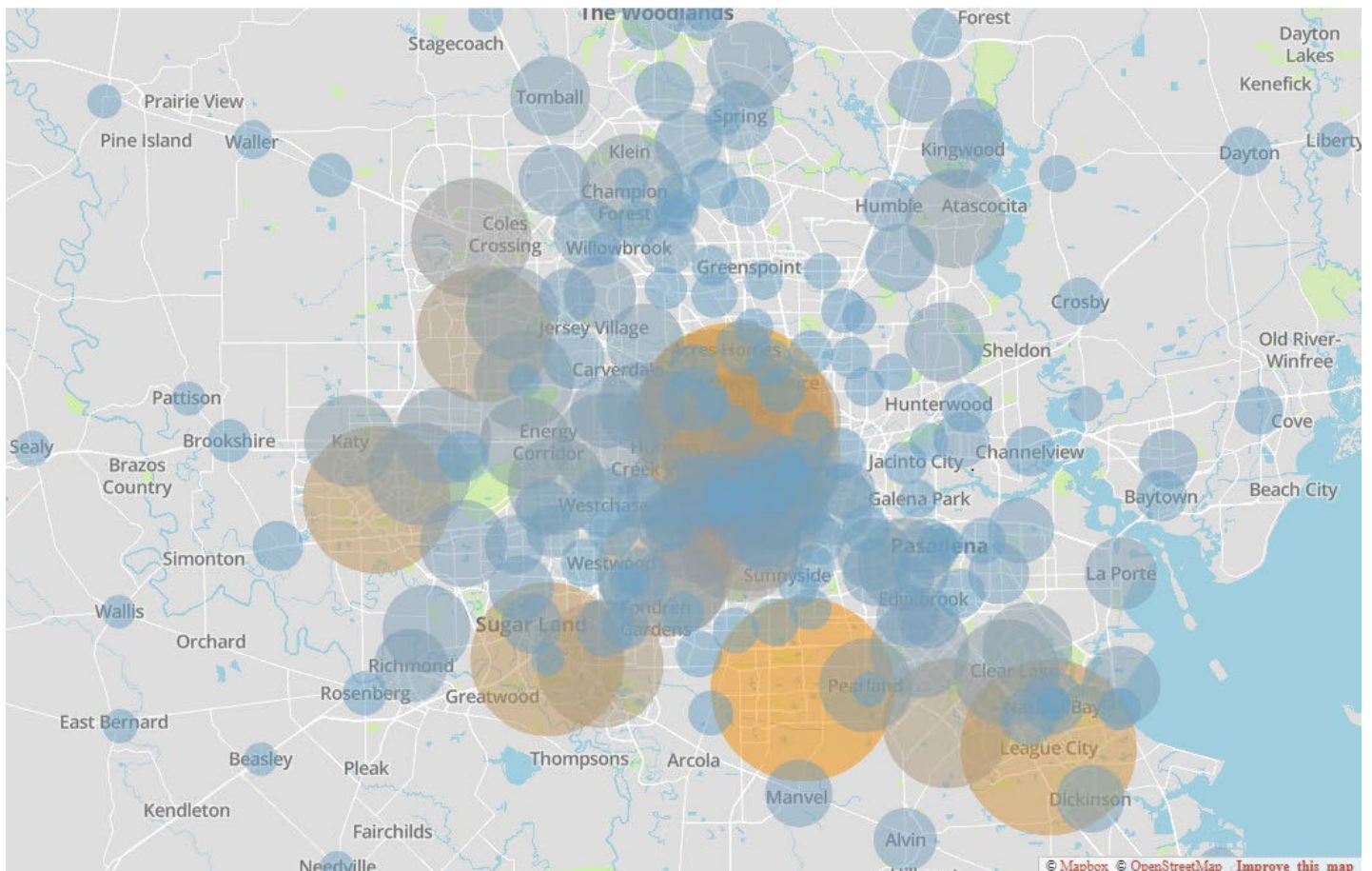






# MEZMERIZING ALL OF HOUSTON

This map showing locations of Radiant Nature 2024-25 ticket purchases reflects visitors from all over Houston and surround.





# 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

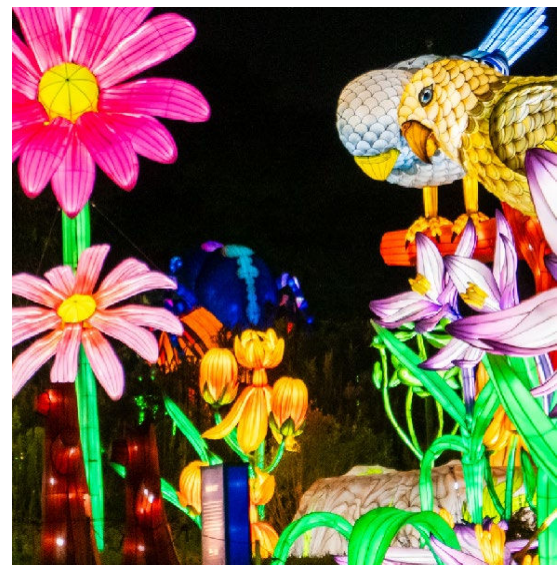
## LEAD SPONSOR — \$75,000

### 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

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