



雲山燕水



# RADIANT NATURE

— SEE THE —  
GARDEN GLOW



Houston  
Botanic  
Garden





# **RADIANT NATURE**

**Houston Botanic Garden's Winter Light Show Is Officially a Can't-Miss Holiday Experience**

**Returning for its third year  
November 14, 2025 – February 22, 2026**

Radiant Nature is a dazzling display of large-scale, immersive lantern installations set among the natural beauty of a living museum for plants. This unique winter light show welcomes all by showcasing the biodiversity of our region and encompassing a breadth of cultural traditions celebrated across the city.

Radiant Nature is more than just a light show. There are interactive installations — such as swings and pieces that are engaged by touch or movement — that encourage visitors — of all ages and life stages — to linger and play. Visitors also have time and space to snap photos and videos for memories that will last a lifetime, enjoy festive food and beverage options, and shop a marketplace of handcrafted gifts.

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 U.S. and Europe.

HOUSTON BOTANIC GARDEN



# Why sponsor Radiant Nature?

Partners will keep their name top-of-mind in the market throughout the winter season.

**Radiant Nature** is open longer than other shows, running from the traditional Western holidays in November and December through to Lunar New Year-related festivities that take place in January and February.

## HOUSTON CHRONICLE

HOUSTONCHRONICLE.COM • FRIDAY, NOVEMBER 15, 2024 • VOL. 124, NO. 33 • \$4.00

### Study: Tax program helps rich areas

Baker Institute finds all of Houston doesn't share revenue collected in development zones

By Mike Morris  
STAFF WRITER

Houston's controversial network of development zones has disproportionately benefited affluent areas while also shifting the burden of funding basic services onto lower-income neighborhoods, researchers at Rice University's Baker Institute for

Public Policy report in a new study.

The report echoes the findings of a 2022 Houston Chronicle investigation, which found that the agencies often trap funds in prosperous communities while needier areas stagnate — and that Houston runs the largest development zone program in the state and has expanded its zones and

extended their lifespans more aggressively than peer cities.

The Baker Institute study comes as Mayor John Whitman's administration launches an audit of the money's spending after a former official at one of the agencies was charged with four felonies in June.

In a tax increment reinvestment zone, or TIRZ, part of the city property taxes generated each year are set aside to be spent only within the zone, rather than sent to City Hall to be spent any

where in Houston. The idea is that subsidizing new streets, sidewalks and parks will spur private investment and revitalize stagnant areas.

Yet most of the revenue Houston's zones collect each year, and most of the money they have spent since the program launched in the 1990s, have benefited areas of the city with median household incomes nearly double the citywide figure, the Baker Institute report found.

To put it another way: a of

Houston's 27 zones are in areas with incomes above the citywide median, and these a comprise the majority of the programs' revenues and spending, the study found. A couple living in one of those areas, the researchers calculated, received a roughly \$850 value in 2023 in the form of public projects — a "rebate" paid by all Houstonians not living near a TIRZ.

These "regressive results" do not align with lawmakers' goal in

Zones continues on A6

### Feds say man made videos for terrorists

By Caroline Wilburn  
and John Wayne Ferguson  
STAFF WRITERS

A Houston man is in federal custody after authorities said he made propaganda, including videos, for the Islamic State group.

Anas Said, 28, was arrested last Friday and charged with attempting to provide material support or resources for a foreign terrorist organization, according to federal court records.

Said had also discussed plans to commit violent acts in Houston and a desire to use explosive devices to commit a mass killing, Doug Williams, FBI special agent in charge, said at a news conference Thursday where Said's arrest was announced.

However, there is no indication that Said owned materials to carry out any kind of attack, and he has not been charged with plotting one.

Said was arrested after a yearlong investigation by FBI Houston's Joint Terrorism Task

Arrest continues on A5

### School gets third principal in a month

By Nuzulha Mizan  
STAFF WRITER

Harvard Elementary School's Parent-Teacher Association welcomed its new principal, Sharon Pe Benito, and assistant principal, Molly Lashway, with cakes decorated in the school's

### HOLIDAY LIGHTS

ABOVE: Public holiday displays in the area include Radiant Nature at Houston Botanic Garden, where Leon Garcia, 4, gets close to a flower that blows out a puff of smoke. LEFT: Another display is Uptown Houston's holiday lights, with 300 holiday trees, on Post Oak Boulevard, where Santa Jim hugs Tillie Lopez, 8.

KAREN WARREN/STAFF PHOTOGRAPHER







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## Plan Your Christmas Weekend: December 19 to 22, 2024

By 365 Houston Staff • Dec 18, 2024



Radiant Nature at Houston Botanic Garden continues to glow through the holidays and into the winter. | Photo courtesy of Houston Botanic Garden

# Why sponsor Radiant Nature?

Partners will have their name in front of all the Garden's winter visitors, day and night.

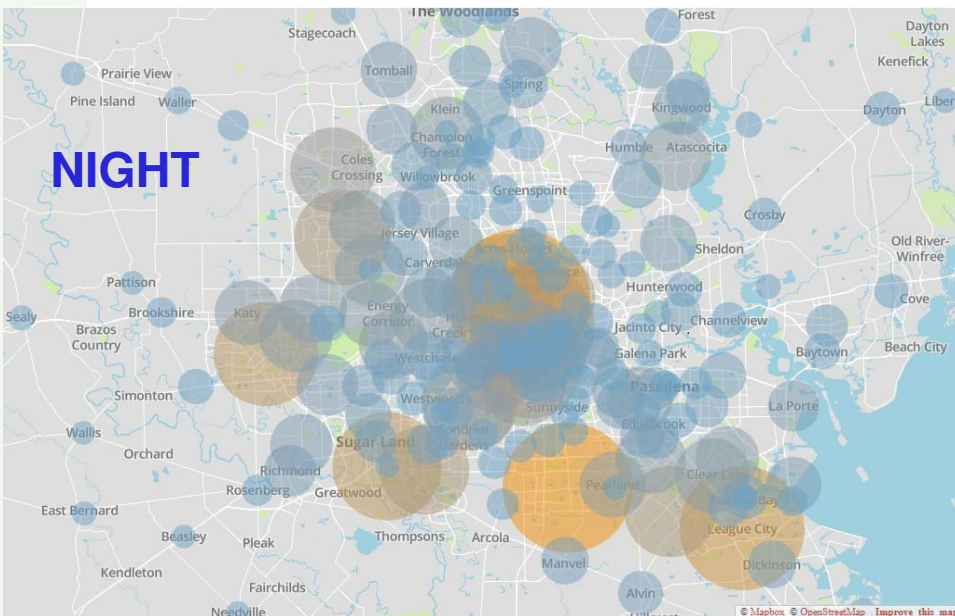
The traditional construction of the Radiant Nature lanterns — with colorful fabric draped over handcrafted framework — makes them as striking in the day as they are once illuminated after dark, so **both daytime and nighttime visitors to the Garden enjoy the show** during their winter visits.



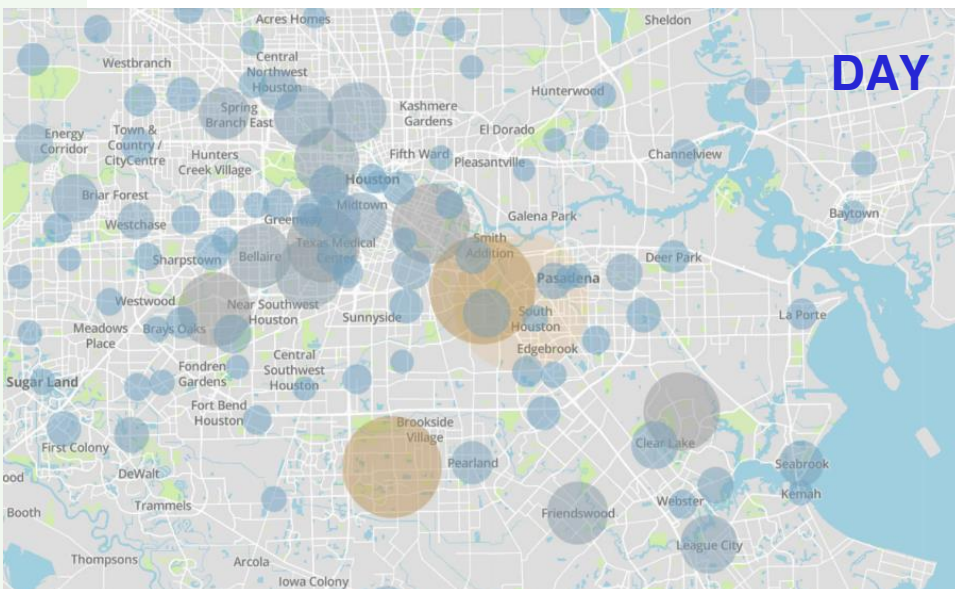


# Why sponsor Radiant Nature?

Partners will have their name seen by visitors from all over the greater Houston area.



By comparing the home zip codes of ticket buyers, we see that **Radiant Nature reaches households across a wide swath – both urban and suburban – of the multi-county metro area.**



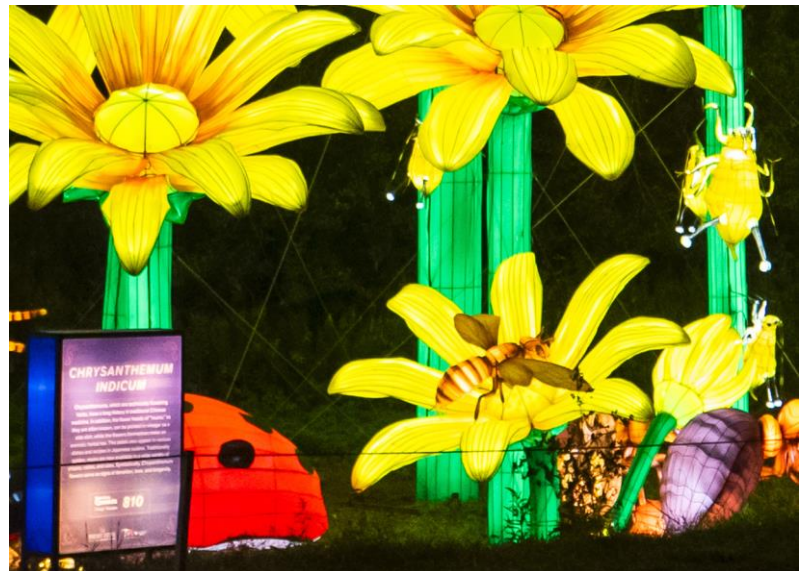
In 2024-2025, top performing Radiant Nature neighborhoods included Pearland, The Heights, the Washington Avenue corridor, League City, and West University.

Note that night show attendance is currently broader than the daytime Garden visitor.

# Why sponsor Radiant Nature?

Partners will connect their company's name with a meaningful experience visitors won't soon forget.

Since the lanterns of Radiant Nature depict plants, insects, and wildlife visitors could expect to see around the Garden and other outdoor settings along the Gulf Coast, the show includes educational signage with most of the installations, so **visitors leave both entertained and better informed about the world around them.**





# Why sponsor Radiant Nature?

As a Partner, you will enable local consumers to see your company's name as a quintessential Houston experience.

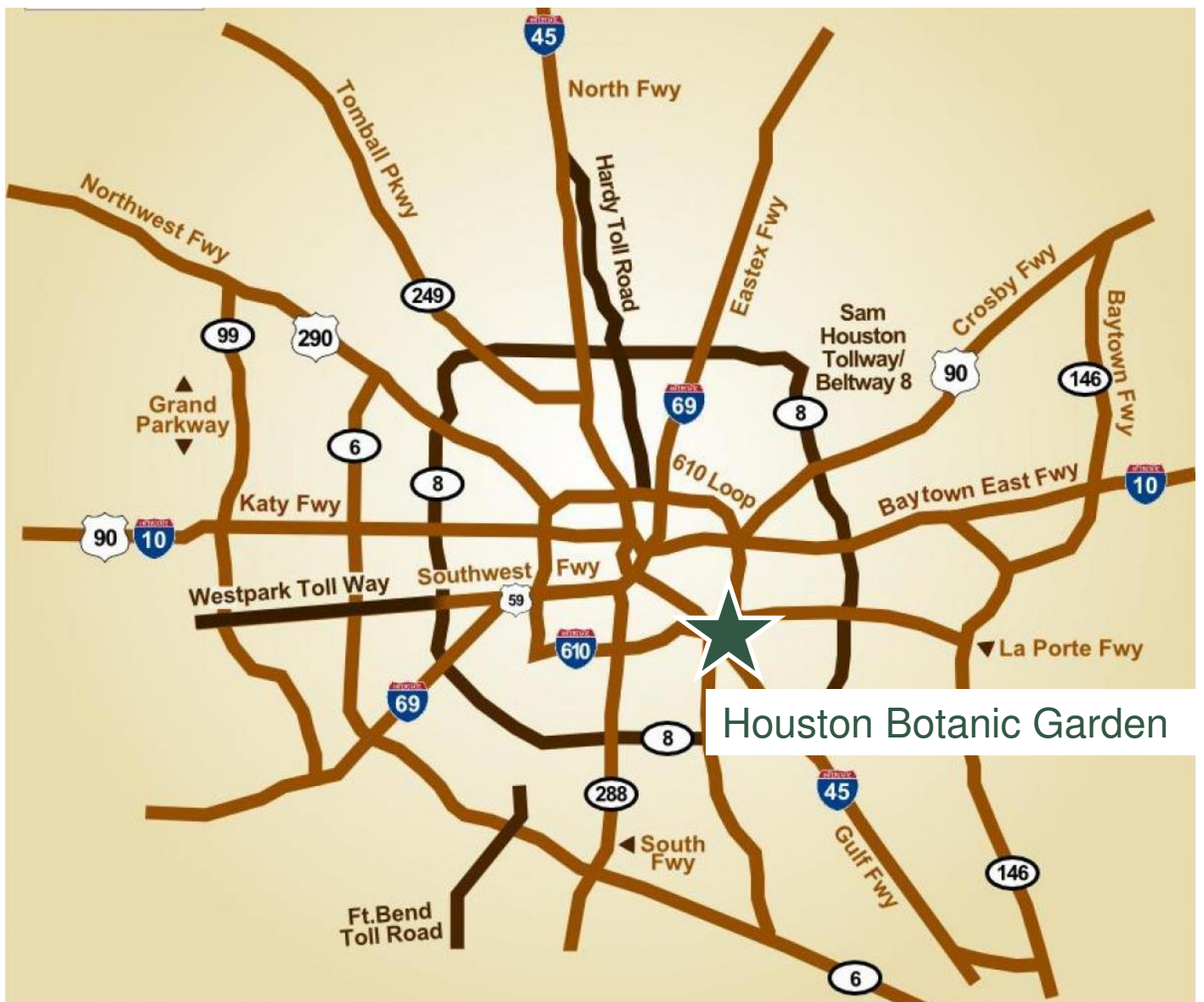
More than 260,000 people broadly representative — demographically, socioeconomically, etc. — of Houston's diverse population have attended the Garden's winter light show in just the past four years. And the show receives a Net Promoter Score of 76, which infers excellent word-of-mouth and the promise of even greater growth in future years.



# Where is Radiant Nature?



The Houston Botanic Garden is located just minutes from downtown along I-45 South near Loop 610, at the Broadway/Park Place exit.

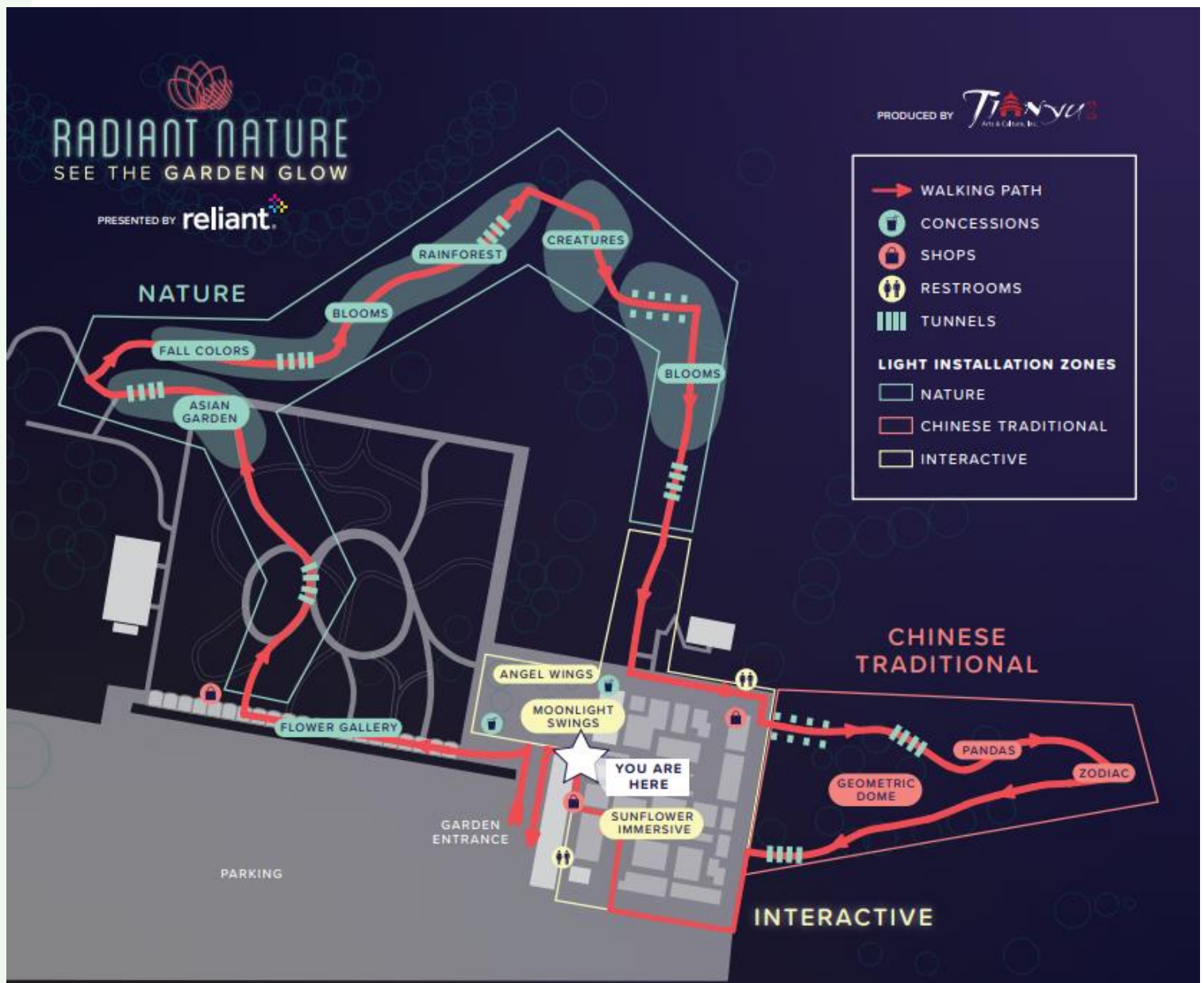




# Who will enjoy Radiant Nature?

Radiant Nature is suitable for all ages, ethnicities, and cultures, and is designed to be enjoyed by everyone. The Radiant Nature trail is about one-mile long and is accessible for strollers, wheelchairs, and mobility assistant devices.

Trail layout and highlights in 2024-2025:





# How do people learn about Radiant Nature?

Each year, the Houston Botanic Garden invests a quarter of a million dollars in a comprehensive promotional campaign, which resulted in almost **45.5 million impressions** through paid digital (social and online display), broadcast (local TV and radio), and billboard advertising, as well as another **63 million impressions** in earned media coverage across traditional (print, broadcast, and online) and social media, including content creators and influencers, in 2024-2025.

As awareness of the Garden and Radiant Nature has grown, the Garden has seen a dramatic increase in the number of individuals opting in to stay up-to-date on Garden news and programming.

Since the Garden opened in September 2020:

- **Meta followers are up almost 700%**
- **E-newsletter subscribers are up 40,000%**

Since October 2023, more active users view the Radiant Nature landing page than any other page on the Garden's website, including the home page.



KRIV (FOX) - Sponsored News Billboards



# What are guests saying about Radiant Nature?

"We saw the lights at the botanic garden. They were stunning. I can't say enough good things about the event. Simply breathtaking."




"I highly recommend Radiant Nature. The lantern displays of plants, flowers, and animals dazzle with their bright colors. The addition of music, interactive activities, and a vendor market make for a fun and festive evening for all ages."





# What are guests saying about Radiant Nature?



“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.”

# SPONSORSHIP OPPORTUNITIES

**Radiant Nature Partnerships are available at the following levels:**

**\$100,000 PRESENTING**  
**\$75,000 LEAD**  
**\$50,000 MAJOR**  
**\$25,000 PARTNER**  
**\$10,000 SUPPORTING**  
**\$5,000 FRIEND**

**We work with you to make the most of each Partnership opportunity and maximize the benefits most useful to your company. Each level represents key elements for:**

## Visibility & Recognition

- Prominent name and/or logo recognition at or near main entrance or within a themed area
- Sponsored Lantern installation
- Logo or company name on hbg.org website
- Select social media posts and digital marketing

## Benefits

- Passes for Preview Night, Run of Show, Parking, & General Admission
- Membership
- Discount for private event rental(s)
- Volunteer Day

**We look forward to discussing these options with you.**

### **CONTACT:**

Jennifer Pearson, Director of Development  
[jpearson@hbg.org](mailto:jpearson@hbg.org)  
office 713.715.9675 ext.160

### **MAILING ADDRESS:**

8205 North Bayou Drive  
Houston, Texas 77017

### **GARDEN ENTRANCE:**

One Botanic Drive  
Houston, Texas 77017

**HOUSTON BOTANIC GARDEN**



# THANK YOU!



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