

RED BUTTE GARDEN

four seasons a million reasons

RED BUTTE GARDEN PRESENTS

Nature Connects

ART WITH LEGO® BRICKS

Featuring the art of Sean Kenney
June 2 – Sept. 18, 2018



Nature Connects: Art with LEGO® Bricks is an award-winning exhibition by world-renowned artist, Sean Kenney. Inspired by nature and built from more than 450,000 LEGO® pieces, this exhibit features 14 displays with larger-than-life sculptures that represent the incredible connections that sustain life on Earth. Just as LEGO® bricks connect together to create something fun, colorful, and intricate, so too is everything in nature interconnected to create a complex and amazing network with each piece relying on the others to grow and thrive.

Through this exhibit and its accompanying interpretive messaging, Garden guests will learn not only how they are personally connected to plants, but also how ecosystems rely on diversity, how plants rely on pollinators, how humans rely on the wonders of the natural world, and many other messages.

And with a bevy of incredible LEGO®-themed events, programs, and activities scheduled from June 2 to September 16, there will be something new to keep Garden guests coming back all summer long.





Red Butte Garden, located on 100 acres in the foothills on the eastern edge of the University of Utah, is an official arboretum of the state of Utah. The Garden has welcomed guests since 1985 and is the largest botanical garden in the Intermountain West with over 24 acres of developed gardens and five miles of hiking trails winding through an extensive Natural Area. The Garden; which is community-funded; is renowned for its numerous plant collections, display gardens, a vast collection of daffodils; world-class outdoor summer concert series, and award-winning horticulture-based educational programs.

Sponsorships

Like our many volunteers and donors, our sponsors make possible the Garden's ongoing work in providing a place of beauty, knowledge, and activities for residents of our community.

PRESENTING SPONSOR \$50,000

- Your logo as the exclusive presenting sponsor on advertising and marketing for the exhibit. Current ad budget is \$35,000
- Significant Brand presence at opening event and on event materials
- Logo on Exhibit and Event signage
- Website Exhibit pages – presently 378,000 unique annual visitors per year. We expect site visit for the exhibit to increase
- Logo recognition for exhibit in Newsletter and Eblasts
- Recognition on Visitor Center Signage for the exhibit, Exhibit maps

For your company: we'll add a free employee day, a corporate membership to the Garden and discounted facility rental (f/b not incl)

Sponsorship of a sculpture is additional.

SUPPORTING SPONSOR \$25,000

- Logo on Exhibit and Event signage
- Website Exhibit pages – presently 378,000 unique annual visitors per year. We expect site visit for the exhibit to increase
- Logo recognition for exhibit in Newsletter and Eblasts
- Recognition on Visitor Center Signage for the exhibit, Exhibit maps
- 50 Garden passes

SCULPTURE SPONSORS

	\$15,000	\$10,000	\$5,000
Prominent Sculpture Location	X	X	tbd
Logo recognition on Exhibit sign and in map	X	X	
Logo Recognition on Visitor Center Exhibit Signage	X	X	
Logo Recognition on Exhibit Web pages	X	X	X
Invitation to Opening Event –	X	X	X
Garden Passes (\$value per – increases in 2018)	15	10	5

\$15.000 Sculpture Sponsorships



Hummingbird and Flower. This piece is 73"x 20.25"x 41" and is made from 13,704 LEGO bricks.



Female Monarch Butterfly on Milkweed. This piece is 72"x 60"x 30" and is made from 60,549 LEGO bricks.



The Sundail is 48" x 48" X 18" and is made from 27,869 LEGO bricks.



The Bald Eagle is 30" x 27" X 60" and is made from 42,198 LEGO bricks.



The PLAY STATION LEGO area in the Visitor Center comes with 30,000 bricks.

\$10,000 Sculpture Sponsorships



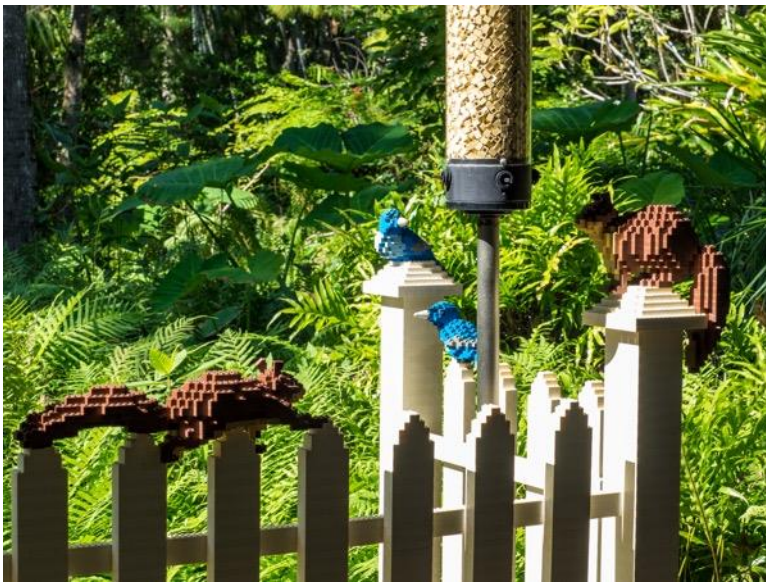
The Praying Mantis is 24' x 59" x 60" and is comprised of 42,164 LEGO bricks.



The Kneeling Gardener is 36' x 36" x 36" and is comprised of 34,340 LEGO bricks.



The Face Cutout Photo Op is 40" x 60" and is comprised of 24,330 LEGO bricks.



The Bird vs. Squirrels at Bird Feeder is 54" x 33" x 64" and is comprised of 8,586 LEGO bricks.



The Life-size Roto-tiller is 12" x 25" x 48" and is comprised of 20,903 LEGO bricks



The Giant White Triumphator Lilly is 24" x 24" x 72" and is comprised of 32,514 LEGO bricks

\$5,000 Sculpture Sponsorships



The Milk Snake and White Field Mouse is 36" x 36" x 8" and is comprised of 12,069 LEGO bricks.



The Moth Orchid is 19" x 19" x 38" and is comprised of 2,300 LEGO bricks.



The Mallard with Ducklings is 12" x 12" x 6" and is comprised of 6,927 LEGO bricks.



The Pileated Woodpecker is 10" x 8" x 20" and is comprised of 4,424 LEGO bricks.

MEDIA SPONSORSHIPS

A media partner to generate awareness for the exhibit.

Partner includes production of a spot/ad/traffic sponsorship/billboards...

Media partner will receive 24 Garden passes.

How the Exhibit works (exciting behind the scenes stuff)

Built and assembled and shipped. Sited and pedestaled and planted. Signage and fencing

Sean Kenny story

Programming and community partnerships

Public and sponsors celebrate

