



2026-2027

Corporate Partner Opportunities

*Mission: To inspire connection with nature
through wonder, knowledge
and stewardship*

*Vision: A North Carolina where all people
and communities thrive in harmony
with the natural world*

100 Frederick Law Olmsted Way, Asheville, NC 28806
ncarboretum.org

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Introduction

The Southern Appalachian Mountains are **among the world's most biologically diverse temperate ecosystems**, shaping a region known for conservation, outdoor recreation, horticulture, agriculture, arts, and craftsmanship.

Visitors **seek authentic experiences** that help them understand what makes Western North Carolina distinctive. The Arboretum provides that context through **native plant collections, cultivated gardens, exhibits, educational programs, research partnerships, and conservation efforts** that interpret the ecological and cultural significance of the Southern Appalachians.

As part of the University of North Carolina System, the Arboretum serves not only as **a destination**, but also as **a public garden, educational institution, conservation organization, and community resource** where visitors of all ages can deepen their understanding of nature.

Our Corporate Partnerships are strategic, mutually beneficial, and meaningful for your business.

Enrich the lives of Arboretum visitors and members from Western North Carolina and beyond by **sponsoring an event, exhibit, or program with financial and/or in-kind support**, and **receive prominent on-site and digital recognition and employee benefits for one full year.**



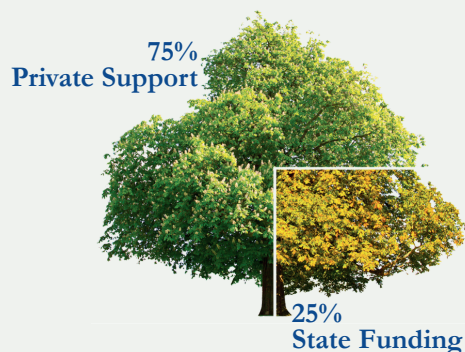
About Us

The North Carolina Arboretum's mission is **to inspire connection with nature through wonder, knowledge and stewardship**; and the vision is for a **North Carolina where all people and communities thrive in harmony with the natural world.**

The Arboretum was **established in 1986** by the North Carolina General Assembly as **an affiliate of the University of North Carolina System**. Its founding was built on **Frederick Law Olmsted's unrealized vision** for a research arboretum in the Asheville area and established the Arboretum as **a statewide and national resource for plants, education, design and economic development.**

Located on **434 acres within the Bent Creek Experimental Forest of the Pisgah National Forest**, the Arboretum operates under a special use permit issued by the National Forests in North Carolina.

The North Carolina Arboretum Society is **our 501(c)(3) non-profit** that raises funds to support our mission and operations.



The Arboretum By The Numbers

- 600,000+ Annual Visitors
- 500,000+ Website Visitors
- 100,000+ Youth and Adult Education Participants
- 80,000+ Social Media Followers
- 48,000+ Email Subscribers
- 21,500+ Member households
- 375+ Volunteers contributing 15,000+ hours

One full year of benefits, for all partners

BENEFIT	\$25,000+ PRESENTING SPONSOR	\$10,000+ VISIONARY SPONSOR	\$5,000+ LEADER SPONSOR	\$1,000 SUPPORTER SPONSOR
Exclusivity of business type for sponsored event or program				
Facility rental discounts for parties, meetings, and team retreats	Complimentary	25%	25%	25%
Logo featured on individual lamppost banner in prominent walkways along gardens and building entrances				
Logo featured on building lobby info screens & signs and select event rack/desk cards				
Business featured in press releases, newsletters, select social media posts, and Corporate Partner webpage				
Complimentary Annual Memberships for employees, clients, friends and family	18	10	6	2
Employee Volunteer Opportunities				



The Arboretum is Asheville's **safest and most accessible place** to explore the biodiversity and beauty of the Blue Ridge Mountains. The second-annual event series *Fall For The Arb* invites residents and visitors to **celebrate the season and Western North Carolina's peak leaf viewing** with seven distinct events and happenings every weekend in September and October.

Sponsor Recognition and Benefits for Fall For The Arb

- Business logo/link on event series webpages (500,000+ visitors annually)
- Business name mentioned/tagged in select social media posts and publicity materials in AvL Today, radio ads and other regional PR channels (90,000+ social media followers)
- Business name/logo and link featured in event series e-newsletter articles (48,000+ subscribers)
- Business logo on event series desk card distributed on and off-site (minimum 2,000 printed)
- Business logo on event series A-frame signs and info screen at Baker Visitor Center and outdoors leading up to and during the events (30,000+ impressions)
- Vending opportunity at our Fall Plant Sale and Market
- Plus: One Year of Institutional Year-Round Recognition & Benefits (on page 5)

Fall For The Arb

Monarch Butterfly Day
Saturday, September 19

Arbor Evenings
Live music series
September 25-26

Fall Plant Sale and Market
September 25-26

*Wolves: Photography by Ronan
Donovan exhibit*
Opens Saturday, September 26

Carolina Craft Day
Saturday, October 3

*Music in
the Mountains Day*
Saturday, October 10

Fall Trail Day
Saturday, October 17

Tricks-n-Treats Dog Festival
Sunday, October 25

**COMMITMENTS REQUESTED BY
LATE AUGUST 2026**



Winter Lights

A 52-night experience
November 13, 2026 - January 3, 2027;
6 to 10 PM

Tickets on sale beginning
October 1, 2026
ncarboretum.org/winter-lights

Presenting Sponsor Level
\$25,000

Visionary Sponsor Level
\$10,000+

Leader Sponsor Level
\$5,000+

COMMITMENTS REQUESTED
BY LATE AUGUST 2026

The Arboretum's **signature annual fundraiser**, *Winter Lights* brings inspiration and joy to families and individuals in Western North Carolina and beyond. It also offers your business **marquee-level visibility** among a broad, multigenerational audience from across the Southeast.

Join us to deliver an exceptional experience of wonder and delight – a spectacular open-air walk-through holiday light show – that **attracts more than 100,000 attendees** each year. *Winter Lights* helps sustain the gardens, programs, and experiences that connect people with nature throughout the year.

Sponsor Recognition and Benefits for *Winter Lights*

- Complimentary event tickets (40/20/10)
- Exclusive Invitations to Preview Night on November 12
- Business name on individual lamp post banner, maps, and Baker Visitor Center lobby
- Business name on digital maps
- Business name on event webpage (290,000+ site visitors)
- Business logo on event rack card (10,000+ printed)
- Business name in PR, social media posts and newsletters (500,000+ digital audience)
- Plus: One Year of Institutional Year-Round Recognition & Benefits (on page 5)



Green industry professionals in Western North Carolina often travel 5+ hours to Raleigh and beyond for continuing education credits and learning opportunities.

Help change that by supporting our **two-day professional development event** for 200+ regional horticulturalists at the Arboretum Education Center, with **session tracks on Landscaping, Design, Nursery, Greenhouse, Pests, Irrigation, Turf Management, Arboriculture and Landscape Contracting.**

Sponsor Recognition and Benefits for *WNC Green Industry Symposium*

- Business name on Arboretum's WNC Green Industry Symposium webpage, Eventbrite registration page, and Adult Education webpage (525,000+ annual site visits)
- Logo on Education Center signs (3) and select WNC Green Industry Symposium materials and event signage (450,000+ impressions)
- Business name in press releases, name & link in newsletters and select social media posts
- Opportunity to exhibit and/or volunteer at the event (200+ impressions)
- Plus: One Year of Institutional Year-Round Recognition & Benefits (on page 5)

WNC Green Industry Symposium

February 25 and 26, 2027

Available Sponsor Levels

- \$5,000 for B2B stage recognition and remarks opportunity along with recognition and benefits
- \$2,500 for lunch or banquet sponsorship along with recognition and benefits
- \$1,000 for recognition and benefits

**COMMITMENTS REQUESTED
BY LATE DECEMBER 2026**



Our third annual *Spring Into The Arb* seasonal event series **celebrates renewal and emergence** in Western North Carolina. We welcome the season and its weekend visitors from across the country with plant shows, nature programs, education offerings for families and adults, music, art and more.

Sponsor Recognition and Benefits for *Spring Into The Arb*

- Business logo/link on event series webpage (500,000+ visitors annually)
- Business name mentioned/tagged in select social media posts and publicity materials in AvL Today, radio ads and other regional PR channels (90,000+ social media followers)
- Business name/logo and link featured in event series e-newsletter articles (48,000+ subscribers)
- Business logo on event series desk card distributed on and off-site (minimum 2,000 printed)
- Business logo on event series A-frame signs and info screen at Baker Visitor Center and outdoors leading up to and during the events (30,000+ impressions)
- Vending opportunity at our Spring Plant Sale and Market
- Plus: One Year of Institutional Year-Round Recognition & Benefits (on page 5)

Spring Into The Arb

March to June 2027

Nature Play Day

Mountain Science Expo

Native Azalea Day

Asheville Orchid Festival

Spring Plant Sale and Market

Dates and more events
coming soon!

**COMMITMENTS
REQUESTED BY
LATE JANUARY 2027**



Mountain Science Expo

Thursday, April 15 and
Saturday, April 17, 2027

Join with exhibitors such as The North Carolina Institute for Climate Studies (NCICS), The North Carolina Department of Air Quality (NCDAQ), NASA Science Activation, The Asheville Museum of Science (AMOS), and more.

Together you support STEM education by providing an opportunity for all ages to interact with scientists and science educators in a hands-on and wonder-filled environment.

**COMMITMENTS REQUESTED BY
LATE FEBRUARY 2027**

The Arboretum's **annual flagship education event**, *Mountain Science Expo* is a **two-day STEM-oriented science festival for K-12 students**.

Receive exposure to 2,800+ students and their families and help encourage a love for the natural world and science beyond the classroom.

The first day of the event is dedicated to regional school field trips and the second day is open to the public; all part of the larger North Carolina Science Festival, a month-long effort to celebrate the impact of science educationally, culturally, and economically in our state.

Sponsor Recognition and Benefits for Mountain Science Expo

- Business name/logo on event promotional banners
- Opportunity to table or exhibit at event
- Complimentary day passes for employee families
- Business name on Education Center lobby signs
- Business name on event webpage (290,000+ site visitors)
- Business name in event PR, social media posts and newsletters (500,000+ digital audience)
- Plus: One Year of Institutional Year-Round Recognition & Benefits (on page 5)



Help power this **beloved summer tradition**. *Arbor Evenings* invites guests and Members to sip and stroll through the gardens **in the glow of the golden hour**, while listening to **live music from local and regional artists**.

Connect your brand and services with 7,000+ series attendees and support the vital talented musical artists who call WNC home.

Sponsor Recognition and Benefits for *Arbor Evenings*

Business name, logo and/or link on:

- Event series webpage at ncarboretum.org (525,000+ website visitors)
- Select social media posts (80,000+ followers)
- Event e-newsletter features (40,000+ subscribers)
- Event rack cards (7,000+ impressions)
- On-site signage (7,000+ impressions)
- Select radio ads
- Press releases
- Plus: One Year of Institutional Year-Round Recognition & Benefits (on page 5)

Arbor Evenings

Weekly on Wednesdays
and Thursdays
5:30 to 8:30 PM
June to September 2027

Each week has a theme with curated regional musicians, food, and fun, attracting more than 200 guests per night.

**COMMITMENTS REQUESTED BY
LATE MARCH 2027**



TNCA 2027 Exhibits

Jackson Martin

@ Baker Exhibit Hall | February 2027

Interdisciplinary sculpture and
installation

COMMITMENTS REQUESTED BY LATE
DECEMBER 2026

Matrilineal featuring Skye Tafoya
Group show @ Baker Exhibit Hall
March 2027

Features the work of indigenous
contemporary artist Skye Tafoya
and the culture-keeping women of the
Eastern Band Cherokee Indian
community who mentor
and support her

COMMITMENTS REQUESTED BY LATE
DECEMBER 2026

Aquascaping

@ Baker Exhibit Hall | June 2027

An introduction to the art and science
of Aquascaping, featuring
freshwater tanks and plantings

COMMITMENTS REQUESTED BY LATE
MARCH 2027

The Arboretum's **mission-aligned touring shows and large scale exhibits** are featured in our Baker Exhibit Hall, Education Center, and across the grounds of our 434-acre site.

Our exhibits vision is to **prioritize the interpretation of nature** rather than representation, to **inspire wonder**, **complement the works of our Education department**, and **create personal and positive emotional connections with the environment** for Arboretum visitors.

Join us to offer a **diverse presentation of artwork and exhibitions** that **promotes the exceptional quality of artwork in our region** and supports local artists.

Sponsor Recognition and Benefits for Your Preferred Exhibit

- Business name/logo on sponsor signs at Baker Exhibit Hall, Education Center, or grounds (200,000+ impressions)
- Business name/link on exhibit webpage and calendar listings webpages (200,000+ visitors)
- Business name in exhibit PR, social media posts and newsletters (500,000+ digital audience)
- Invitations to select exhibit opening receptions
- Plus: One Year of Institutional Year-Round Recognition & Benefits (on page 5)



In Summer 2027 the Arboretum welcomes a three-month outdoor exhibition featuring **18 larger-than-life sculptures inspired by nature's wonders and created with approximately half a million LEGO® bricks** by Sean Kenney.

Fans of all ages will marvel at the way living things are connected, for one unforgettable adventure at a top WNC destination. **The Arboretum hosted Kenney exhibits in 2016 and 2020 to great acclaim, with many guests continuing to ask “When is ‘Lego’ coming back?”** The answer is Summer 2027!

Sponsor Recognition and Benefits for Nature Connects

Business name, logo and/or link on:

- Event series webpage at ncarboretum.org (525,000+ website visitors)
- Business name/logo on signs at Baker Exhibit Center, Education Center, or grounds (200,000+ impressions)
- Select social media posts (80,000+ followers)
- Event e-newsletter features (40,000+ subscribers)
- Event rack and desk cards (10,000+ impressions)
- On-site signage (200,000+ impressions)
- Select radio ads and press releases
- Plus: One Year of Institutional Year-Round Recognition & Benefits (on page 5)
- 40/20/10 Day Passes

Nature Connects

June 26 to September 26, 2027

From the proud majesty of an antlered buck to the ponderous mass of a Galapagos tortoise; from the delicate suspension of a hummingbird on the edge of a flower to the spectacular feather display of a peacock, Kenney's art sparks a joyful sense of wonder at the natural world.

Arboretum exhibits attract a wide range of ages and backgrounds. These visitors are motivated by opportunities to engage with the region's natural setting in a meaningful and memorable way.

Large-scale exhibitions like *Nature Connects* serve as significant draws for both regional and out-of-area visitors.

**COMMITMENTS REQUESTED BY
LATE JANUARY 2027**

**NOTE: REQUIRES SPONSOR
APPROVAL BY
IMAGINE EXHIBITIONS**



Education Programming

- **ecoEXPLORE:** Our technology/incentive-based K-8 program to explore nature and develop STEM skills
- **Project PEACE:** Expanding ecological partnerships with the Eastern Band of Cherokee Indians, area churches and community centers
- **Freshwater Ecology Field Trips:** Equips teachers and students with knowledge and tools to protect and care for local waterways
- **Summer Discovery Camp:** Rising K-8th graders learn STEM skills, nature connections, exploration, imagination, and creativity
- **Project EXPLORE:** Trains teachers to engage preK-12th grade students in science in the schoolyard with curriculum-based learning activities, guided lessons and community science projects

AVAILABLE YEAR-ROUND

Youth Education Impact

At a time when children experience diminishing connections with nature, the Arboretum is **a thriving hub for community science**. Power the Arboretum's nine Youth Education programs to **inspire 80,000+ K- 12 students annually in Buncombe County and across North Carolina**. Our programming and events **align to the NC Standard Course of Study** and **provide safe, accessible, and engaging nature experiences and science exploration** through field trips, youth camps, teacher training, and more.

Adult Education Impact

Learning does not end after high school or college; **it's a lifelong pursuit**. Help our Adult Education, Continuing Education, and Community Science Programs **connect more than 2,500 adults each year to 45+ meaningful courses** in natural history, gardening, ecology, wellness, and nature-inspired arts.

Sponsor Recognition and Benefits for Youth or Adult Education

- Business name/logo on signs at Education Center lobby and classrooms
- Business name/link on Youth or Adult Education webpage (200,000+ visitors)
- Business name in PR, social media and newsletters (500,000+ digital audience)
- Plus: One Year of Institutional Year-Round Recognition & Benefits (on page 5)



Help cultivate and conserve **one of the most botanically diverse and beautiful natural settings** in America.

The North Carolina Arboretum **stewards 65 acres of gardens and 10 miles of single, double and triple-track trails** that delight the senses and spirits, pay tribute to the region's rich cultural heritage, and reinforce the importance of plants to our world.

From the Quilt Garden and Bonsai Exhibition Garden to the National Native Azalea Collection and the Arboretum's Greenhouses, **these vital spaces connect people, plants and places in a setting that balances scientific rigor with warm hospitality.**

Sponsor Recognition and Benefits for Horticulture Sponsors

Business name, logo and/or link on:

- Gardens webpage at ncarboretum.org (525,000+ website visitors)
- Business name/logo on select signs in gardens and grounds (500,000+ impressions)
- Select social media posts (80,000+ followers)
- Event e-newsletter features (40,000+ subscribers)
- Plus: One Year of Institutional Year-Round Recognition & Benefits (on page 5)

Horticultural Sponsorships

Your business can support the Arboretum's:

- Core formal gardens and seasonal landscape projects
- Bonsai Exhibition Garden
- National Native Azalea Collection
- Natural Resources for trail maintenance and enhancements
- Greenhouse propagation
- Conservation efforts for research, cataloging plant specimens and banking seed
- And more!

AVAILABLE YEAR-ROUND

Let's Grow Together

Join with The North Carolina Arboretum to promote and elevate your business with more than **600,000 annual visitors** and **21,000+ deeply engaged member households**, and demonstrate your commitment to wonder, knowledge and stewardship.

Thank you!

Become a Corporate Partner Today

Contact Erin Adams

Corporate & Foundation Relations Manager

eadams@ncarboretum.org

(828) 665-2492 x225

The North Carolina Arboretum Society is a tax-exempt 501(c)(3) | EIN: 56-1712373

