Mead Botanical Garden

Sponsor Guide

2025-2026

About us

Vision: Mead Botanical Garden is a vital urban oasis and community resource that embodies the arts, culture and history that define Winter Park and Central Florida. It is a welcoming place of respite and inspiration, recognized for its outstanding horticultural displays, botanical diversity and educational programs that connect people to the natural world.

Garden Mission: Mead Botanical Garden is a 48-acre urban oasis in the heart of Winter Park. It features ornamental and natural landscapes that provide space for reflection, connection, and the exploration of Florida's diverse ecosystems. MBG also honors the legacy of Theodore Mead through year-round programming that inspires curiosity and a deeper appreciation of the natural world in all who visit.

MBG Inc. Organizational Mission: Mead Botanical Garden Inc. programs, preserves, and cultivates the Garden as an urban oasis and raises funds and develops resources for these purposes.

Thank you for your support!

Dear Mead Garden Friends,

As Mead Botanical Garden, Inc. celebrates its 85th year, we are deeply grateful for the decades of support from you, your organization, and so many others who have helped sustain our programs and recognize the restorative power of nature in our lives.

Because of your generosity, Mead Botanical Garden has grown into a beloved 47-acre public oasis—offering our community and visitors meaningful activities, educational programs, cultural events, and year-round volunteer opportunities.

Sponsorships and collaborations make this possible.

In this 2025–26 Sponsorship Guide, you'll discover tailored ways to promote your business, showcase your brand, and connect with thousands of Central Floridians and Winter Park residents who enjoy Mead Garden and support our mission-driven events and programs.

Your sponsorship can make a lasting impact—for your organization and for Mead. By joining us, you will expand your reach, strengthen your marketing efforts, and demonstrate your passion for the environment and our community.

These programs are led by the staff and board of MBG, Inc., a nonprofit 501(c)(3) organization that has partnered with the City of Winter Park to care for and steward the Garden.

We welcome the opportunity to answer your questions, help you align sponsorship with your marketing goals, or create a customized collaboration just for you. We'd also be delighted to arrange a personal tour of the Garden.

Thank you for helping keep Mead's momentum thriving through your sponsorship support. Together, we can continue to grow a greener, stronger, and more connected community.

With gratitude,

Ashley Fraebel

Executive Director
Mead Botanical Garden, Inc.

MEAD BOTANICAL GARDEN

Our Team

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Board Members

Tom McMacken
Board Chair

Phil Diamond, Orange County Comptroller
Vice *Chair*

DeLynn Trivison, Novum Underwriting Partners
Past Chair

Betsy Hughes, Track Shack
Secretary

David Cross, Bank of America
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Catherine Bowman, Bowman & Blair Ecology

Peter Brennan, Assured Partners

Blair Cox, JSM & Associates

Ashley Devitt, Forvis Mazars

Chris Hite, Dix-Hite

Charlene Hotaling, Seacoast Bank

Debbie Magruder, Full Sail

Genean McKinnon, McKinnon Associate

Jennifer Napier, Advent Health

Elijah Noel, The Grand Bohemian

Greg Seidel, The Balmoral Group

Laura Walda, Lowndes Law

Core Themes

Beauty & Expression

Celebrating Flora and Fauna – Experience the power of plants in the natural environment, leading to a deeper connection to nature and an appreciation of its beauty.

Health & Wellbeing

Restoring Mind, Body & Spirit – Provide a place of serenity, peace and communal connection through the healing power of plants and nature.

Education & Inspiration

Learning to Grow – Empower our community through site-based educational programs and personal experiences.

Sustainability & Conservation

Caring for our Future – Share a love of nature and serve as a model for best practices surrounding environmental balance and sustainability.

History, Arts & Culture

Enriching our Lives – Embrace Winter Park's vision as the City of Arts and Culture and advance Mead Botanical Garden as a historical treasure named in honor of Theodore L. Mead, a world-renowned entomologist and horticulturist.

Community Partnerships

Working Together We are Better – Partner with others in support of Mead Botanical Garden's mission and for greater impact and fiscal responsibility in the community.

Events + Programs

GROWvember Fall Fest + Plant Sale

GROWvember, the outdoor Fall Fest and Plant Sale features a fabulous array of 20+ quality plant vendors, intriguing merchandise and workshops plus live music, kids activities, great food and a popular beer garden. Sponsors enjoy loads of brand recognition and promotional opportunities before and during the event.

Projected attendance: 2,200+

10,000+ views from MBG website, Instagram, Facebook, Eventbrite

Posts on 20+popular community calendars, with link to your website through MBG website

Date November 7-8, 2025

Presenting Sponsor $5,000 (Limit 1); (SOLD to AdventHealth)

- Name/logo prominently featured on all digital social media, print promotions, advertising, signage, e-newsletters and event calendar postings.
- Name/logo most prominently featured on large entrance banner and signs throughout the event.
- Name announced with sponsorship recognition at the event.
- Option to have a booth to sell merchandise and/or distribute collateral both days of event.
- Direct link to your company's website on Mead's GROWvember home page for a year.
- Option to have a 2-minute sponsor message announced at event both days.
- Exclusive "presenting sponsor" banner at Beer Garden.
- First right of refusal for 2027 (expires September 30, 2026).

Events + Programs

GROWvember Fall Fest + Plant Sale....

Supporting Sponsor $2,500 (Limit 3)

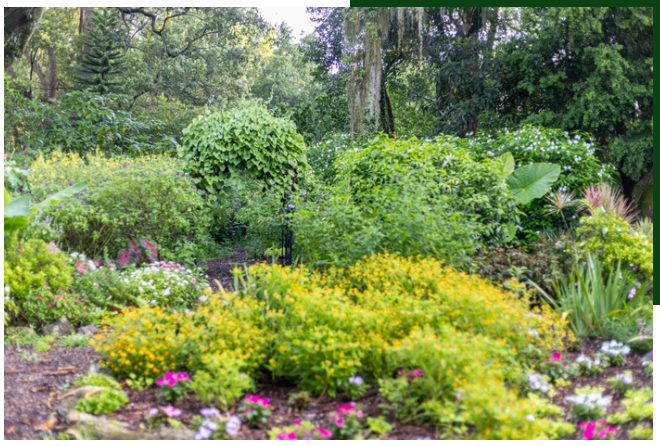
- Name/logo featured on all digital social media, print promotions and advertising, signage, e-newsletters and event calendar postings.
- Name prominently featured on large colorful entrance banner.
- Option to have a booth to sell merchandise and/or distribute collateral both days of event.
- Name announced with sponsorship recognition given at the event.
- Direct link to your company's website on Mead's GROWvember home page for a year.

Garden Sponsor $1,000

- Name/logo featured on all digital social media, print promotions and advertising, signage, e-newsletters and event calendar postings.
- Name featured on large colorful entrance banner.
- Option to have a booth to sell merchandise and/or distribute collateral both days of event.

Beer Garden Sponsor/ In-kind Donations: Sponsor to provide beer, wine or specialty beverages.

- Name featured on all digital social media, print promotions and advertising, signage, e-newsletters and event calendar postings.
- Logo/name featured on large colorful entrance banner.



Events + Programs

The Great Duck Derby

This is a family-friendly springtime outdoor event in Winter Park, featuring little yellow rubber duck races in Alice's Pond and children's activities, music, nature-based exhibitors and more! Join the fun and showcase your brand by entering your uniquely "duckorated" sponsor duck in the opening race exclusively for Derby supporters.

Projected attendance: 3,000+

10,000+ views from MBG website, Instagram, Facebook, Eventbrite

Posts on 20+popular community calendars, with link to your website through MBG website

Date: March 2026

Diamond Duck-Presenting Sponsor $7,500 (Limit 1) **(SOLD to AdventHealth)**

- Logo prominently featured on event large main entrance, Race Finish Line and Duck Adoption Station colorful banners.
- Option to have a 2-minute sponsor message and name announced from main stage.
- Option to have a booth and distribute collateral/materials at the Derby.
- Name/logo on all event publicity, social media, promo posters/signage and kiosks in Garden.
- Direct link to your company's website on Mead's Great Duck Derby home page.
- Big Beautiful Sponsor Duck, plus 15 little yellow race ducks.
- Exclusive "sponsored by" sign at activity of your choice including "Duckoration" Station, Make & Take Magic Bean Pots, Face Painting, Derby Photo Booth, Bounce House or Games area.
- One spot at our Young Naturalist Summer Camp.
- One family level MBG membership for one year.
- First right of refusal for 2027 (expires September 30, 2026).
- Company showcase display (i.e. vehicles, structures, etc.).

Platinum Duck- Supporting Sponsor $5,000 (Limit 3)

- Logo prominently featured on event large main entrance, Race Finish Line and Duck Adoption Station colorful banners.
- Option to have a booth and distribute collateral/materials at the Derby.
- Name/logo on all event publicity, social media, promo posters/signage and kiosks in Garden.
- Direct link to your company's website on Mead's Great Duck Derby home page.
- Sponsor Duck, plus 10 little yellow race ducks.
- Exclusive "sponsored by" sign at activity of your choice including "Duckoration" Station, Make & Take Magic Bean Pots, Face Painting, Derby Photo Booth, Bounce House or Games area.
- Company showcase display (i.e. vehicles, structure, etc.).

Events + Programs

The Great Duck Derby

Golden Duck $2,500

- Name/logo prominently featured on event large main entrance, Race Finish Line and Duck Adoption Station colorful banners.
- Option to have a booth and distribute collateral/materials at the Derby.
- Name/logo on all event publicity, social media, promo posters/signage and kiosks in Garden.
- Sponsor Duck plus 5 little yellow race ducks.

Lucky Duck $1,000

- Name on all event publicity, social media, promo posters/signage and kiosks in Garden.
- Option to have a booth and distribute collateral/materials at Derby.
- Sponsor Duck plus 3 little yellow race ducks.

Events + Programs

Young Naturalist Summer Day Camp

By far, this is the most popular nature camp in Winter Park… it always sells out! Mead's summer camp gives kids ages 5-11 the chance to experience and explore nature first-hand. Camp is chockful of daily adventures, hikes, wading in the creek, wildlife, bugs, plants, crafts, games and more! Sponsors enjoy months of intensive exposure during early Spring promotions, pre-camp registration and all throughout the summer months. Let us feature your logo on each camper's t-shirt and reusable water bottle that kids wear and carry all summer and beyond.

Projected attendance: 550+ campers

Date: Annually, June-July

Presenting Sponsor $15,000 (Limit 1)- (SOLD to Writers Block Book Store)

- Logo prominently featured on staff and camper reusable water bottles.
- Logo on all digital social media, print promotions, advertising, signage, e-newsletters and calendar postings–several months of promotion and visibility.
- Logo most prominently featured on Discovery Barn's large entrance/welcome banner and on select camp signage.
- Direct link to your company's website on Mead's Summer Camp home page for a year.
- First right of refusal for 2027 (expires September 30, 2026).

Supporting Sponsor $5000 (Limit 3)

- Logo on all digital social media, print promotions, advertising, signage, e-newsletters and calendar postings–several months of promotion and visibility.
- Logo most prominently featured on Discovery Barn's large entrance/welcome banner and on select camp signage.
- Direct link to your company's website on Mead's Summer Camp home page for a year.

Activities, Merchandise and Animals Sponsor $1,000 (Limit 6)

- Name on all digital social media, print promotions, advertising, signage, e-newsletters and calendar postings–several months of promotion and visibility.

Events + Programs

Young Naturalist Explorer Series

Young Naturalist Explorers is a fun, monthly children's program tailored for curious young minds (recommended ages 5–12, with families welcome to join), each session explores a different facet of Florida's wild world. Through themed lessons, interactive activities, and guided hikes, children connect with nature—and have a great time doing it!

Projected Attendance: 25-40 per session
Date: Monthly, October - May

Series Presenting Sponsor $5,000 (Limit 1) **(SOLD to Massey Services)**

- Full logo recognition (MBG website, program social media, e-newsletters & event collateral).
- 2-minute Sponsor message.
- Option to distribute promotional materials at program.
- Option for a marketing display table at event.
- Two (2) complimentary tickets per program.
- First right of refusal for 2027 (expires September 30, 2026)

Master Gardener Class Series

A free public program aimed at empowering gardeners of all levels with practical knowledge, sustainable techniques, and deeper understanding of local ecosystems. The Master Gardener Series in partnership with UF/IFAS Extension, typically covers gardening topics relevant to Central Florida, such as managing invasive species, edible, container, vegetable, pest care, etc.

Projected Attendance: 60 per session
Date: Monthly, Fall + Spring

Series Presenting Sponsor $7,500 (Limit 1)

- Full logo recognition (MBG website, program social media, e-newsletters & event collateral).
- 2-minute Sponsor message.
- Option to distribute promotional materials at program.
- Option for a marketing display table at event.
- Reserved seating.
- First right of refusal for 2027 (expires September 30, 2026).

Events + Programs

Life Explorers Speaker Series

The Life Explorers Speaker Series is a great opportunity for you to connect with participants who wish to expand their knowledge about a variety of environmental, historic and cultural topics. Expert speakers stimulate insights and conversations on important, interesting and timely topics during this once-a-month morning program. Host sponsors are invited to present exclusive message at the beginning of each program.

Projected attendance: 30-70 per session
Date: Held the 3rd Thursday of the month, Spring + Fall, 8 sessions total

Series Presenting Sponsor $7,500 (Limit 1)

- Full logo recognition (MBG website, program social media, e-newsletters & event collateral).
- Option to distribute promotional materials at program.
- Option for a marketing display table at event.
- Exclusive option to deliver a 2-minute sponsor message at each program.
- Reserved seating.
- First right of refusal for 2027 (expires September 30, 2026).

Wellness in the Garden: Yoga, Breathe with the Trees + Tai Chi

Nature and wellness go hand in hand. Studies show time spent in the great outdoors is beneficial to mental and physical well-being. Promote your brand and support for wellness initiatives by sponsoring Mead's year-round Yoga, Breathe with the Trees, and Tai Chi programs. Led by expert instructors, these programs are offered outdoors on The Grove stage or throughout the garden where participants can enjoy fresh air, sunshine and the sound of nature.

Projected attendance: 3000+ annually

Date: Offered year around, weekly classes (Breathe with the Trees pauses during the Summer)

Presenting Sponsors: $5,000 per program- **(Yoga SOLD to Orlando Health Jewett Orthopedic Institute)**

- Full logo recognition (MBG website, program social media, e-newsletters & event collateral).
- 1 private wellness session for your company.
- First right of refusal for 2027 (expires September 30, 2026).

Events + Programs

The Green Team, Volunteer Horticulture Group

Each week a dedicated team of volunteer gardeners devote hours of time toward tending and beautifying the Garden. Their hard work (over 7,000 hours per year, and over $200,000 in-kind) year-round helps ensure the Garden is inviting and inspirational to all who visit. As a sponsor you help Mead by encouraging and honoring our volunteers by funding t-shirts, hats, snacks and a quarterly volunteer appreciation luncheon.

Projected attendance: 600+ volunteers on an annual basis.

Premier Annual Sponsor $5,000 **(SOLD to Orlando Health)**

- Full logo recognition (MBG website, program social media, e-newsletters & event collateral).
- Logo on volunteer shirts.
- First right of refusal for 2027 (expires September 30, 2026).

Improvements, Beautification Projects, Display Gardens + Visitor Amenities

MBG is continually working to elevate the visitor experience with new garden installations, special projects and other amenities. We welcome help from sponsors who wish to partner with Mead to support these projects and exhibitions.

Examples:

- Rose Garden
- Boardwalk enhancements
- Green House improvements
- Hummingbird Garden
- Legacy Garden
- Native Wildflower Garden
- Cycad Garden
- Camellia Garden

Help Us Grow!

Reach out today to confirm your support:

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VALERIE FETTEROLF

Director of Community + Donor Engagement
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Stay connected:

WWW.MEADGARDEN.ORG

MEAD BOTANICAL GARDEN

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