SERIES OVERVIEW:
Year-round, the Arboretum is destination for professional and amateur photographers looking for spectacular subjects and extraordinary inspiration. It is also a destination for photographers who wish to develop their nature photography skill and knowledge. The Arboretum’s photography series experience provides photographers an opportunity to grow in their craft while building meaningful relationships with instructors, mentors, peers, photography service providers and equipment experts.

In seven classroom experiences, including outdoor, hands-on photography explorations in the Arboretum’s myriad gardens and conservation areas combined with one photography symposium each year, this year-long series offers photographers an opportunity to increase their knowledge about cameras and equipment, learn new photography techniques, and network with industry professionals. All class participants are invited to participate in the Student Fine Art and Photography Exhibit and Sale in early December.

2013 Schedule of Events
- Winter Night, Winter Light: Photographing Winter Wonders: Saturday, February 16
- Essentials of Photo Preservation: Saturday, March 23
- Basic Digital Photography for the Outdoor and Nature Photographer: Saturday, April 20
- That's for the Birds! Photographing Our Feathered Friends: Saturday, May 25
- Basic Digital Photography for the Outdoor and Nature Photographer: Saturday, June 15
- Photography Symposium: Conservation through the Lens: Saturday, June 8
  (Featuring acclaimed award-winning photographer Chris Linder whose work has been recognized by the BBC, Nature’s Best, and International Conservation Photography - Estimated attendance: 200-250)
- The Blooming Photograph Flower Photography: Saturday, June 29
- Shooting the Light Dusk to Dawn: Friday, August 9 and Saturday, August 10

THE AUDIENCE: Intermediate to accomplished hobby photographers; professional photographers; conservationists who photograph; photography instructors; appreciators of nature photography; photographers aspiring to be National Geographic-caliber. This audience has the financial means and propensity to invest in the latest equipment and photography services.

MARKET REACH AND PROMOTION: The series is promoted year-round in a multi-media approach using: the Arboretum’s adult education catalog, on the Arboretum’s website which receives 500,000 visits and 2 million pageviews per year; in the Arboretum Magazine; through eNews and special invitations to 3,500 email subscribers. Affinity marketing channels such as featured photographers’ websites and marketing materials will be highly utilized and the Arboretum Photographer’s Society will send to invitations to its membership and myriad affiliations. Cross-promotion using the Arboretum gift store will include signs and end cap displays promoting instructors’ books and related Arboretum photography class offering.

SPONSORSHIP OPPORTUNITIES
Year-long Series and Symposium Exclusive Sponsorship $20,000
- Stand alone logo placement and recognition on photography series web page, on all marketing and promotional materials and day of the event signage; recognition from the podium. Exclusive access to class participants and table exhibit at photography symposium. Opportunity to say a few words at each event.

Year-long Series and Symposium Presenting Sponsorship $10,000
- Logo placement and recognition as lead sponsor on photography series web page, on all marketing and promotional materials and day of the event signage; recognition from the podium. Access to class participants and premier location and table exhibit size at photography symposium. Opportunity to say a few words at each event.

Year-long Series and Symposium Supporting Sponsorship $5,000-$8,000
- Logo placement and recognition as ‘supporting sponsor’ on photography series web pages and marketing materials; day of the event recognition from the podium supporting sponsor table exhibit. Event-by-event supporting sponsorships also available.