DATES
Summer of 2016 – May through August

Estimated to draw over 200,000 visitors to Arboretum

SUMMARY
The installation of the Savage Gardens Exhibit combines science, botany, art, humor, and hands-on activities. It is a multi-layered, multi-media exhibition that tells the story of carnivorous plants and their astounding ability to adapt to the delicate and changing habitats in which they live. While carnivorous plants may seem exotic, many such as the Venus flytrap are native to North America. This exhibit will showcase specific habitats in which they are found in Minnesota. Visitors will be able to view live carnivorous plants along the Arboretum’s Bog Boardwalk and participate in hands-on educational activities located at the Arboretum’s Marion Andrus Learning Center. Some of these species that visitors will encounter include:

- Butterwort (Pinguicula vulgaris) - State-listed: Special Concern Species. Grows along the North Shore in MN. Found on the bedrock slopes of Lake Superior in specialized settings.
- Purple pitcher plant (Sarracenia purpurea). Commonly found in northern MN bogs.
- Roundleaf sundew (Drosera rotundifolia). Commonly found in northern MN bogs.

ABOUT THE EXHIBIT
Savage Gardens was designed to reach all ages with its rich components. Inviting visitors to get swallowed up by the alluring tropical pitcher plant or be entranced by the undulating sundew, just two of the four giant sculptures that lend larger-than-life perspective to a beautiful, vibrant, and sometimes deadly species. This travelling exhibit was developed by Franklin Park Conservatory and Botanical Gardens in Columbus, OH and Tork, Inc. Tork has been creating unique sculptural installations and functional works for commercial and individual clients for more than 10 years.

The Main focus of the exhibit is four monumental sculptures
- The Dionaea muscipula, commonly known as the Venus flytrap, is captured in a sculpture that replicates the closing of the “trap” through the use of hydraulics controlled by visitors. This sculpture stands 9’ tall.
• **The Sarracenia**, commonly known as the North American pitcher plant, is made up of seven separate plants reaching heights from 6’ to 15’. This sculpture, while realistic in form and color is created out of hammered aluminum with translucent powder coating which creates an interesting display of light and color. The sculpture is further enhanced through internal lighting.

[Image of Sarracenia]

• **The Nepenthes** or tropical pitcher plant invites visitors to step inside to imagine the fate of the insect that was allured by its nectar, through texture, form and sound. The interactive sculpture stands 10’ tall.

[Image of Nepenthes]

• **The Drosera** or sundew uses hundreds of feet of fiber optic cable to illuminate the over 500 plant’s tentacles. This plant uses these multiple tentacles to allure and trap its prey. This sculpture stands 8’ tall.

Other Savage Gardens Features

**Cartoon Gallery**
Savage Gardens cartoon gallery illustrates a more humorous relationship between plants and people.

**Little Shop of Horrors Puppets**
Savage Garden's interactive puppet fun was created by the Columbus Theater for Children. The puppets include 4 “Audrey” (Venus flytrap) puppets that increase in size from a small pot size to a 7.5’ x 4’ tall trap.

**Educational banners and interpretation**
Carnivorous plants have proven to fascinate as people learn how the plants lure, catch, kill and digest insects. The resourcefulness of these adaptive plants is an extraordinary process to witness up close. Most people are surprised to learn that many carnivorous plants are native to North America. Unfortunately, over 95 percent of their natural habitats have been destroyed, making our job to educate the public about these horticultural wonders even more important. This exhibit also feature 8 educational banners that stand 9’ tall as well as Children’s Interactive Stations consisting of 6 freestanding, movable interactive pieces provide hands-on, playful learning.

- Gotcha! – learn how the plants lure, trap, and digest their prey.
- “Operation” – be careful: try to remove the insects from the traps
- Wheel – identify different species of carnivorous plants
- Venus Flytrap – feed him and snap his trap shit
- Photo Op – be a bug, and have your picture taken inside a pitcher plant
- Magnet Board – where do these plants live? Build a bog with magnetic images of carnivorous plants
Sponsorship Overview

TARGET AUDIENCE
- 90% of visitors come to the Arboretum with extended family or friends, making it the perfect place to reach multiple generations at one time
- More than 50% of Arboretum members have children
- Arboretum members have a higher level of education including 70% with a bachelor’s or advanced degree and higher than average income levels
- 22,000 member households from the Twin Cities with concentration in the western suburbs

MARKETING AND PROMOTION
- Arboretum’s website, which receives 500,000 visits and more than 2 million page views per year.
- Numerous electronic communications and social media
- Traditional media of direct mail, print advertising, and broadcast media
- Onsite promotion including: fliers, rack cards, and maps with 5,000 seasonal event fliers – 4 per year, 10,000 exhibit rack cards per exhibit, 40,000 summer exhibit guides each year

SPECIAL EVENTS TO SUPPORT THE EXHIBIT
- Special hands on activity for visitors Saturdays & Sundays. Proposed activities include: plant your own carnivorous plants, weekend movie nights featuring carnivorous plants and more

Sponsorship Packages

At the University of Minnesota Landscape Arboretum we believe a strong connection with nature is fundamental to human health and well-being. In alignment with this belief, we offer nature-based entertainment and learning experiences for all ages including access to underserved communities.

Sponsorship is designed to align your organization with the prestige of the Arboretum and provide opportunities for your company to make millions of positive impressions for your brand on prominent signage leading up to and throughout the duration of the exhibit.

Presenting Exhibit Sponsor $25,000
- Logo placement in TV spots, print ads, in social media posts, and earned media
- Prominent logo placement on signage leading up to and throughout the duration of the exhibit
- Recognition and opportunities to give remarks at VIP opening reception
- Receive unlimited onsite tabling opportunities to connect directly with potential customers
- Unlimited two for one passes and VIP Arboretum gate admission passes
- Unlimited customized volunteer opportunities for your corporate group
Official Exhibit Sponsor $15,000
- Logo placement in print ads, on the Arboretum’s website, in social media posts, and earned media
- Logo placement on signage leading up to and throughout the duration of the exhibit
- Receive up to six onsite tabling opportunities to connect directly with potential customers
- Complimentary access day for your corporate group
- Up to three customized volunteer opportunities for your corporate group

Participating Exhibit Sponsor $10,000
- Logo placement in print ads on the Arboretum’s website, in social media posts, and earned media
- Receive up to four onsite tabling opportunities to connect directly with potential customers
- Up to two customized volunteer opportunities for your corporate group

Event Sponsor $5,000
- Logo placement on the Arboretum’s website and in promotional materials leading up to the event.
- Receive two onsite tabling opportunities to connect directly with potential customers
- One customized volunteer opportunity for your corporate group

Feature Sponsor $2,500
- Recognition for your organization’s contribution on onsite promotional materials
- One onsite tabling opportunity to connect directly with potential customers