

COMMUNITY PARTNER

\$1,000

This level sponsors Winter Wonderscape from a purely supportive perspective.

As a Community Partner you will receive:

- Your name/logo featured on Reiman Gardens' website and promotional emails for Winter Wonderscape
- Two tickets to the 2023 Winter Wonderscape

Thank you for your consideration of sponsoring Winter Wonderscape at Reiman Gardens!
Please contact Ed Lyon at eslyon@iastate.edu or 515.294.6212

** Complimentary room rentals must be used Monday through Friday (with the exception of light show evenings) between the hours of 8 a.m. and 8 p.m., do not include add-on services (room only) and are subject to availability. All catering must be through ISU Dining Services.*



**REIMAN
GARDENS**
IOWA STATE UNIVERSITY

Located at the entrance of Iowa State University, Reiman Gardens offers 17 acres of beautiful outdoor gardens, a tropical indoor Conservatory, and a Butterfly Wing with hundreds of live, exotic butterflies. The mission of Reiman Gardens is to educate, enchant and inspire an appreciation of plants, butterflies and the beauty of the natural world.

Winter
WONDERSCAPE

2023 Sponsorship
Opportunities

FAST BECOMING A CENTRAL IOWA HOLIDAY TRADITION!

Winter Wonderscape returns to Reiman Gardens for its fourth year with even more to see. Central Iowa's only walk-through holiday light show for 14 nights, Winter Wonderscape features an amazing variety of immersive lighted displays located throughout our entire 17-acre site. Brightly lit tunnels, colorful glowing cubes and orbs, giant disco balls twirling to laser lights and an impressive fountain of lights are just a few of the attractions.

Scan this QR code or visit <https://youtu.be/pJ3mkMAMJ-k> to view a video of the exciting areas and features that are available to be sponsored this year.



Planning for Winter Wonderscape began in 2017, after the great success of Reiman Gardens' popular RG Express Holiday Train Display. Set to debut in 2020, this ambitious undertaking became even more challenging in the face of a global pandemic. Creativity and quick thinking by staff and volunteers allowed Reiman Gardens to safely offer Winter Wonderscape. We could not have predicted the overwhelming response the event would have in just its first year, with more than 11,000 visitors attending over the course of the show. This far exceeded our expectations, but even more gratifying were the comments we received from guests telling us how much they enjoyed the show and thanking us for creating this community event. We are projecting 20,000 guests in 2023 and we expect that number to continue to increase as we add new, exciting elements to Winter Wonderscape.

PARTNER WITH US

There are several ways you can partner with us to help fund this event and support Reiman Gardens. Whether as a sponsor, community partner or volunteer, you will be instrumental in Reiman Gardens' ability to offer exciting events like Winter Wonderscape to the Ames community and central Iowa.

MAJOR SPONSOR

\$25,000

This is the perfect opportunity for an individual, business or organization to attach their name in a very visual way to the Winter Wonderscape event. As a major sponsor you will be recognized for your support by:

Name/logo will be featured in all Winter Wonderscape marketing and promotional material including:

- Large lighted welcome sign at the entrance of the light show path
- Dominantly-sized sponsor logo on promotional banner in Reiman Gardens main building
- All print and digital advertising promoting Winter Wonderscape
- Reiman Gardens' website and e-newsletter (nearly 9,000 subscribers)
- All promotional emails and posts for Winter Wonderscape on social media channels such as Facebook, Instagram, YouTube and Twitter
- Coverage in Reiman Gardens' annual report

Additionally, sponsor will receive:

- A complimentary 8-hour Reiman Gardens' room rental *
- 20 complimentary admission tickets to Reiman Gardens to be used through the end of 2024
- 20 tickets to the 2023 Winter Wonderscape

\$5,000

Lake Lights, Polar Bears & Penguins | Disco Balls | Sycamore Falls

This level sponsors a specific feature or area in Winter Wonderscape.

Your logo will be featured on/in:

- Display signage located at the feature/area
- All print and digital advertising promoting Winter Wonderscape
- Reiman Gardens' website and e-newsletter (nearly 9,000 subscribers)
- Promotional emails and posts for Winter Wonderscape on social media channels such as Facebook, Instagram, YouTube and Twitter
- Coverage in Reiman Gardens' annual report

Additionally, sponsor will receive:

- 8 complimentary admission tickets to be used throughout 2024
- 4 tickets to the 2023 Winter Wonderscape



Lake Helen: Surrounding Lake Helen, a collection of playful polar bears and penguins frolic in wintertime fun. Behind them, strands of high tech Twinkly Pro lights suspended over the lake sparkle and dance in an exciting choreographed display.



Disco Balls: Along the boardwalk to Sycamore Falls, giant disco balls are suspended high in the trees. They sparkle and spin, reflecting laser lights in a magical storm of swirling color.

Sycamore Falls: A crowd favorite, Sycamore Falls is overflowing with beautiful lighted features, including glowing orbs, giant sycamore leaves, a captivating waterfall, a colorful 42-foot tower and a giant lighted fountain perfect for photos.



\$2,500

Giant Snowflake | Triklit Tunnel | Northern Lights Tunnel | Everest Tree | Hillside

This level sponsors a specific feature or area in Winter Wonderscape.

Your logo will be featured on/in:

- Display signage located at the feature/area
- Reiman Gardens' website and e-newsletter (nearly 9,000 subscribers)
- Promotional emails promoting Winter Wonderscape
- Coverage in Reiman Gardens' annual report

Additionally, sponsor will receive:

- 6 complimentary admission tickets to be used throughout 2024
- 2 tickets to the 2023 Winter Wonderscape

Giant Snowflake



Triklit Tunnel



Northern Lights Tunnel



Everest Tree



Hillside - animated show created by Iowa State University Graphic Design students

