

# 2025 PARTNERSHIP OPPORTUNITIES

EXHIBITS | PROGRAMS | PLANT SALE | CONCERTS



HARRY P  
LEU GARDENS



# SUPPORT



HARRY P  
LEU GARDENS

## Would you please consider supporting Orlando's public garden?

Harry P. Leu Gardens is recognized as one of Central Florida's premier cultural institutions. Since 1961, Harry P. Leu Gardens has been devoted to inspiring people's love of nature and plants, preserving our historic landscape, and creating meaningful programmatic experiences for local residents and the visiting public. Originally donated to the City of Orlando by the Leu Family, the Gardens is a botanical oasis for daily visitors featuring almost 50-acres of gardens and historical sites.

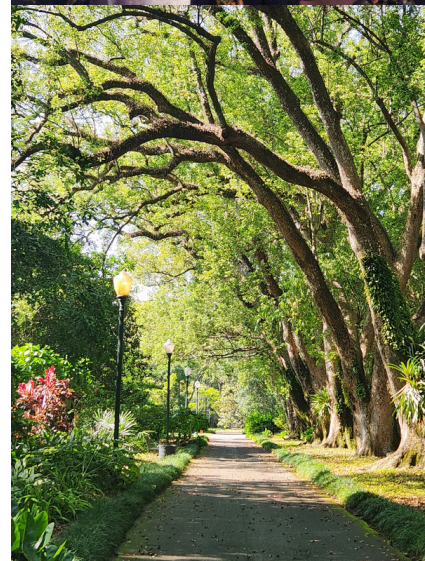
The Gardens is committed to creating inspiring experiences about the natural world for all people. This happens through the Gardens ability to engage audiences in world-class art exhibitions, community events, school field trips, educational classes, concerts, and the gardens themselves.

For the past 63 years, the Gardens has steadily increased its programs and services for the local residents and visitors from around the world, hosting more than 10 million visitors to date.

Last year, the Gardens hosted 277,460 visitors – the highest ever in our history.

Please join us as a sponsor of this incredible upcoming season.

Contributions to support the Gardens are made through the Friends of Leu Gardens, which is a 501(c)3 non-profit organization. Donations are tax deductible to the extent allowable by law. Federal Tax ID#59-2319239





# OPPORTUNITIES

## Partnership opportunities

### Holidays at the Gardens

**Reach: 14,000 guests**

**November 29, 2024 - January 5, 2025**

Gather your family and friends to celebrate the holidays at the Gardens, which features 5,000 poinsettias in festive and handcrafted displays, holiday market, gnome hunt, and beautiful holiday décor in the Historic Leu House Museum. Holidays at Leu Gardens is an enchanting experience for all and included with general admission.

### Origami in the Garden **NEW!**

**Reach: 70,000 guests**

**February 1 - September 1, 2025**

Created by Santa Fe artists Jennifer and Kevin Box, Origami in the Garden is a monumental outdoor sculpture exhibition coming to Harry P. Leu Gardens for the spring and summer 2025 season. Inspired by the art of paper folding, this gravity defying exhibition presents 13 larger-than-life displays of metal sculpture throughout the grounds.

### 28th Annual Plant Sale

**Reach: 17,000 guests**

**March 8 & 9, 2025**

A free two-day festival of plants with over 50 plant vendors from around Florida who display, sell, and educate about dozens of different types of plants and trees during this free public event.





# OPPORTUNITIES

## Partnership opportunities cont'

### Free Days

**Reach: 18,000 guests**

### 1st Monday of the Month

The Gardens offers free admission to the public one day a month to ensure all people have equitable access to the Gardens without financial barriers.

### Leu for Youth Initiative **NEW!**

**Reach: 5,000 students**

### Year-round

Piloted in 2023 with funds from a family foundation, the Gardens began offering students free field trips to eliminate financial barriers to nature education experiences.

### Dog Days

**Reach: 3,000 guests**

### January 25 & October 11, 2025

Walk the Gardens with your furry friend, and enjoy the health benefits of nature, along with free pet activities, contests, giveaways, and photo ops.

### Jazz & Blues Concert

**Reach - 2,200 guests**

### April 12, 2025

Celebrating music on three stages, the Jazz & Blues Concert features musical artists for an outdoor experience as guests picnic on the lawn.

### Sounds of Summer featuring the Orlando Philharmonic Orchestra **NEW!**

**Reach - 1,200 guests**

### May 22 | June 26 | July 31 | August 28

Enjoy light classical concerts at Orlando's public garden, featuring ensembles of brass, strings, and woodwinds throughout the summer.





# BENEFITS

Why you should give?		LIVE OAK	PALM	MAGNOLIA	ORCHID	CAMELLIA
		\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Community Benefits	Support the Gardens programmatic experiences for local residents and area visitors	●	●	●	●	●
	Name recognition print & enews to 35,000 individuals	●	●	●	●	●
	Website, social media, and press release mentions	●	●	●	●	●
	Acknowledgement at all exhibition-related events	●	●	●	●	●
Media & Print Materials	Name recognition in the Gardens annual report, website, and new member magazine	●	●	●	●	●
	Logo recognition print & enews to 30,000 individuals	●	●	●	●	
	Welcome center signage	●	●	●		
	Logo on exhibit publications and signage throughout the Gardens	●	●			
Passes & Tickets	Complimentary guest passes	100	50	25	12	8
	Complimentary Jazz & Blues tickets	20	12	8	4	2
	Invitation to the director's lunch	●	●	●	●	●
	Use of a Gardens banquet hall for one private event	●				





# HARRY P LEU GARDENS

**MISSION:** To create inspiring experiences about the natural world for all people.

**VISION:** A world where our diverse communities thrive.

**VALUES:** Stewardship | Discovery | Inclusivity | Inspiration | Sustainability

## OCTOBER 2023 - SEPTEMBER 2024 ACCOMPLISHMENTS & IMPACT

### 277,460 VISITORS

35,000 PLANTS grown and planted

6,221 ACTIVE MEMBERS | 116 VOLUNTEERS donated a total of 6,852 hours

11 FREE DAYS with 16,646 participants | 9 SPECIAL EVENTS with 23,053 attendees

114 TOURS hosted 3,479 adults and students | 261 CLASSES hosted 3,535 participants

35,365 E-NEWSLETTER subscribers

46,718 FACEBOOK and 35,235 INSTAGRAM followers

451 WEDDINGS & PRIVATE RENTALS hosted 22,360 people

**Foxtail Marketplace and Cafe opened**

**A new TICKET DESK was installed in the Welcome Center**

### EXHIBITS HOSTED

Happy Frights, Haunting Nights | September 29 - October 31, 2023

Holidays at Leu Gardens featuring Dazzling Nights | November 24, 2023 - January 7, 2024

Glass In Flight | February 3 - May 12, 2024      Summer of the Fairies | June 8 - August 28, 2024

### FUTURE GOALS & OBJECTIVES

A new strategic plan was created for the Gardens, with the following goals identified for 2025-2029:

**Engage** - Deliver high quality experiences, exhibits, events, and programs that engage audiences of all ages and abilities and enhance the Gardens visitor experience.

**Promote** - Increase the Gardens national presence through awareness and visibility as a cultural leader and tourism destination in Orlando.

**Grow** - Strengthen and build the Gardens excellence, sustainability, and infrastructure.

**Preserve** - Steward the cultural assets of the Gardens botanical collections, displays and historic context.



SCAN TO DONATE





# COMMITMENT FORM

Contact Information:

Company Name:

Contact Name:

Address/City/ST/Zip:

Phone Email:

Website:

Giving Selection:

☐ \$1,000

☐ \$2,500

☐ \$5,000

☐ \$10,000

☐ \$25,000

Payment Information:

☐ Please invoice

☐ Check enclosed

☐ Credit card

Please make checks payable to the Friends of Leu Gardens.

Credit Card#:

Exp. Date:

Vcode:

Billing Address:

Signature:

Please mail to:

Friends of Leu Gardens

1920 North Forest Avenue

Orlando, FL 32803

OR, email to:

Toni Ashman at [aashman@cityoforlando.net](mailto:aashman@cityoforlando.net)

If you have any questions, please do not hesitate to contact Jennifer D'hollander at [jennifer.dhollander@orlando.gov](mailto:jennifer.dhollander@orlando.gov) or 407-246-2625.

The Friends of Leu Gardens is a 501(c)3 non-profit whose mission is to support the ongoing efforts of the Gardens programming, events, and exhibits for the public. Contributions made to the Friends of Leu Gardens are tax deductible to the extent allowable by law. Thank you for your generous donation and continuing support. Federal Tax ID#59-2319239