

# BECOME A SPONSOR OF Grow Challenge + Party with the Plants 2024



**WEEK OF GIVING  
(SEPT. 23 - 27)**

The Grow Challenge is a peer-to-peer campaign to raise support for the Donald Danforth Plant Science Center. Championed by the Young Friends, this week of giving culminates in Party with the Plants, an evening of drinks, music, and mingling, all in support of a good cause.

## SPONSORSHIP LEVELS & RECOGNITION

**Platinum - \$10,000** - As above, plus customized tour of the Danforth Center for your colleagues or clients (up to 30 people) on a mutually convenient date; 16 free tickets to the Party with the Plants event.

**Gold - \$5,000** - As above, plus recognition from the stage during the Party with the Plants event; 8 free tickets to the event.

**Silver - \$2,500** - As above, plus company logo on all Party with the Plants marketing materials; 4 free tickets to the event.

**Bronze - \$1,000** - Company name on all event marketing materials; 2 free tickets to the Party with the Plants event; recognition as a Grow Challenge supporter on donor honor roll and in Danforth Center publications.

*If your company wishes to decline any of the benefits listed at your sponsorship level above, please let us know.*

## MARKETING IMPACT

- Twenty fundraising and event e-blasts to 7,000 recipients (140,000 impressions)
- Inclusion in print *Leaflet* newsletter and annual report (12,000 impressions)
- Inclusion in digital *On the Vine* e-newsletter (7,000 impressions)
- Wide promotion on social media
- Included on Danforth Center website (~90k unique visitors per year) and on the peer-to-peer site
- On-site banners and signage at Party with the Plants event with estimated ~300 attendees



DONALD DANFORTH  
PLANT SCIENCE CENTER

[danforthcenter.org](http://danforthcenter.org)

## MORE WAYS TO SUPPORT

### In-Kind Donations

We welcome in-kind donations of food and beverage. Please consider hosting a food or beverage station or making a donation of products or services to be used in baskets to be raffled the night of the event. Please call to discuss.

### Event Proceeds

All proceeds from Party with the Plants and Grow Challenge go toward the Danforth Center Impact Fund, which helps early-stage projects launch, early-career scientists succeed, and schoolchildren learn and be inspired by plant science.



### CONTACT

Brigid Thayer

Senior Annual Giving Coordinator

314.587.1073

[bthayer@danforthcenter.org](mailto:bthayer@danforthcenter.org)

#### OUR MISSION

Improve  
the human  
condition  
through  
plant science

As a world center for plant science research, our discoveries will help:



Feed the hungry and  
improve human health



Preserve and renew  
our environment



Enhance the  
St. Louis region