

Corporate Partner Program













A Case For Your Support

cKee Jungle Gardens was the vision of land developers Arthur McKee and Waldo Sexton, who purchased the 80-acre tropical hammock in 1922 with the intention of cultivating citrus. The property's natural beauty was deemed too special in its native state to disturb so McKee and Sexton identified a new purpose for the land. In 1932, enhanced by the addition of ornamental and exotic plant specimens from around the world, in a lush landscape designed by William Lyman Phillips, McKee Jungle Gardens opened to become one of the top three tourist attractions in Florida. For the next forty years, the Garden's award-winning orchid collection, unusual fly-trapping pelican flowers and exotic wildlife captivated visitors.

As central Florida developed in the 1970s, attendance at the Gardens waned and the family-owned establishment was unable to compete with the lure of far bigger tourist attractions in central and south Florida. McKee Jungle Gardens closed in 1976 and was sold to condominium developers. All but 18 acres were developed. These 18 acres, once the heart of McKee Jungle Gardens, lay dormant for 20 years.

A group of community visionaries understood the imperative of preserving these 18-acres and in 1994, with the help of The Trust for Public Land, launched a fund-raising campaign to buy the land from the developer who was finalizing plans for a shopping center. With bare hands, basic tools and unimaginable heart, volunteers of every age cleared the trails to reveal once again the jungle's treasures. This community effort touched so many that even a young girl gave her weekly allowance to help rescue the Gardens. November 18, 2001 marked the formal dedication of the saved, restored and newly named McKee Botanical Garden.

Today, McKee Botanical Garden remains true to Arthur McKee and Waldo Sexton's vision. There are over 10,000 native and tropical plants to behold and one of Florida's largest and most celebrated collections of waterlilies.

More than just a destination for horticultural enthusiasts, McKee now hosts internationally renowned exhibits and annual signature events that inspire and delight visitors of all ages in addition to a wide variety of cultural and educational programs, with particular emphasis on exciting the wonder and imaginations of children.

Now a Florida Landmark and listed on the National Register of Historic places and recognized by the Garden Conservancy as a preservation project of national significance, McKee Botanical Garden is, as its founders envisioned, a wild place of natural beauty.

McKee has garnered national attention in publications such as *Better Homes and Gardens, Coastal Living, House and Garden, Southern Living* and *The New York Times,* and was named one of "22 Secret Gardens—Soothing Places of Surprise and Sanctuary in the U.S. and *Canada*" by *National Geographic Traveler.* In 2018, McKee was recognized by *Coastal Living* as "One of the Ten Most *Romantic Places in Florida.*"

Since its reopening, members and visitors have supported this extraordinary Garden. Help ensure McKee thrives for generations to come.



For us, your assistance is more than JUST a name on a sign.

We see sponsorships as promotional tools that help us in THANK YOU HOST COMMITTEES raising money for our Garden while providing

you with brand visibility, recognition for your generosity, and valuable marketing exposure to meet your business goals.

Choosing McKee Botanical Garden results in the formation of a relationship. As in any success-

ful partnership, understanding each other's needs is a top priority. Working closely with you to create and carry out a strategic sponsorship program that will

align with the objectives you have in mind for the sponsorships you choose is something we believe is essential to our success.

We put a lot of effort into creating connections

and powerful marketing initiatives that would appeal to our corporate partners. For the money you put in us, we

work hard to deliver sponsorship packages that surpass your needs.

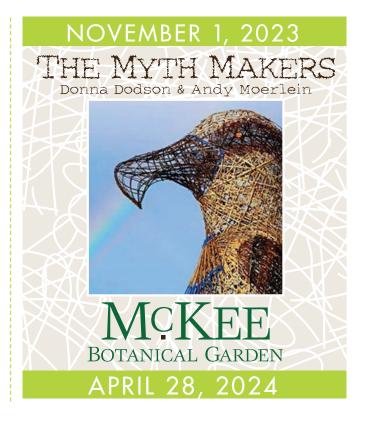
In exchange, we ask that you help us in maintaining and improving a historic garden in a distinctive tropical setting for everyone's education, entertainment, and enrichment.



Annual Exhibits

or the past eighteen years, McKee has brought award-winning exhibits to the Garden that have educated, inspired, and enlightened everyone who comes. More than 115,000 visitors view the exhibits each year. Sponsorship opportunities offer our community partners many was to participate and gain visibility in the local, state and national advertising placed for these events, as well as exhibit signage, McKee's website, and in marketing pieces and publications to members.

This year, the Garden is excited to host *A Tropical Flock* of *Avian Avatars* by The Myth Makers, Donna Dodson & Andy Moerlien. The exhibit opens November 1, 2023 and will be on display through April 28, 2024. Ten magnificent and distinctive bird sculptures made of bamboo and mixed media that are environmentally friendly and enormous in scale will inspire all who encounter them in the Garden's unique tropical setting.





"Since each of our beginnings, McKee Botanical Garden and our company have planted the seeds to nurture a commitment to philanthropy rooted in the belief that giving back goes hand in hand with growing stronger." A historic icon in our community, the impact McKee has on Vero Beach transforms, enlightens, and inspires future generations. Through exhibits, events, and outreach, John's Island Real Estate company has been proud to support and partner with this organization since 2001.

- John's Island Real Estate



Why do businesses support McKee?

1. McKee Botanical Garden has laid the foundation for this historic landmark to evolve into a haven for 14TH ANNUAL MOTOR CAR EXHIBIT biodiversity where ten thousand tropical plants thrive, internationally renowned exhibits excite, the Children's Garden captivates, the Garden Café nourishes, and educational programs for adults and children abound, year-round.

2. Community Engagement. The Garden is aware that its function as a cultural and educational hub for Indian River County residents and visitors contributes significantly to the wellbeing of the community. The Garden also places a high

importance on creating and maintaining the many connections it has made with people, businesses, and other organizations.

3. Our Experience. Our sponsors have learned through their own experience that the professionalism we display in partnering with them through our events is a positive reflection on the image of their businesses. We are proud of our partners who support us and choose to increase their involvement from year to year.

4. Our Effectiveness. Our sponsors have discovered that the professionalism we exhibit in our business dealings and at our events enhances their companys' reputations as well. We are proud of our partners that help us and become more involved each year.

5. Our Connections. Our board members, volunteers, staff, and sponsors have developed enduring bonds via our association with the Garden for almost twenty-five years. Once established, your partnership with the McKee Botanical Garden family can develop in ways that benefit both your company and the Garden.

ANNUAL MOTOR CAR EXHIBITIC

JM

"CAR COLLECTORS' FAVORITES"

SATURDAY, FEBRUARY 11, 2023 • 10:00 - 3:00

MCKEE



In-kind Sponsorships and Volunteerism

Teamwork is required for sponsorship. You are collaborating with McKee Botanical Garden to create a win-win relationship when you commit to a strategic sponsorship plan with us. While cash gives us the most flexibility in how to use your sponsorship, there are many additional ways to assist our activities and increase our bottom line.

Examine these possibilities:

1. Advertise. If your company's marketing strategy involves advertising and/or direct mail, include our event or activity. *How?* By including our logo in your advertising to show that you are our proud supporter; by donating a portion of your advertising contract to us; or by mentioning our event or activity in your current advertising. Help us raise awareness of the cause you've chosen to support.

2. Contribute Goods or Services. Our fundraising efforts and events come with actual costs. In-kind donations can be made in the form of: *Catering, Rentals, Marketing, Postage, Printing, and Entertainment*.

3. Volunteer. Volunteerism is essential to the success of all of our events and activities. Consider lending us some of your staff to help with events—the extra manpower will help carry out our operations and give your employees a chance to socialize with the community where you conduct business.

4. Give Away Prizes and Auction Goods. Through the donation of goods, there are numerous chances to increase revenue or lower expenses. Keep us in mind if your company's philanthropy or marketing includes donating goods.

INDIAN RIVER COUNTY

Mckee Botanical Garden receives generous donation from Hakker family

Courtesy of Connie Cothern pecial to Treasure Coast Newspape

VERO BEACH - Mekke Botanica Garden recently received a very generous donation from Rosalie and Danie Halder. The Hakkers donated over 50 terracotta, ceramic and stone decorative pots, 30 assorted plants and trees including citrus, Majesty palms, or chids, lilles, vaterilles, succulents and more. In addition, the Garden received large firsproof cabinet with compartments filled with hundreds of raiscellaouilto marrent. and tools and a mosouilto marrent.



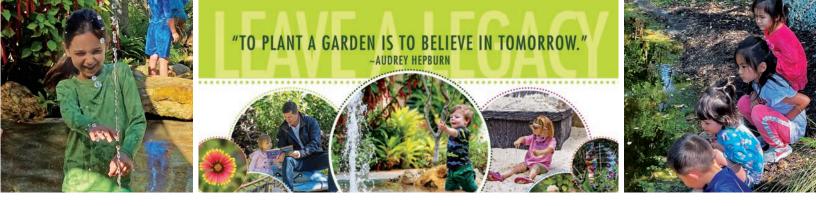
Items to McKee Botanical Garden. CONTRIBUTED PHOTOS FROM MCKEE BOTANICAL GARDEN

We for their assistance in transportheitens to the Garden. McKee Bocal Garden has already placed many be plants and pois and will be sure to the Garden and Children's Garden. dee Botanical Garden is a 501(c)3 cofil organization whose mission is urture and enhance a historic garna unique tropical setting.

350 US Highway 1in Yero Beach. Hours are Tuesday through Saturday from 10 a.m. to 5 p.m. and Sunday from noon to 5 p.m. The last admission ticket is sold at 4 p.m. The Children's Garden is open until 4:30 p.m. Admission: \$15 Adults, \$13 Seniors (65+)Youth (3:17), \$10 Children (2-12). McKee members and children under 2 free.



McKee staff and crew members from Alello Landscape work donated pots onto a forklift to transport to the truck.



Fundraising ANNUAL FUND & IN-KIND DONATIONS

As demonstrated by more than twenty years of operation, McKee Botanical Garden is a fiscally sound nonprofit organization.

Since opening in 2001, the Garden has increased attendance from 20,000 during it's first year to nearly 120,000 visitors by the end of fiscal year 2022–2023, with over 1,000,000 visitors in total. To ensure organizational sustainability for future years, fundraising will remain a priority.

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MRS. GALL L. MALIN RICHARD AND ELITION FREDERIC AND MARY



Pictured Above L-R: Tommy Aiello, Founder, Dan Crisafulli, Vice President, and Pete Benedict, President.

"Aiello Landscape believes in Vero Beach, and nothing is more Vero Beach than McKee Botanical Garden. As our community's oldest and most visited attraction, McKee is an asset to be respected. We share the values of environmental stewardship and commitment to community, and are proud to have been McKee's partner for over 20 years."

Pete Benedict, President



2023-2024 Sponsorship Opportunities

WHEN: November 1, 2023-April 28, 2024

TIME: Garden Hours Tuesday–Saturday 10 AM–5 PM Sunday 12 PM–5 PM

WHO: McKee welcomes more than 115,000 visitors to explore and experience the Annual Exhibit each year! Annual Exhibit: A Tropical Flock of Avian Avatars by The Myth Makers, Donna Dodson & Andy Moerlein. Designed to inspire awe in all who encounter them in the Garden's unique tropical setting, this exhibit will feature ten magnificent and distinctive bird sculptures made of bamboo and mixed media that are environmentally friendly and enormous in scale.

The Myth Makers, Donna Dodson and Andy Moerlein, enjoy a successful, award winning collaboration, having completed

fifty projects over the past eleven years. Dodson takes inspiration from the mysterious nature of birds; for Moerlein it comes from visual marks in nature. Each sculpture represents an iconic local bird, and each has its own unique, historical background.

15th Annual Motor Car Exhibition: Rods \mathcal{E}

Customs. This eagerly anticipated, enjoyable and family-friendly event will see the Garden filled with *Rods & Customs*—an exhibition of motorsport prowess. Visitors will enjoy gazing at these magnificent automobiles (many may be the automobile of their dreams)

WHEN: February 10, 2024

TIME: 10 AM-3 PM

WHO: McKee's largest one-day event welcoming over 3,300 visitors and car enthusiasts.

while conversing with the owners and taking advantage of the day to also view *A Flock of Avian Avatars* by The Myth Makers, Donna Dodson & Andy Moerlein exhibition.



Magic of McKee Festival of Lights. Each year for twelve nights during the holiday season, the Garden is transformed into a winter wonderland where thousands of brightly colored, professionally installed lights illuminate the Garden walkways, trees, and canopies. Along with the lights and festive decorations, a nostalgic, large-scale model train display, sounds of the 1924 Wurlitzer Band organ, visits with Santa and Mrs. Claus, outdoor holiday movies, brief snowfalls, local performers and seasonal goodies from the Garden Café delight and inspire awe in our visitors. This event is made possible thanks to sponsors,

WHEN: Twelve Nights in December Members Only: 13, 14 Public: 15, 16, 17, 19, 20, 21, 22, 28, 29 and 30

TIME: 6 PM-8 PM

WHO: McKee welcomes more than 17,000 visitors to explore and experience the *Festival of Lights* each year!

volunteers, board members, and dedicated staff who work so hard to make the holidays so bright for our members and visitors.

WHEN: June 15, 2024

TIME: 8:30 AM-2 PM

WHO: McKee welcomes more than 800 painters, photographers, and horticulture enthusiasts.

19th Annual Waterlily Celebration. One of the state's largest collections of waterlilies will be on exhibit in the ponds and waterways in a stunning and opulent show. These magnificent flowers, well known for inspiring artists, photographers, and horticulture aficionados, are not only exquisite in appearance, but also have a signifi-

cant role and impact on our aquatic habitat. Visitors will enjoy planting demonstrations, plein air artists and the Annual Waterlily Photography Contest submissions.



Rehman

"Rehmann has been a proud supporter of McKee Botanical Garden since 2005, and a sponsor and volunteer for the *Festival of Lights* since 2018. We both share a commitment to this community by putting people first. Through our continued sponsorship of McKee's special events, we feel we are making a difference in our community by helping to provide fun, family-friendly events for the education, enrichment, and enjoyment of all." Ross Cotherman, Audit Principal, Florida Region



2023–2024 Underwriting Opportunities

Annual Gatekeepers of the Garden Cocktail Reception. Gatekeepers will get a "Sneak Peak" of the *Avian Avatars* for the first time at this event that honors the Garden's most devoted and forward-thinking patrons. This prestigious group is essential to maintaining McKee's vitality, excellence, and sustainability. By partnering with the Garden, these community leaders assist in upholding McKee's illustrious tradition of educating, delighting, and enriching everyone who passes through its gates.

WHEN: November 1, 2023 TIME: 5 PM

WHO: More than 175 Gatekeeper of the Garden members.

WHEN: November 5, 2023 TIME: 10 AM

WHO: 150–200 young professionals and McKee's Avant Gardener Committee Members. Avant Gardeners Special Events (2). By hosting an array of new and unique activities in the Garden specifically for young professionals, McKee is expanding its capacity to attract the next generation of leadership, McKee's Avant Gardeners. The first event of the season will be a Preview of the Myth Makers Exhibit Brunch.

Annual McKee Legacy Society Luncheon. McKee's Legacy Society members are honored at this luncheon held each November to show appreciation for their dedication to the Garden through their planned gifts, or inclusion of the Garden in their estate plans.

WHEN: November 16, 2023 TIME: 11:30 AM

WHO: 28 Legacy Society members and guests are invited to attend.

WHEN: May 4, 11, 18, 25, 2024 TIME: 10 AM-3 PM

WHO: More than 3,000 adults and children participate!

Annual Pirate and Fairy Celebration Saturdays. During the month of May, families with young children are invited to dress up as fairies and pirates and come explore and learn about McKee Botanical Garden and the Children's Garden each Saturday. Activities include: Make & Take Crafts, Games, Temporary Tattoos, and Fairy House Building along with live Pirate and Maritime Music, Magic Shows, Balloon Twisting, Fairy Hair Applica-

tions, and special appearances by Captain Jack Sparrow.



Camp McKee Summer Activities. McKee's annual summer Camp McKee sessions are week-long camps focused on Science, Technology, Engineering, Art and much more (STEaM)!

WHEN: June & July 2024 TIME: 8:30 AM-3 PM WHO: Youth ages 6-11



What we can provide for your partnership

Corporate Membership Benefits. Two corporate membership cards are provided and may be shared with employees. Each card entitles two adults and children under 18 in the same household admission to the Garden. Membership benefits may include the following pending level of support: Admission to the Garden and Children's Garden; Access to exhibits and popular events; Guest passes; Recognition on McKee's website and in the Annual Report and The Garden bi-annual newsletter; Discount and priority registration to classes and seminars, Discount in the Garden Café and Garden Gift & Book Shop; Discounted memberships for employees; Reciprocal admission to

EVENT TICKETS DIRECT MAIL POSSIBILITIES NETWORKING OPPORTUNITIES TARGET MARKETING SUPPORT ADVERTISING EXPOSURE IN BOTH PRINT AND BROADCAST MEDIA LISTED IN BI-ANNUAL NEWSLETTER INCLUDED IN MCKEE'S ANNUAL REPORT ONLINE PRESENCE THROUGH OUR WEBSITE AND SOCIAL MEDIA PLATFORMS RECOGNITION THROUGH SIGNAGE AND WELCOME ANNOUNCEMENTS

And the satisfaction that comes from knowing YOU are helping to preserve a National Historic Garden for future generations.

300 + gardens throughout North America through the American Horticulture Reciprocal Admissions Program; and complimentary rental of the Richardson Education Building during regular Garden hours.

Become a Corporate Partner TODAY!

Contact: Julia T. Keenan, Senior Director of Development Phone: 772.794.0601 Email: development@mckeegarden.org

Sponsorship and Underwriting levels vary to meet your marketing needs!



"At Florida Power & Light Company, we believe in the importance of supporting our local communities while being an industry leader in environmental conservation and stewardship. We're honored to support organizations such as McKee Botanical Garden and its *Festival of Lights* event, which inspire visitors to appreciate the wonders of nature while promoting a cleaner, greener future with energy-efficient lights."



2023-2024

PETE BENEDICT

ANNE WARNER LINVILLE

First Vice President

Second Vice President

President

ROBIN JONES

RUSSELL TWISS

KAREN K. MEYER

Board of Directors

CYNTHIA BARDES

LAURIE CARNEY SUSAN CHEN<u>AULT</u>

HELEN COOK

TINA DI SCIPIO KATE FREEMAN

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MARION DE VOGEL

KATIE HEINS

JOHN KURTZ

GAIL MALIN

Treasurer

Secretary

2023-2024

Officers

You Are in Good Company



McKee Administration

CHRISTINE HOBART Executive Director KIM RUSSELL Administrative Assistant CONNIE COTHERMAN Marketing & Events Manager JULIA KEENAN Senior Development Director ANNE MCCORMICK Volunteer Coordinator AMY SHOEMAKER Education Coordinator RAUN MCMILLAN Security CHUCK BAKER* Security SHAWN DUFAULT* Receptionist

Horticulture Team

ANDREAS DAEHNICK Director of Horticulture and Research KEITH FARR* KEVIN GADDY SERGEI KAVALEUSKI JILL PEARLMAN* RICHARD RADCLIFFE* GLORIA TEAGUE* SUMMER VAUGHN RICH VEIT NIKKI WOJTOWICZ

Admissions/Gift Shop

MICHELE CARVELL Gift Shop/Admissions Manager LIZZIE HALLINAN* SHIREY MIKEL* KATE PISACRETA* SALLY POLK* LAUREEN SIHOMBING* PAM STEWART

Garden Café

DAN OVERSTREET Café Manager NANCY ADKINS* CATHY SACHS* *PART TIME POSITION

EXAMPLE 1 Source of the official registration and financial information may be obtained by calling the Division of Consumer Services 1 200 ASS within the state of Florid. Registration does not imply endorsement, approval, or recommendation by the state of Florid.

2022-2023 CORPORATE SPONSORS

CYPRESS BANK AND TRUST FLORIDA POWER & LIGHT COMPANY GEORGE E. WARREN, LLC JOHN'S ISLAND REAL ESTATE JM WEALTH MANAGEMENT NEW LEAD PUBLIX SUPER MARKETS CHARITIES QUAIL VALLEY CHARITIES REHMANN VOICELOGIX WILMINGTON TRUST

2022-2023 CORPORATE MEMBERS

\$1,000

AIELLO LANDSCAPE OF VERO BEACH DALE SORENSEN REAL ESTATE MEGHAN CANDLER GALLERY STRUNK FUNERAL HOME & CREMATORY

\$500

DISTINCTIVE LANDSCAPE MANAGEMENT FLORIDA POWER & LIGHT COMPANY GARDEN CLUB OF INDIAN RIVER COUNTY, INC. JM WEALTH MANAGEMENT SPECTRUM INTERIOR DESIGN VOICELOGIX \$250 CASANO ELECTRIC COMPLETE CLEANING SERVICES OF IRC, INC. GARGANTA REALTY, LLC GEORGE E. WARREN, LLC LAW OFFICE OF JENNIFER D. PESHKE P.A. LEIGH JEWELERS MARINE BANK & TRUST COMPANY MR. PILAR NOONAN OSPINAS & COMPANY, LLC PALM HOUSE GALLERY & STUDIO, LLC REHMANN ROB ATKINS/ARCHITECTURE, INC. VERO CHEMICAL DISTRIBUTORS, INC. WILMINGTON TRUST

