



# REJUNEVATE

## SPONSORSHIP PROSPECTUS

PLAY WELL, LIVE WELL.

June 20  
6-9pm

**Telephone**  
607-319-4203

**Address**  
1013 W. State Street  
Ithaca NY 14850

**Website**  
[www.ithacachildrensgarden.org](http://www.ithacachildrensgarden.org)

**Email**

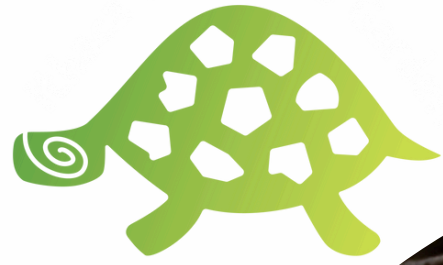
[giving@ithacachildrensgarden.org](mailto:giving@ithacachildrensgarden.org)

**ADULTS  
ONLY**

**Join us!**

**REJUNEVATE**





# REJUNEVATE

## HELLO FRIENDS

GREETING FROM US

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We invite you to come along for the 2025 Rejuvenate Journey, as a celebrated event sponsor.

Rejuvenate is an adults only garden party to usher in the summer with style. Live music, garden games, tasty morsels, wine and spirits set on a backdrop of whimsy and delight, bring out the kid within.

In addition to rejuvenating the spirit and senses, event-goers and sponsors raise critical operating funds to keep ICG free and open to all, all year round. A win-win!



# 2025 THEME: WELLNESS

PLAY WELL, LIVE WELL.



Your support helps our ReJunevate guests truly **REJUVENATE!** with

- delicious food and beverages
- music & dancing
- garden games
- meet and mingle
- on-site wellness activities like massage
- raffle baskets that extend the wellness experience long after the event wraps up.

**REJUNEVATE**



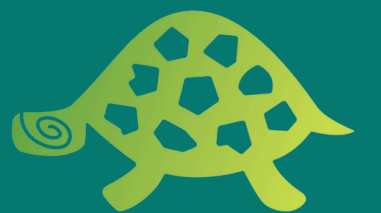
# 2025 SPECIAL THIS YEAR!

PLAY WELL, LIVE WELL.



Wellness Activities

Dance Workshop & Social



REJUNEVATE

# REJUNEVATE

## ICG Closed June 20, 6-9 PM for ReJunevate!

Ithaca Children's Garden is a non-profit organization supported by a generous giving community. ReJunevate is our bi-annual fundraiser to support connecting more children to nature.

The Garden will be closed during this private event. Please contact us with any questions.

Tickets can be purchased online or at the door!



SCAN ME



Ithaca Children's Garden 1013 W. State St. Ithaca, NY 14850 607-319-4203



# ICG IS ALL ABOUT THE KIDS.

# EXCEPT FOR TONIGHT. TONIGHT IS ABOUT YOU.

# ADULTS ONLY





Your LOGO



REJUNEVATE

# YOU MAKE IT HAPPEN

IT TAKES A VILLAGE

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But we can't do it alone! That's where you — as a sponsor of ICG's Rejunevate — come to the rescue! Rejunevate provides an evening of kid-free delight, what every parent - and non-parent - needs to launch fully recharged into summer.





# EFFECTIVE MARKETING

## YOUR ROI

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- Forge real connections with people while they're having fun, spending time together, taking photos, and making memories.
- Increasing media choices means community event sponsorship is more effective than ever.
- Ithaca Children's Garden is the recipient of impressive and numerous community, regional, and national accolades.

# REJUNEVATE





# COMMUNITY OUTREACH

## YOUR ROI

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- Your sponsorship benefits Ithaca Children's Garden, a well-loved community resource for 25 years.
- ReJunevate appeals to adults of all ages and interests.
- Share in and be associated with a positive, critical community cause.



# REJUNEVATE



# HEIGHTENED COMMUNICATION

## YOUR ROI

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- Your message is woven into the action.
- Grassroots messaging and presence.
- Rejunevate is a unique, well-loved, and well-attended biennial event that commands attention with 200-300- participants every other year.



# REJUNEVATE





# COUNT ON US TO PROVIDE

(WE LOVE WORKING WITH YOU)

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- Friendly, professional communication
- Complete event marketing exposure
- A place to communicate and interact with your constituents or potential customers
- A unique bonding experience that is fun for your employees and their families
- Complementary Tickets for your team

Thank you

# REJUNEVATE



# ABOUT US

GET TO KNOW US BETTER

Ithaca Children's Garden is a non-profit organization and public garden committed to fostering healthy children and a healthy environment that has been working towards this mission since 1997.

ICG serves more than 70,000 people each year through direct programming, events, and visits to the garden. We recognize the importance of connecting children to the natural world in fun ways that make a real difference, and your partnership helps us make it happen.





# WHAT WE BELIEVE

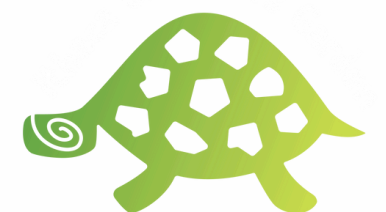
ABOUT OUR VISION AND MISSION

## VISION

Our vision is that every child has the basic human right to play, learn, and grow outdoors, and develops a life-long relationship with the living world.

## MISSION

Our mission is to connect children to nature for a more beautiful, resilient, and just world.



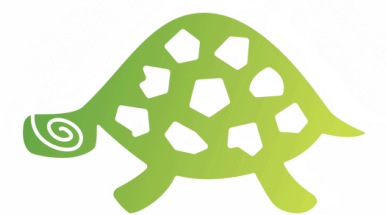
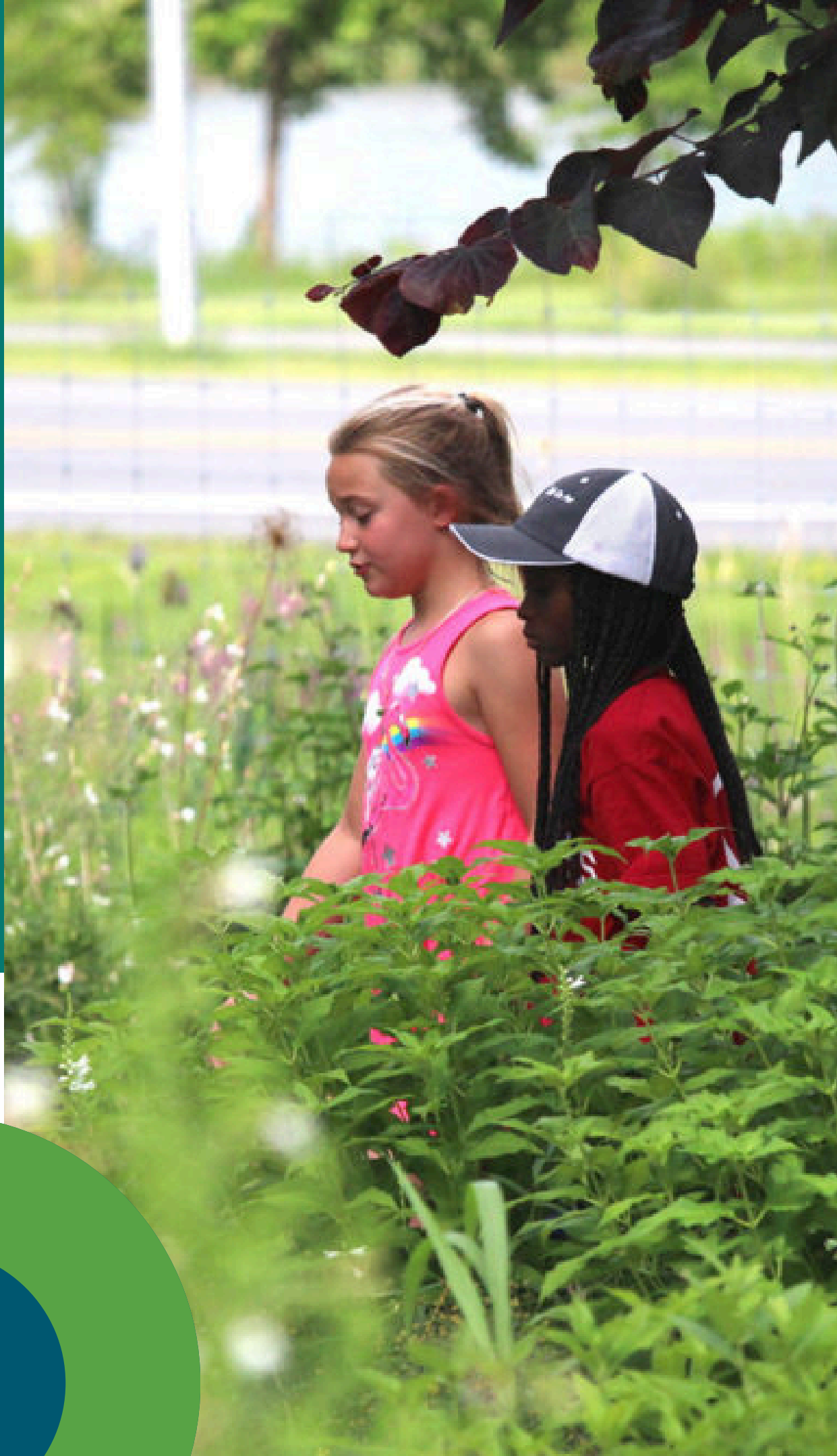
# WHAT WE BELIEVE

ABOUT OUR VALUES

## VALUES

Ithaca Children's Garden is deeply rooted in these 5 values:

- Child-Centered
- Inclusive & Safe
- Collaborative
- Innovative
- Ecologically-Centered



# MARKET REACH

OUR VISITORS COME FROM EVERYWHERE



Website: 76,232 annual page views



While Ithaca Children's Garden is a small nonprofit in upstate New York, we attract web and physical visitors nationally and globally each year.

SOCIAL MEDIA AUDIENCE: 10,050

- Instagram: 2,594 Followers, Annual Reach: 11.2k, Annual Views: 20.4k
- Facebook: 7,200 | Reach: 71.1k, Annual Views: 31.9k
- LinkedIn: 147
- YouTube: 109
- Constant Contact: 4,853 Subscribers

## FACEBOOK: NYS

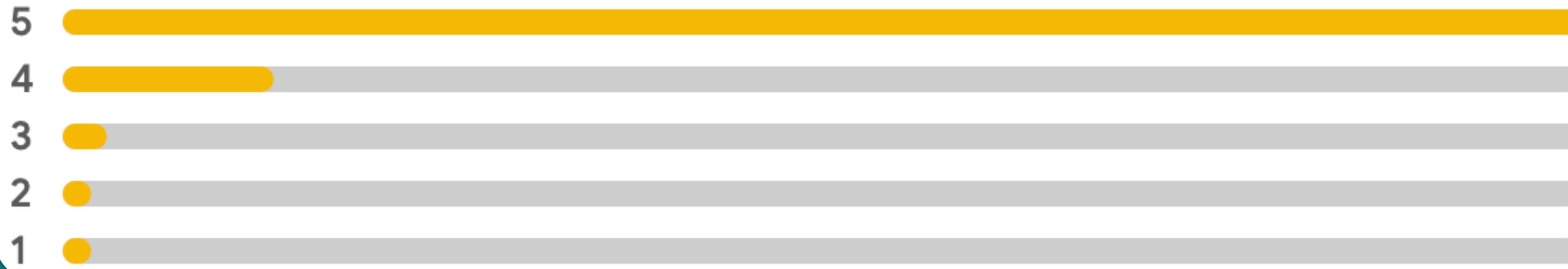
Ithaca, NY: 1,135  
Lansing, NY: 180  
Trumansburg, NY: 143  
New York, NY: 136  
Syracuse, NY: 123  
Vestal, NY: 120  
Elmira, NY: 79  
Clay, NY: 78  
Binghamton, NY: 76  
Rochester, NY: 76

## FACEBOOK: GLOBAL

United States: 6,976  
Australia: 78  
Canada: 74  
United Kingdom: 49  
Mexico: 35  
Italy: 24  
India: 17  
Vietnam: 17  
Spain: 15  
Indonesia: 14

## Google review summary ⓘ

Write a review



4.7



458 reviews

## EARNED MEDIA

- NPR
- PBS
- Good Housekeeping
- Forbes Magazine
- Elle
- WorldAtlas
- Mommy Poppins
- Yum-O! (Rachel Ray's Nonprofit Org Website)
- Trip advisor: #20 of 81 things to do in Ithaca, 4.5 stars
- Google Reviews: 4.7 stars, Yelp: 4.3 Stars
- Awards: Recognized as Best Venue for Kids in Ithaca, NY in September 2019-2021 by the Ithaca Times
- Named in Amanda Jaros Champion's 2024 book: ***100 Things to Do in Ithaca Before You Die***
- and much more!





# IN THEIR WORDS

VISITOR SATISFACTION

**“I’m so glad I found ICG!”**

~ESL Teacher



## Why do you love & support The Garden?

*“The Garden is such an amazing space, it has everything – expression, emotion, fun, and more. I choose to support the Garden for my children, and beyond them, it’s a magical space in town for all children and people. Being able to support an organization that does what the Children’s Garden does for the community, that’s my honor.”*



Kartik



**Jordan Pero**

Local Guide · 86 reviews · 29 photos

★★★★★ 8 months ago

Unconventional, old-school, creative, fun, messy, playfully empowering, everything you want your kid to be. Definitely reccomenda



**Cady Fontana**

11 reviews · 2 photos

★★★★★ 4 weeks ago

A fantastic, year round, free resource for the families of Ithaca and beyond. We love how casually and often we can visit. Bring a favorite digging tool or toy for the sand pit! There is a large portapotty available, as well as picnic tables for a lunch picnic.



Ithaca Children's Garden

# BE OUR SPONSOR

## Title Sponsorship

\$5,000

- Single Title Sponsor
- Logo placement on all posters, website, and event publicity
- Prominently featured in e-newsletter and event e-blasts
- Link from our social media pages to your website
- Social media shout-outs before, during, and after event
- Named in all press releases
- On-site presence during event
- 8 complementary tickets



# REJUNEVATE

# REJUNEVATE

## Presenting Sponsorship

\$2,500

- Limited to 2 sponsorships
- Medium Logo placement on website, select event publicity
- Logo placement in event e-blasts
- Tag on social media pages
- Social media shout-outs before, during and after event
- On-site presence during event
- 6 complementary tickets

## Community Sponsorship

\$1,500

- Small Logo placement on website and some event publicity
- Mention in e-newsletter
- Tag on social media pages
- Social media shout-outs before and after event
- On-site presence during event
- 4 complementary tickets





# Friend Sponsorship

\$1,000

- Name on website
- Tag on social media pages
- Social media shout-out after event
- 2 complementary tickets



# Supporting Sponsorship

\$500

- Name on website
- Tag on social media pages
- Social media shout-out after event
- 1 complementary ticket



# It Adds Up Sponsorship

\$200

- Name on website

# REJUNEVATE



# MORE FROM THE REJUNEVATE PHOTO ALBUM





**LET'S DO THIS!**

LET'S HAVE SOME FUN.

**REJUNEVATE**

Contact Erin Marteau, Director of Development:  
[erin@ithacachildrensgarden.org](mailto:erin@ithacachildrensgarden.org), (607) 319-4203  
or connect with the person who shared this with you.

