



## WINTER WONDERSCAPE

- A breathtaking holiday walkthrough light display transforming the Gardens into a winter wonderland with more than 200,000 lights.
- Dazzling light sculptures, interactive installations, and festive activities.
- Attendance: 20,000 - 25,000 local and regional guests.
- 429,833 views of social media posts in 2024.

### Sponsorship Levels

All levels include your logo featured on/in:

- Display signage located at the feature/area
- Reiman Gardens' website & e-newsletter (13,000 subscribers)

### \$1,000 - Color-Changing Flowers • Interactive Play Area (Orbs & Cubes)

This level also receives:

- Four tickets to the 2025 Winter Wonderscape light show

### \$2,500 - Giant Snowflake • Everest Tree • Northern Lights Tunnel • Sycamore Falls

This level also includes your logo in:

- Promotional emails about Winter Wonderscape

Additionally, you will receive:

- Eight tickets to the 2025 Winter Wonderscape light show

### \$5,000 - Triplet Tunnel • Lake Helen • Elwood • Children's Garden/Disco Barn

This level also includes your logo in:

- Promotional emails about Winter Wonderscape
- Social media posts promoting Winter Wonderscape
- Print and digital advertising promoting Winter Wonderscape

Additionally, you will receive:

- Twelve tickets to the 2025 Winter Wonderscape light show

REIMAN  
GARDENS  
IOWA STATE UNIVERSITY

## SPONSORSHIP OPPORTUNITIES AT REIMAN GARDENS

Be a part of Ames' most cherished events!

## About Reiman Gardens

- Nestled in the heart of Ames near the campus of Iowa State University, Reiman Gardens has inspired visitors with the beauty of nature for 30 years.
- Over 17 acres of gardens, exhibits, and special events attract more than 100,000 visitors annually.
- Events such as **Spirits in the Gardens** and **Winter Wonderscape** play a vital role in connecting the community and celebrating seasonal beauty. Your sponsorship helps us continue this mission.

## Benefits for Sponsors

- **Brand Visibility:** Showcase your business to thousands of attendees and community members.
- **Reiman Gardens' Strong Brand Presence:** With 28,000 Facebook followers, 15,000 email subscribers, nearly 4,000 Instagram followers, and consistent coverage from the media, sponsorship allows you to tap into Reiman Gardens' strong following across the state of Iowa as we promote specific events and mention your organization.
- **Community Connection:** Align your business with a beloved local institution that supports education and sustainability.
- **Marketing Opportunities:** Recognition of your organization through event materials, social media, the Reiman Gardens website, and on-site signage.

## Join Us in Making an Impact. Become a Reiman Gardens Sponsor Today!

Support us in creating unforgettable experiences for the community while building your brand presence.

### Contact Information:

Reiman Gardens Sponsorship Team  
Phone: 515-294-7720  
Email: saras2@iastate.edu  
Website: www.reimangardens.com

**Grow with us. Make a lasting impact on the Ames community.**

## SPIRITS IN THE GARDENS



- A Halloween-inspired celebration featuring a magical stroll through the Gardens illuminated by 1,000 intricately carved jack-o-lanterns.
- A family-friendly event that all ages enjoy.
- Attendance: 7,500 - 10,000 visitors annually.
- Social media posts reached 226,844 people in 2024.

### Sponsorship Levels

All levels include your logo featured on/in:

- Display signage located at the feature/area
- Reiman Gardens' website & e-newsletter (13,000 subscribers)

### \$500 - Butterfly Wings • Pumpkin Throne

This level also receives:

- Two tickets to Spirits in the Gardens 2025

### \$1,000 - East Lawn • Candy Factory • Autumn Photo Opp

This level ALSO includes your logo in:

- Promotional emails about Spirits in the Gardens

Additionally, you will receive:

- Four tickets to Spirits in the Gardens 2025

### \$2,500 - Hillside Garden • Sycamore Falls • Children's Garden • Elwood

This level ALSO includes your logo in:

- Print and digital advertising promoting Spirits in the Gardens
- Promotional emails for Spirits in the Gardens
- Social media posts promoting Spirits in the Gardens

Additionally, you will receive:

- Eight tickets to Spirits in the Gardens 2025

