



Ithaca Children's Garden



Brand partnership

Inspiring the community through custom corporate philanthropy



Open dawn to dusk every day of the year
Ithaca Children's Garden • 121 Turtle Lane • Ithaca, NY 14850
ithacachildrengarden.org



Ithaca Children's Garden's impact is made possible with the generous support of brand partners.

Join us today to connect children to nature.



Your Impact

Ithaca Children's Garden (ICG) welcomes more than 72,000 visitors to the Garden and serves 8,000+ in direct programming each year.



When you partner with ICG, you:

- ▶ provide children with the gift of independent, nature-based discovery that sparks curiosity and self-motivation, while bonding them with the natural world
- ▶ donate fresh, organic, youth-grown produce to food pantries
- ▶ provide job skills, training, and access to fresh food to teens
- ▶ bring hands-on plant science and nutrition education into schools
- ▶ teach children to responsibly care for their health and the health of the planet
- ▶ provide a safe, free and nurturing 3-acre public garden for kids to be kids 365 days a year



ICG's Impact

ICG serves as a unique national model, applying nature-based research with playwork practice for a memorable, one-of-a-kind experience for visitors.



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ICG is
better than
Disneyland!

– visitor

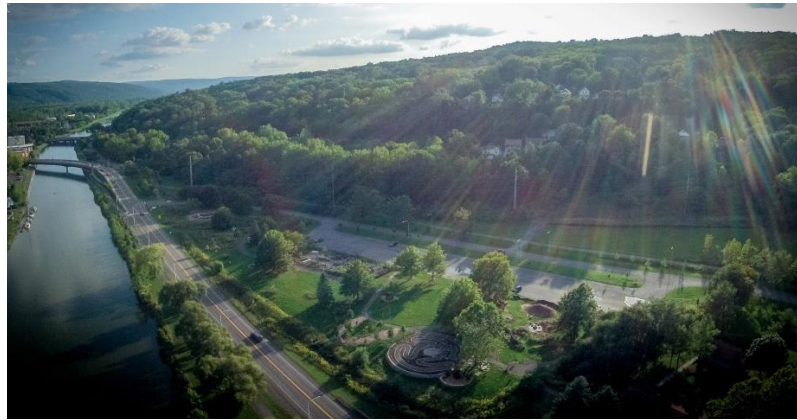
- ▶ Voted Ithaca's "Best Venue for Kids" in 2019, 2020 and 2021
- ▶ 2017 APGA Program Excellence Award
- ▶ Highlighted in a 2019 *Forbes* article citing Ithaca as one of the top 10 family friendly cities in the nation
- ▶ Featured in *The Magic of Children's Gardens* (2017) and *Playing It Up: With Loose Parts, Playpods and Adventure Playgrounds* (2017)

Sponsor Benefits

Helping Ithaca Children's Garden grow helps *your business* grow. With an ICG brand partnership, your community support is visible for all to see.

You are all about doing good for the community. But you also have to mind the dollars and cents. ICG's brand partnership options help your marketing budget go further.

- ▶ Your company logo will be recognized at the Main Entrance kiosk for all 70,000 visitors to see. Your company name will be placed on signage at your sponsored Garden area.
- ▶ Your brand partnership will be recognized at least quarterly through social media posts
- ▶ Your brand partnership will be shared with local media outlets through press releases.
- ▶ ICG will provide you with an electronic sponsorship certificate that will allow you to share your support and impact with your customers, clients, and business associates.
- ▶ You will receive electronic news about impact and celebrations that acknowledge your support.



Total Impressions
Up to 1,960,000 per year

Ways to Support ICG

Garden Sponsorship

Each Garden area is unique, offering special invitations to explore, play, discover, and learn. When you commit to multi-year sponsorship, you magnify your impact. Your recurring support means we can do more to connect children to nature.



Troll House



Thank you for founding support in 2009:
Tugley Wood Timberframing,
Motherplants Nursery

Thank you
Iron Design
for generous
annual support



Ready to sponsor? Want to learn more?
Contact ICG's Philanthropy Department at
giving@ithacachildrengarden.org or 607-319-4203.

The Village Green

Serving as the main lobby of the Garden, the Village Green welcomes visitors and gives them a space to get oriented.

Coming in the main entrance, the expansive Village Green provides direct access to the Kid's Kitchen and Kitchen Garden, the Hands-on-Nature Anarchy Zone, and the Bulb Labyrinth Memorial Garden. From here, visitors can access all spaces of the Garden using the walking path that extends from the Garden's entrance.

The versatile green space of the Village Green's sprawling lawn is perfect for hosting ICG's community events, picnicking on the grass, or rolling around in giant tubes. From games of "echolocation tag" to scarecrow construction during Scarecrow Jubilee, the Village Green is a hub of activity, greeting nearly every Garden visitor.

Sponsor the Village Green!



Kitchen Garden

The world of growing food is yours to explore in the Kitchen Garden. All visitors are encouraged to taste, touch, and smell. Who knew growing food could be this fun?

The Kitchen Garden is open to all visitors. It is used to feed ICG's summer campers, stock our Teen Urban Farmers' Farmstand, supply our micro CSA program, and donate to the Friendship Donations Network. The Kitchen Garden also serves as a demonstration garden for all visitors.

The locust pergola in the Kitchen Garden provides a trellis for hardy kiwi and a seed cabinet to share free seeds. Fruit trees are espaliered along the northern edge of the garden. An original Durand Van Doren Sunflower Throne offers a whimsical focal point, and the insectary in the center keeps the Garden buzzing with pollinators. The Kitchen Garden is one of the most explored and well-known features of ICG.

In 2020, ICG was able to donate 1,300 pounds of fresh Kitchen Garden-grown produce to the Friendship Donations Network to benefit local neighbors facing food insecurity.

Sponsor the Kitchen Garden!





Bulb Labyrinth Memorial Garden

The Bulb Labyrinth Memorial Garden is a sanctuary fostering hope, love, peace, and remembrance.

Designed in partnership with the Ithaca Childbearing Loss Network, the Bulb Labyrinth Memorial Garden features: a wide variety of blooming bulbs and perennials; a wheelchair and stroller-friendly winding stone pathway; moving sculptures donated by local artists; an open space in the center with a flowering redbud; a peace pole inscribed with Hope, Peace, Love, and Remembrance in 15 languages; and stone benches. This garden offers a place to honor and remember babies and children our community has lost, held by the rhythms of the seasons.

All are invited to stroll the labyrinth, whether for rest, contemplation, solace, or to witness the bountiful beauty of nature.



**Sponsor the
Bulb Labyrinth
Memorial
Garden.**



Wildflower Meadow

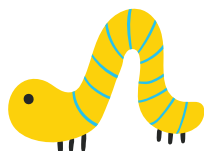
Exit the main path and embark on a journey into a natural meadow full of flowers, rushes, asters, chicory, goldenrod, statuesque ironweed, and seasonal wildflowers.

This garden features native plants, which encourage native birds and creatures to visit. The Wildflower Meadow is home to a beautiful Durand Van Doren weather vane. It offers visitors a chance to “get lost in the wild” in close contact with plant and insect life. The Wildflower Meadow is frequently used by programs and visitors to collect seeds for saving and to study butterflies, moths, and other flying insects. It is great fun for games of hide and seek!

The Wildflower Meadow connects the Bird Garden, Wetlands, and Pie & Jam Garden.



Sponsor the Wildflower Meadow!



Gaia & the Wetlands

Gaia [guy'-ya] the Turtle is a beloved play structure, outdoor classroom, iconic art sculpture, and ode to the environmental and cultural heritage of our region.

Gaia is an iconic visual feature and welcoming southern gateway to ICG from Rt. 89 and the Cayuga Waterfront Trail. Inspired by the Haudenosaunee creation story, Gaia symbolizes the natural and cultural heritage of our region. The concrete sculpture was the first installation at ICG, engineered by Taitem Engineering and constructed by Bo Atkinson. She is highly visible and beloved by all who visit ICG.

Gaia won the American Concrete Institute Gold Award in 2005 and continues to be one of the favorite attractions at ICG.

Sponsor Gaia & the Wetlands!



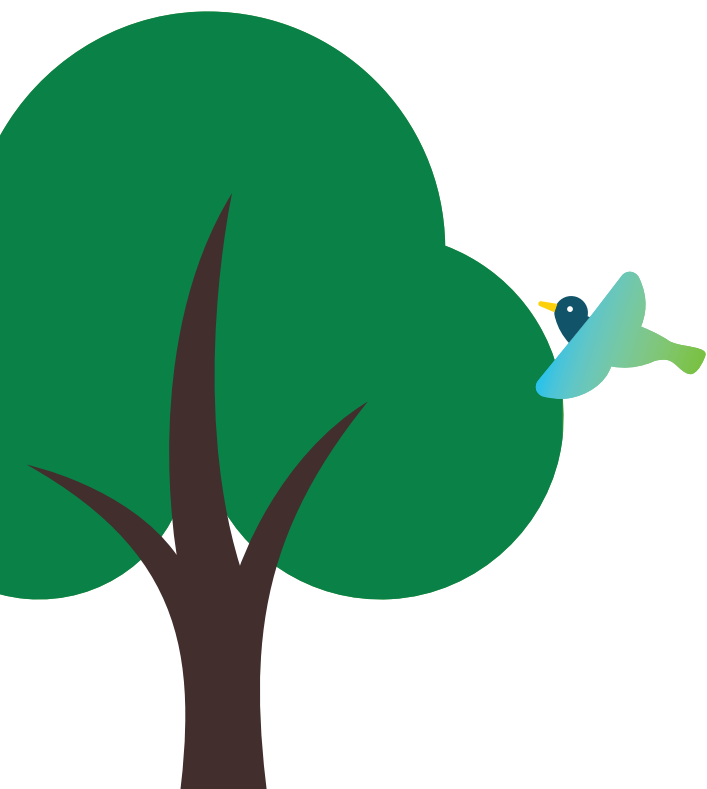
Bird Garden

Kids flap their wings, perch in the giant bird nest, and learn all about birds in the Bird Habitat Garden.

ICG's Bird Habitat Garden welcomes children into the child-sized bird house where they can flap their "wings," peer out the birdhouse window, dig for delicious worms, or perch in the child-sized bird nest.

Children can search for real birds in the Garden and compare them to the illustrated birds on the mural. They also learn about what birds need to survive and how they live through the seasons.

Sponsor the Bird Garden!



Hands-on-Nature Anarchy Zone

ICG was recognized in 2017 by the American Public Garden Association's Program Excellence Award for our spirit of child-directed nature play in and beyond the in the Hands-on-Nature Anarchy Zone.

We all know that children need fun opportunities to get outside and connect with nature in hands-on, bodies-on ways using all their senses, but did you know that children who play outside are more likely to become adults who care about the environment?

In partnership with U.S. Fish & Wildlife Service, the Hands-on-Nature Anarchy Zone invites visitors to take it to the next level in child-directed play.

This kid habitat invites children to play, create, destruct, work together, solve problems, and build a childhood of memories in the great outdoors.

Sponsor the Hands-on-Nature Anarchy Zone!



Troll House

Built from straw and complete with a living roof, the Troll House is the perfect play space for children to let their imaginations run wild.

The Troll House is a true straw bale insulated timber frame structure—a perfect example of natural building styles. It boasts a green, living roof, planted with vegetation that absorbs rainwater. This increases insulation and creates habitat while being beautiful throughout spring, summer, and fall.

ICG's Troll House is a feature on ICG's Green Trail and is a well-loved hide-out and place for gathering small groups of children.

**Sponsor the
Troll House!**



Beehives

In addition to the wide variety of insects that inhabit the Garden, ICG is home to a hive of honeybees that are its ecological and educational ambassadors.

You will find a Langstroth hive atop the pergola between the Kitchen Garden and parking lot, which was originally home to a colony that was rescued and relocated from the Stewart Park main pavilion in the summer of 2014.

Our beekeeper, Marvin Pritts, is a retired Cornell professor of horticulture. He helps educate the public about the hardworking bees in addition to keeping the bees healthy.

Sponsor the Beehives!



Rice Paddy Pond

Water holds endless fascination for ICG's youngest visitors. The Rice Paddy Pond provides the bonus of a close-up view of lifecycles and water ecology just inside the main entrance.

Nestled in a highly visible location between the main entrance, the Kids' Kitchen, and the Kitchen Garden, the Rice Paddy Pond features wheelchair accessible docks that traverse this shallow body of water. Don't be fooled by the pond's small size. It is home to several species of frogs, toads, and water loving plants including iris, taro, lilies, and rice.

This thriving ecosystem consistently captures the imaginations and attention of visitors through all seasons. And though it is in a central location, it is a wonderful escape into nature's mysteries.

Sponsor the Rice Paddy Pond!





Royal Hens

Chicken princesses and queens are an important part of our Garden ecosystem, and their chicken antics an absolute favorite attraction.

Cluckingham Palace is a chicken coop designed with a raised bed footprint underneath to allow its movement from one bed to another. Our royal hens scratch and fertilize the soil, remove weed seed and grubs, and provide nutrients, aeration, and organic matter to the soil. The chickens provide eggs and numerous educational opportunities for visitors and program participants. While the Royal Hens go off site to their winter home, your sponsorship will allow us to continue telling their story and keep visitors connected to our flock all year long.



Sponsor the Royal Hens!



Ways to
Support ICG

Event Sponsorship

ICG offers a robust schedule of seasonal events and festivals that engage hundreds of participants. Contact us to request specific sponsorship proposals and associated benefits for each event.



Ready to sponsor? Want to learn more?
Contact ICG's Philanthropy Department at
giving@ithacachildrengarden.org or 607-319-4203.

Bench Naming

Artful, one-of-a-kind benches provide comfortable seating while the kids explore.



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Contact us!

Ready to partner with ICG?
Want a tour?
Eager to learn more?

We are delighted to speak with you about how your brand partnership can meet your business needs while making a measurable and positive impact in our community.

Your brand partnership makes so much possible at Ithaca Children's Garden. Please join us today to connect more children to nature for a better world.

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