



# *Humboldt Botanical Garden*

## *Inspire, Educate, Grow*

- Establish and promote an enjoyable and educational botanical garden accessible to everyone in or near Humboldt County and Northwestern California.
- Work with primary and secondary schools, institutions of higher education, and others to promote the study, use and preservation of native and other plants.
- Promote the use of botanical gardens by local garden clubs, botanical groups and others for developing botanical displays of special interest and for conducting botanical or horticultural programs approved
- Provide beautiful gardens and natural environments that encourage active living and the physical and community.



*Butterfly House, 2017*



*Spring in the Garden, 2017*

## *Sponsorships*

There are diverse marketing opportunities and good will derived from an HBG Sponsorship. Investment in HBG affords your brand or name, a link that shows your community interest in the beauty of the area and that the environment, education, health, enjoyment and welfare of the public are important to you.

Humboldt Botanical Garden events and activities throughout the year allow multiple opportunities to showcase your business for your support and sponsorship of the Humboldt Botanical Garden.



# *Humboldt Botanical Garden*

## *About HBG*

*HBG* is a 501(c) 3 non-profit organization established in 1991. The garden is situated on 44.5 acres with perimeter fencing. There are six featured gardens and multiple hiking trails. We promote lifelong learning, healthy lifestyles and an appreciation for the natural world around us. We provide the community with educational programming as well as an aesthetic and tranquil experience for reflection. The purpose of the Garden is to advance plant conservation, sustainability, horticultural, botanical and ecological knowledge, through the propagation and dispersal of adapted plants, and community education and economic development. We have one of the largest native plants garden in northern California. The master plan for the Garden was artfully designed by San Francisco's renowned landscape architect, Ron Lutsko. Visitors experience a wide range of ecosystems including an ornamental terrace garden, a native plant garden, a natural riparian area, a temperate woodland garden, and an earth sculpture by Humboldt artist Peter Santino, entitled 'All Happy Now'. The site is safe for families with small children to enjoy as the entire garden is fenced. Dogs are allowed in the garden, subject to leash and cleaning rules.

We believe in community partnerships and volunteer engagement. The greater Humboldt community has consistently supported the HBG through financial and in-kind contributions. Our seasonal vegetable garden has grown and donates over 3,000 pounds of organic food, annually, to help feed the homeless via the Betty Kwan Chinn Outreach Center. HBG is sponsoring the new Birds & Bees Education Series and has a new butterfly house for adults and children. HBG provides training and education for Humboldt residents who are interested in gaining work experience in the nursery and landscape business. Because of this job training opportunity, our staff has assisted a number of people in their search to secure related employment in the community.



*Dedekam Ornamental Terrace Garden*



*Lost Coast Brewery Native Plant Garden*



# *Humboldt Botanical Garden*

## 2018 Monthly Calendar of Events

### **Birds and Bees Education Series**

January through December - Last Saturday of each month

### **Summer Concert Music Series**

June through August - 1<sup>st</sup> and 3<sup>rd</sup> Sundays



*Summer Concert Series*



*Garden Gala*

## 2018 Featured Calendar of Events

### **March**

Annual Volunteer Awards – 11<sup>th</sup>

### **April**

Town Hall Meeting – 18<sup>th</sup>

### **May**

Annual Plant Sale - 4<sup>th</sup> (members only), 5<sup>th</sup> & 6<sup>th</sup> (public)

### **June**

Butterfly House - Open through October

### **September**

Garden Gala - 8<sup>th</sup>

### **December**

Holiday Candlelight Walk - 15<sup>th</sup>



# Humboldt Botanical Garden

## Annual Sponsorship Benefits



Annual Garden Gala 2017

Douglas Iris Grand Underwriter \$10,000  
 Yulan Magnolia Gold Investor \$5,000  
 Butterfly House Investor \$3,000  
 Wollemi Pine Silver Investor \$2,500  
 Western Azalea Bronze Investor \$1,000  
 Music Series Investor \$500

	Douglas Iris Grand Underwriter \$10,000	Yulan Magnolia Gold Investor \$5,000	Butterfly House Investor \$3,000	Wollemi Pine Silver Investor \$2,500	Western Azalea Bronze Investor \$1,000	Music Series Investor \$500
Your Business (Logo) or Name on a Sign at Garden Entrance	x					
Prominent Placement on Website as 2018 Grand Underwriter	x					
One 4-Hour Event Rental during the Year (Choose from 3 Venues)	x					
Your Banner Displayed at the Garden Entrance at All Major Events	x	x	x	x		
Recognition in Printed Event Promotional Materials	x	x	x	x	x	x
Recognition in HBG's quarterly Newsletter	x	x	x	x	x	x
Featured on Website: Your Business Logo or Name	x	x	x	x	x	x
Tickets to 2018 Garden Gala	10	8	6	4	2	
Guest Admission Passes to HBG for Clients	20	15	15	10	5	5
Your Business or Name listed on sponsor sign	x	x	x	x	x	x
One-Year HBG Business Membership	x	x	x	x	x	x

***HBG sponsorship packages may be customized to meet your company's specific needs, including in-kind trades for sponsorship packages.***



# Humboldt Botanical Garden

## HBG Sponsorship Form 2018

### Sponsor Contact Information

Company name:		
Contact name:		
Telephone, email:	Tel:	Email:

### Select Sponsor Level

Level	Sponsorship Type	Amount	List (A, B, C, or D)	Amount
A.	Douglas Iris Grand Underwriter	\$ 10,000		
B.	Yulan Magnolia Gold Investor	\$ 5,000		
C.	Butterfly House Sponsor	\$ 3,000		
D.	Wollemi Pine Silver Investor	\$ 2,500		
E.	Western Azalea Bronze Investor	\$ 1,000		
F.	Music Series Sponsor	\$ 500		
			Total Due	

**If payment by check**, please make payable to “HBG”, enclose check with this form and mail in the enclosed, self-addressed envelope.

**If paying by Credit Card**, please complete information below and return in enclosed, stamped, self-addressed envelope:

Charge to my (circle):	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover
Name on card:	
Card number:	
Expiration date:	
Verification code:	
Authorized signature:	
Company name:	
Billing address:	
City, State, zip:	
Phone	Tel:                      Mobile:
Email:	

The Humboldt Botanical Gardens Foundation is a 501(c)(3) non-profit corporation.

***Thank you for supporting and investing in the Humboldt Botanical Garden.***



# Humboldt Botanical Garden

## 2018 HBG Board of Directors

### Officers

- President, Evelyn Giddings (Eureka, CA) Evelyn Giddings was born and raised in Crescent City, California. She holds a BS degree in Business from Humboldt State and an MBA in International Business from San Francisco State. Ms. Giddings is active in her community and currently serves as the Board President for the Humboldt Botanical Gardens Foundation and is also a member of Humboldt County's Work Investment Board.
- Vice President, Zuretti ("Zuey") Goosby (Eureka, CA) Mr. Goosby has had the pleasure of living and working in Humboldt County for more than 43 years. He is an avid long term gardener and was a graduate of the first Master Gardener class held in Humboldt County in the 1980's. He has worked in Humboldt as a public administrator and has served as the Humboldt-based Senior Field Representative for our State Senators for the last 16 years. He has served on numerous boards, currently serving on the Humboldt Area Foundation Board. Mr. Goosby joined the HBG Board of Directors in 2015.
- Treasurer, James T. Sessa (McKinleyville, CA) For over thirty years, Mr. Sessa has assisted in the management of Coast Central Credit Union. He is the President and CEO of the Credit Union, which serves nearly 67,000 members and businesses on the North Coast. He holds a BS in Management from Humboldt State University and is a graduate of the Western CUNA Management School at Pomona College in Claremont. Mr. Sessa joined the HBG Board of Directors in 2001.
- Secretary, Cathy Randall (Garberville, CA) Cathy Randall Studebaker, owner of Randall Sand & Gravel since 1991. Cathy remembers when the HBG first started. She thought it was a wonderful idea and even then she wanted to be a part of it. She was born & raised in Humboldt County and over the years she has belonged to many organizations, both professional and philanthropic. She supports local community parks and the local schools. She has visited many beautiful gardens in her travels and loves to garden. She thinks the garden is an important part of our Humboldt community and she would love to be part of making this legacy happen. She joined the HBG Board of Directors in 2016.





# Humboldt Botanical Garden

## Directors

- Larry Eitzen, (Eureka, CA) Larry was born in Cleveland to Oliver and Rosemary Eitzen. Oliver had grown up on a farm in Kansas and was an ardent gardener. On one acre he planted over 90 trees many of which are still growing in a western suburb of Cleveland. On vacation he loved to visit arboretums bringing with him Rosemary and the kids. His passion was passed on. When Larry is not in the office he can be found with his wife, Kitch, working on their one acre parcel. She cares for the landscaping and he maintains the weeds and vegetables. Larry says, "The Botanical Garden is a wonderful place to take a break from the otherwise hectic pace, a place to enjoy the beauty of nature and the passage of the season and years. Volunteers and staff do an amazing job."
- Barbara Groom (Loleta, CA). A thirty-five year resident of Loleta/Table Bluff, Ms. Groom started the Lost Coast Brewery in 1989 following a career in pharmacy. Under her guidance Lost Coast Brewery moved from being a small brew pub to becoming a national and international award winning brewery. A member of many community organizations and boards of directors, she brings a keen awareness of the community, business sense and her love of botanical gardens to the HBG Board. Ms. Groom serves on the HBG Fundraising Steering Committee and joined the HBG Board of Directors in 2005.
- Misha Schwarz, (Bayside, CA) Mr. Schwarz has been a Humboldt resident since 1979 and holds a BS degree in Natural Resources Planning from Humboldt State University. Misha has served on various boards including the Adult Humboldt Soccer League and Vector Rehabilitation and has also been active in Rotary. Mr. Schwarz is a Senior Scientist/Project Manager with GHD, an international environmental/engineering consulting company. Misha recently joined the HBG's Board in August of 2016.
- Danelle Tegarden, (Eureka, CA) Danelle and her husband Cary have three adult daughters and two grandsons. Danelle is a Business Administration graduate of Humboldt State University with an accounting emphasis. Currently she works in the accounting department as a financial analyst at Coast Central Credit Union. She considers herself a local, having lived in Humboldt County for most of her life. Danelle is a member of Soroptimist International of Eureka and serves as treasurer. Soroptimist is a global volunteer organization working to improve the lives of women and girls through programs leading to social and economic empowerment. While Danelle is not a gardener, she truly enjoys and appreciates the beauty and peace one is able to find at the "Garden". Danelle's greatest joy is spending time with her family and friends.

