2022 PLANT FOR POLLINATORS CHALLENGE: AT A GLANCE

What is the Plant for Pollinators Challenge?

The Plant for Pollinators Challenge (P4P) is a public engagement campaign to increase pollinator habitat in the Greater Cincinnati region and beyond. Managed by the Cincinnati Zoo & Botanical Garden, the campaign launched in March 2019 with a goal to register at least 500 pollinator gardens annually. As of January 2022, we have registered over 2,400 gardens.

Why Plant for Pollinators?

From butterflies and bees to hummingbirds and moths, pollinators are critical to the health of our environment. They’re also important in our food production systems, as they pollinate one-third of the world’s crops. However, their populations are declining. People can provide beautiful, vital habitat for pollinators by adding pollinator-friendly plants to their yards and landscapes while enjoying colorful blooms and butterflies all season long. It’s easy to do. Whether planting just a few pots or a larger garden, everyone can do real conservation at home to support our pollinator friends as they do their job to keep our environment healthy.

How to Take the Plant for Pollinators Challenge in 3 Easy Steps

1. Plan your garden using tips at cincinnatizoo.org/plant-for-pollinators.
2. Choose plants listed in our Best of Guide and on the website for your garden.
3. Register your garden online and order an optional yard sign.

Zoo’s Best Plants for Pollinators Guide

We have created a tri-fold pamphlet that provides novice gardeners with a list of the best pollinator-friendly plants they can take with them to garden centers and use to choose the best plants. After more than 25 years of plant studies, the Zoo created this list of plants that grow well, look best, and benefit pollinators most in the Cincinnati region. The guide outlines the steps of the Challenge, offers quick tips, and directs people to the website for more information.
Benefits of Partnership to Your Organization:

- Playing a significant role in Cincinnati Zoo & Botanical Garden local pollinator conservation!
- Your logo on the Zoo’s Plant for Pollinators website as an official partner; preferred placement for donating partners
- Opportunity to share events/programs on Plant for Pollinators Facebook page
- Inclusion in joint press releases (where applicable)
- Zoo’s Plant for Pollinators Guides to share with your audience
- Zoo representative at your event/program (as staffing is available)
- Invitation to P4P kick-off celebration on March 31, 2022
- Invitation to participate in botanical events held at the Zoo as opportunities arise, including Zootanical on April 13, 2022
- Free booth at the Zoo’s Earth Day on April 21, 2022

Expectations of Each Official Partner:

- Host at least one program/event per year where Plant for Pollinators Challenge is promoted
- Link to Plant for Pollinators website and Facebook page
- Promote Plant for Pollinators Challenge on your social media
- Send out Plant for Pollinators Challenge information to your audience at least once per year (e.g. newsletter, email, social media)
- Encourage your clients to register their gardens

Fun Facts:

- 3.9 million Facebook followers
- 2,800 pollination followers
- Highest social media reach of any Zoo in America
- Greenest Zoo in America
- Klosterman sponsors our Bowyer Farm plant sale (April–October)

2021 Pollinator plants planted by the CZBG Horticulture Team at the Zoo and the Rockdale Urban Learning Center
- 2,578 shrubs
- 274 trees
- 8,225 perennials & grasses
- A boatload of annuals & a ton of veggies
- 88 truckloads of soil
- A repurposed greenhouse & two 100’ Quonsets

2021 pollinator plants planted at the Bowyer Farm
- 250 trees & shrubs
- 175 perennials
- 1,000 browse
- 6,000 native pollinator-related plants sold
$500 Sponsor Echinacea purpurea
Deluxe P4P package includes:
• Invitation to P4P kick-off celebration on March 31, 2022
• Logo/name on P4P website
• Three 11”x17” hard-back posters
• Option to promote event on CZBG P4P Facebook page
• Option to list events on “News & Events” P4P Facebook page
• Two hundred P4P Zoo’s Best guides
• Two P4P yard/garden signs
• Twenty window clings
• Family Gold Membership, Value $224.00
• Ten Zoo Blooms General Admission tickets, Value $200.00 (Valid April 1–30)

$250 Sponsor Phlox ‘Jeana’
P4P package includes:
• Invitation to P4P kick-off celebration on March 31, 2022
• Logo/name on P4P website
• Two 11”x17” hard-back poster
• Option to list events on “News & Events” P4P Facebook page
• One P4P yard/garden sign
• Seventy-five P4P Zoo’s Best guides
• Ten window clings
• Four General Admission tickets to PNC Festival of Lights, Value $80.00
• Eight Zoo Blooms General Admission tickets, Value $160.00 (Valid April 1–30)

$50 Sponsor Salvia ‘May Night’
P4P package includes:
• Invitation to P4P kick-off celebration on March 31, 2022
• One P4P Yard/Garden Sign
• Ten P4P Zoo’s Best guides
• Two window clings
• Name recognition on website (not logo)
• Two Zoo Blooms General Admission tickets, Value $40.00 (Valid April 1–30)

$100.00 Sponsor Milkweed for Monarchs
P4P package includes:
• Invitation to P4P kick-off celebration on March 31, 2022
• Logo/name on P4P website
• One 11”x17” hard-back poster
• One P4P yard/garden sign
• Fifty P4P Zoo’s Best guides
• Five window clings
• Four Zoo Blooms General Admission tickets, Value $80.00 (Valid April 1–30)
☐ Yes! My organization, ________________________, will join the Plant for Pollinators program as an official Bee A Partner in 2022. We will meet the above expectations and help the CZBG reach its goal of registering 500 new gardens this year.

**Bee A Sponsor (check which box):**

☐ **Echinacea purpurea** $500.00 to offset program costs. In return, your logo will receive preferred placement on the Plant for Pollinators website.

☐ **Phlox ‘Jeana’** $250.00

☐ **Milkweed** $100.00

☐ **Salvia ‘May Night’** $50.00

**ORGANIZATION NAME:** ____________________________

**MAIN CONTACT NAME:** ____________________________  **SIGNATURE:** ____________________________

**ADDRESS:** _______________________________________

**EMAIL:** ________________________________________  **PHONE NUMBER:** ____________________________

**WEBSITE:** ____________________________  ☐ I will send my logo (if applicable)

☐ CHECK ENCLOSED

☐ CREDIT CARD NUMBER ____________________________  **EXPIRATION DATE** ____________________________

   CVV _____  **CARD HOLDER NAME** ____________________________

   ADDRESS _______________________________________

Please return your completed commitment form, logo (jpg), and/or check (made out to Cincinnati Zoo & Botanical Garden) Christina Anderson at Christina.a@cincinnatizoo.org Questions: Call 513-487-3318. We also accept credit cards payments. Please call Adrienne Cruise 513-559-7716.