

Plant for Pollinators



**WE INVITE YOU TO BEE OUR PARTNER
TOGETHER WE CAN INCREASE NATIVE PLANT HABITAT**

2024 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 2024, we have registered over 3,500 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.

Use your smart phone to scan the QR code to register



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 Cincinnati Zoo's website as an official partner; preferred placement for donating partners
- Opportunity to share events/programs on the Cincinnati Zoo's Facebook page
- Zoo's Plant for Pollinators Guides to share with your audience
- Invitation to P4P kick-off celebration on March 29, 2024
- Invitation to participate in botanical events held at the Zoo as opportunities arise, including Zootanical on Friday, April 12, 2024, with guest speaker, Nick McCullough

Expectations of Official Partners:

- Host at least one program/event per year where Plant for Pollinators Challenge is promoted
- Link to Cincinnati Zoo's website and Facebook page
- Promote Plant for Pollinators Challenge on 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:

- 76,000 Member households
- 4.7 million Facebook followers
- 3,000 pollination followers
- Highest social media reach of any Zoo in America
- Greenest Zoo in America
- Klosterman sponsors our Bowyer Farm plant sale

2023 Pollinator plants planted by the Horticulture Team at the Zoo, the Rockdale Urban Learning Center, and in the community

- + 1,659 shrubs & 362 trees
- + 8,204 perennials & grasses
- + 3,306 bulbs & 59 vines

2023 pollinator plants planted at the Bowyer Farm

- + 638 trees & shrubs
- + 2,721 perennials
- + 2,400 browse trees

Pollinator gardens planted by the Horticulture Team in the community in Avondale and Madisonville

- + Irving Park in Avondale
- + Northern/Larona garden in Avondale
- + Shroder High School in Madisonville
- + Urban Learning Garden at John P. Parker Elementary in Madisonville (Reds Community Makeover Day)



\$500 Sponsor Echinacea purpurea

Deluxe P4P package includes:

- Invitation to P4P kick-off celebration on March 29, 2024
- Logo/name on the Cincinnati Zoo & Botanical Garden website
- Three 11"x17" hard-back posters
- Option to promote event on the Cincinnati Zoo's Facebook page
- Option to list events or articles on the Cincinnati Zoo's Facebook page
- P4P Zoo's Best guides
- Two P4P yard/garden signs
- **Family Gold Membership, Value \$224.00**
- **Ten Zoo Blooms General Admission tickets, Value \$200.00 (Valid Apr. 1-30, 2024)**

\$250 Sponsor Phlox

P4P package includes:

- Invitation to P4P kick-off celebration on March 29, 2024
- Logo/name on the Cincinnati Zoo & Botanical Garden website
- Two 11"x17" hard-back poster
- Option to list events or articles on the Cincinnati Zoo's Facebook page
- One P4P yard/garden sign
- P4P Zoo's Best guides
- **Four General Admission tickets to PNC Festival of Lights, Value \$80.00**
- **Eight Zoo Blooms General Admission tickets, Value \$160.00 (Valid Apr. 1-30, 2024)**



\$100.00 Sponsor Milkweed for Monarchs

P4P package includes:

- Invitation to P4P kick-off celebration on March 29, 2024
- Logo/name on the Cincinnati Zoo & Botanical Garden website
- One 11"x17" hard-back poster
- One P4P yard/garden sign
- P4P Zoo's Best guides
- **Four Zoo Blooms General Admission tickets, Value \$80.00 (Valid Apr. 1-30, 2024)**

\$50 Sponsor Salvia

P4P package includes:

- Invitation to P4P kick-off celebration on March 29, 2024
- One P4P Yard/Garden Sign
- P4P Zoo's Best guides
- Name recognition on website (not logo)
- **Two Zoo Blooms General Admission tickets, Value \$40.00 (Valid Apr. 1-30, 2024)**





Yes! My organization, _____, will join the Plant for Pollinators program as an official Bee A Partner in 2024. We will meet the above expectations and help the Cincinnati Zoo & Botanical Garden 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** \$250.00
- Milkweed** \$100.00
- Salvia** \$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@cincinnati-zoo.org Questions: Call 513-487-3318. We also accept credit cards payments. Please call Adrienne Cruise 513-559-7716.