

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



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 2026, we have registered over 4,000 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.

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 31, 2026
- Invitation to participate in botanical events held at the Zoo as opportunities arise, including Zootanical on Friday, April 10, 2026

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

Take the P4P Challenge Today!



Use your smart phone to scan the QR code to register!



Fun Facts:

- 77,000 Member households
- 5.7 million Facebook followers
- 4,000 Plant for Pollinators Facebook Group followers
- Over 350 pollinator kits sold since 2021
- 15,000 plant-pollinator interactions documented by Pollinator Watch volunteers since 2023
- Highest social media reach of any Zoo in America
- Greenest Zoo in America®
- In 2025, the Cincinnati Zoo & Botanical Garden received The Daisy Stickel Conservation Award.

2025 Plantings at the Zoo and in the Community:

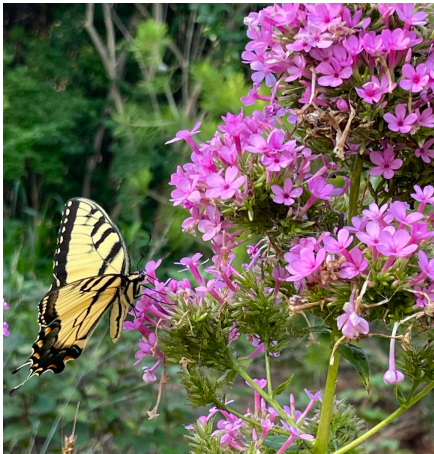
- 120,000 tulips
- 60,000 annuals
- 4,376 perennials, shrubs, & trees in the community
- 4,285 perennials, shrubs, & trees in the Zoo
- 13,775 native plants sold to local gardeners



\$500 Sponsor Echinacea purpurea

Deluxe P4P package includes:

- Invitation to P4P kick-off celebration on March 31, 2026
- 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 \$270.00**
- **Ten Zoo Blooms General Admission tickets, Value \$200.00**



\$250 Sponsor Phlox

P4P package includes:

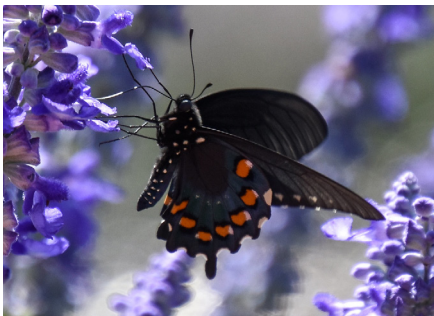
- Invitation to P4P kick-off celebration on March 31, 2026
- Logo/name on the Cincinnati Zoo & Botanical Garden website
- Two 11"x17" hard-back poster
- Option to list events or articles on the Cincinnati Zoo's Facebook page
- One P4P yard/garden sign
- P4P Zoo's Best guides
- **Four General Admission tickets to PNC Festival of Lights, Value \$80.00**
- **Eight Zoo Blooms General Admission tickets, Value \$160.00**



\$150.00 Sponsor Milkweed for Monarchs

P4P package includes:

- Invitation to P4P kick-off celebration on March 31, 2026
- 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**



\$100.00 Sponsor Salvia

P4P package includes:

- Invitation to P4P kick-off celebration on March 31, 2026
- 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**





Plant for Pollinators

Yes! My organization, _____, will join the Plant for Pollinators program as an official Bee A Partner in 2026. 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** \$150.00
- Salvia** \$100.00

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 _____