Community Engagement Program
2022 Request for Proposals

About San Francisco Botanical Garden
San Francisco’s unique Botanical Garden (SFBG) inspires visitors with the extraordinary diversity of rare and unusual plants that can be grown in coastal California. Through its programs and displays, the Garden cultivates the bond between people and plants and instills a deeper understanding of the necessity to conserve Earth’s biological diversity. As a public/private partnership between a community-based nonprofit organization and the San Francisco Recreation & Parks Department, and a beloved San Francisco institution, we are committed to transparency, cultural diversity, inclusion, and environmentally responsible practices. We are proud to be a public garden, accessible to all and grateful to the funders who help sustain us.

Community Engagement Programs
The Garden works to address nature deficit disorder, plant blindness, and shrinking biodiversity – all of which threaten the well-being of people and the planet. Community Engagement programs that educate, delight, and contribute to the wellbeing of our guests and members are one of many ways we address these issues. Past programs have included botany, horticulture, traditional botanical art, botanical crafting, food/beverage events, lectures, hands-on make-and-take planting workshops, health and wellness workshops, and much more. SFBG is particularly interested in programs that:

❖ highlight plants that thrive locally and/or represent plants that are experiencing pressures due to climate change and other human-related threats around the globe,
❖ inspire and reinforce the “sense of place” unique to SFBG,
❖ celebrate the cultural diversity of the San Francisco Bay Area as it relates to traditional and cultural use of plants,
❖ places people within, and not separate from, nature,
❖ and/or offers new ways for people to connect with nature for their own health and well-being.

SFBG celebrates and is committed to forming an inclusive environment for visitors, program participants, employees, contractors, and partnerships. In alignment with our Justice, Equity, Diversity, and Inclusion (JEDI) strategy, special consideration will be given to program concepts in multiple languages.

Please review the provisions and limitations detailed below before completing an application (link at end of document).

SFBG will provide:

❖ Room/program space (including necessary permits and related fees)
❖ Tables and chairs
❖ Basic A/V support and access to limited equipment
❖ Set-up and break-down/clean-up support
Primary marketing and ticket sales management for the program
Program report within 10 days of the program with revenue share detail

Community Partner will provide:

- Marketing images, video, artwork, and any other creative assets as well as program description copy no less than 3 months before program date
- Assistance with program marketing via your own social media channels, email marketing, website, and other means as possible
- Signed Partner Agreement (which includes complete program budget) and completed W9 form upon selection
- Invoice within 7 business days of completed program with completed W9
- Participation in post-program evaluation as needed

SFBG and Community Partner, together, will:

- Set program fees based on expenses and revenue share. Benefits to SFBG members will be included in the planning of ticket sales and may take the form of a discount, early access to tickets, or both. Revenue share will be determined from net revenue after fees.
- Ensure programs are physically and financially accessible
- Consider cultural relevancy a core program component in the planning and implementation of a program

Partners will be responsible for the following program expenses:

- Supplying program materials (materials expense sharing is negotiable)
- Travel and lodging expenses

Compensation:

Compensation will be negotiated on a case-by-case basis.

Marketing and promotional support of the event:

San Francisco Botanical Garden is responsible for marketing and promoting Garden events and programs, however we request your support in sharing the opportunity with your audiences. We will provide community partners with sample language and images to help promote the event or program.

We ask all community partners promote the event to your respective audiences using as much of your marketing might as possible:

Website: Sfbg.org
When sharing on social media please remember:

- tag ‘San Francisco Botanical Garden’ as the location of your post
- “San Francisco Botanical Garden” is ideal, “SF Botanical Garden” is OK if space is required – Please do not add an “s” to our name (San Francisco Botanical Garden)

Optional: Willing to participate in press appearances and/or to participate in photo/video shoots to promote the event.

Limitations:

Indoor program capacity is limited to 25 attendees maximum (special arrangements and fees apply for larger indoor spaces; negotiable)

Outdoor program capacity is negotiable depending on event type and location. Covered outdoor spaces are not available at the Garden. Weather conditions will be considered for any outdoor program proposals.

Application:

The application deadline is **January 9th, 2022**. Selected partners will be notified by the first week of February 2022 to begin planning. If proposing multiple programs, please complete a separate form for each.

**SFBG 2022 Application for Community Programs**