

Corporate Partnerships

Royal Botanic Gardens Victoria



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Gardens
Victoria

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Corporate Partnerships Overview

Royal Botanic Gardens Victoria welcomes partnerships with organisations seeking meaningful alignment with one of Victoria's most respected cultural, scientific and environmental institutions. Partnerships can support your objectives while contributing to plant conservation, education and community wellbeing.

Benefits to Your Business

- Access to programs and events for customer engagement and staff recognition
- Reach engaged audience through onsite and digital marketing channels
- Use of unique spaces for executive meetings, workshops and training
- Exclusive tours and behind-the-scenes experiences for clients or teams
- Networking through RBGV events and briefings
- Brand alignment with a leading scientific and cultural organisation
- Demonstration of sustainability and corporate responsibility in practice
- Collaboration with experts in science, education, horticulture and conservation



Alliance Opportunities

Bespoke arrangements developed to meet shared objectives



Events and Programs

- Support public programs (e.g. Lightscape) and seasonal activations.
- Contribute to wellbeing, nature-based learning and community education initiatives.
- Participate in exhibitions, workshops and citizen-science activities.



Research, Conservation and Sustainability

- Partner on plant conservation, seed banking and restoration projects.
- Collaborate on climate resilience, water stewardship and sustainable landscape initiatives.
- Support biodiversity programs and public engagement with science.



Naming and Title Alignments

- Naming rights or title alignment for select programs, seasons, exhibitions or garden features (by agreement).
- Recognition frameworks developed in line with RBGV governance and brand guidelines.



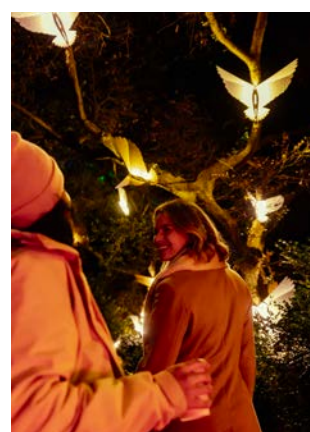
Asset Preservation, Rejuvenation & Storytelling

- Support restoration and rejuvenation of historic assets (built heritage, landscape elements and living collections).
- Support interpretation and storytelling across the sites, sharing the work of the organisation and providing opportunities to engage, learn and act to protect nature.



Corporate Engagement

- Corporate volunteering and group planting/landcare activities.
- Staff development sessions, guided tours and horticultural workshops.
- Team-building and strategy days hosted in the Gardens.



Venue & Access (including After-Hours)

- Venue hire for meetings and client hospitality across both sites.
- After-hours access for private events, previews or guided experiences (subject to safety, conservation and operational requirements).



Brand, Retail and Product Collaboration

- Explore co-branded or licensed product opportunities via RBGV retail channels.
- Align with exhibitions or themed collections in agreed contexts.
- Inclusion across agreed digital, print and onsite touchpoints.

Community and Education Support

- Support conservation programs for school students.
- Contribute to accessibility and inclusion initiatives.
- Fund youth, community and wellbeing programs.
- All opportunities are subject to conservation, safety, operational and brand considerations.

Two sites, one trusted brand

REACH



1.8 million
annual visitors

REPUTATION



#1
TripAdvisor
Attraction in
Victoria

Top 1% global
attraction

LEGACY



180yrs
as a loved
Melbourne icon

IMPACT



**World
leading
scientific
organisation**



Become a corporate supporter of Royal Botanic Gardens Victoria and elevate your brand through alignment with Victoria's leading destination for nature, culture and science, public health and education.



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