



BIRMINGHAM BOTANICAL GARDENS  
*enhancing life with plants*

November 14, 2012

Mr. Bart McCorquodale  
McCorquodale Transfer  
381 Summit Boulevard  
Birmingham, AL 35243

Dear Bart,

On behalf of Friends of the Birmingham Botanical Gardens, thank you so much for your generous support of the 2012 Antiques at The Gardens show at Birmingham Botanical Gardens. As you know, the event benefits the education programs at Birmingham Botanical Gardens, meaning your sponsorship will enable thousands of area school children to participate in hands-on, science-based field trips throughout this academic year.

We are pleased to announce that, thanks in large part to donors like you, this fall's Antiques at The Gardens was a huge success. We raised over a half a million dollars, a 33% increase from 2011. We also increased the number of visitors to the show by more than a third. On opening night, 550 people attended the Gala in The Gardens and almost 300 heard Alex Hitz deliver an engaging lecture.

Equally important for The Gardens and our city is the great media interest and enthusiasm surrounding the Antiques at The Gardens' Tastemakers, lecturer and antiques dealers. More than 10,000 show catalogs were distributed, nearly 11,000 households received digital marketing materials and 24,000 people were engaged via social media. The show was well covered in Over the Mountain Journal, Birmingham Home and Garden, the Birmingham News, flower, Weld, 280Living, Village Living, Birmingham magazine, Birmingham365.org and will have future coverage in both the national publication flower and in Birmingham Home and Garden. In addition, The Tastemakers' creative spaces reinvigorated the show and attracted visitors from all over Alabama and from surrounding states.

While we brought in visitors from around Alabama and surrounding states, this event's potential has no ceiling! I'm confident we have carved a very unique niche in the Magic City with regional appeal. As we grow, we aim to expand our marketing efforts in cities like Montgomery, Mobile, Huntsville, Nashville and Jackson. We can truly make this a "go to" event for our city - one that will bring in real dollars for our restaurants, shops and hotels, and will help improve our image around the South.

I have agreed to chair this event again next year and hope you will help us make the 2013 Art, Jewelry and Antiques show a great event for not only The Gardens but for our city.

Thank you again for your sponsorship of this important event.

Best regards,

Tricia Holbrook  
Chairman, Antiques at The Gardens

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*Your help is critical! Thank you*