



MERSHON HALL

private events guide



ATLANTA BOTANICAL GARDEN

rental spaces



ATLANTA BOTANICAL GARDEN



Visit gardenevents.org for more detailed information. Rental fees directly support the Garden's mission to develop and maintain plant collections for display, education, research, conservation and enjoyment. Nonprofit rates available. Contact the Special Events team at 404-591-1585 to schedule a site visit, check availability or ask questions.

Create a memorable experience in a beautiful urban oasis. The Garden offers a variety of options for private parties, ceremonies, receptions, business events, corporate retreats and conferences.

Meeting and Reception Spaces

Hardin Visitor Center Conference Room

PRICING \$650

Gardenhouse Orchid Room & Magnolia Room

PRICING \$850-\$1200

Gardenhouse Executive Boardroom

PRICING \$1500

Gardenhouse Gallery

PRICING \$3000

Georgia-Pacific Classroom

PRICING \$1500

Mershon Hall

PRICING \$5000

Day Hall & Lanier Terrace

PRICING \$7000

Longleaf Restaurant

Please ask for availability.

Additional charges may apply during special ticketed exhibitions or events. An 18% production fee will be charged on all rental spaces. Overtime is charged at \$400 per hour. Rates are subject to change. Spaces are subject to seasonal display and exhibitions.

Outside Spaces

Channel Overlook*

PRICING \$750

Japanese Garden*

PRICING \$800

Fragrance Garden*

PRICING \$950

Sourwood Terrace

PRICING \$1500

Alston Overlook

PRICING \$2500

Trustees Garden

PRICING \$2500

Glade Garden

PRICING \$2500

The Patio at the Water Mirror

PRICING \$2500

Skyline Robinson Gazebo

PRICING \$5000

Rose Garden*

PRICING \$4500

Outdoor Kitchen

PRICING \$4000

*reserved for ceremonies only

event spaces

	CONFERENCE	HOLLOW SQUARE	U-SHAPE	CLASSROOM	THEATER	ROUNDS OF 8	STANDING
DAY HALL		36	28	84	400	180	400
MERSHON HALL		36	28	40	175	80	120
BOARDROOM	12						
GARDENHOUSE GALLERY	20	28	22	24	72	48	80
ORCHID ROOM	12	18	14	12	42	24	38
MAGNOLIA ROOM	16	24	18	16	64	32	56
HARDIN VISITOR CENTER CONFERENCE ROOM	8						
GEORGIA PACIFIC CLASSROOM	16	20	16	14	71	32	
ALSTON OVERLOOK					44		45
FRAGRANCE GARDEN							20
OUTDOOR KITCHEN						48	75
JAPANESE GARDEN							10
ROSE GARDEN					200		
SKYLINE EVENT LAWN					120		
SKYLINE ROBINSON GAZEBO					120	64	125
SOURWOOD TERRACE					30		
GLADE GARDEN					38		
TRUSTEES GARDEN					72		
THE PATIO & THE WATER MIRROR					70		
CHANNEL OVERLOOK							10

INDOOR

OUTDOOR

The Garden is an educational institution, a repository of rare and endangered species, and a living museum. Protection of its treasures is primary and we respectfully request that you keep these rental guidelines in mind.

CONTRACTING DETAILS: Venue pricing includes use of space for a specified time-frame; catering, décor, beverage services, etc. are priced additionally. A rental reservation is considered confirmed and binding after the date, time, guest count and location are agreed upon and the following have been received by the special events department:

- Signed rental agreement
- Non-refundable rental deposit
- Refundable security/damage deposit

VENUE PRODUCTION FEE: An 18% production fee will be charged on all room rentals. The fee is the venue service charge to cover credit card fees, additional staff such as Event Lead, and Housekeeping. It goes toward the overall venue appearance.

INSURANCE: You shall provide a Certificate of Insurance providing general liability coverage for the event in the amount of \$1,000,000 (bodily injury/property damage), which shall name The Garden as an additional insured for the duration of the event. If a Certificate of Insurance is not provided to The Garden by You within 30 days of the event, The Garden may use the Tenant User Liability rider to provide coverage for your event at no additional cost to You.

CATERING: The Garden maintains an (exclusive) list of Atlanta caterers, and as such, event food may only be provided by one of them. This allows the Garden to assure the quality of the event's food service and keeps delivery traffic from unfamiliar vehicles to a minimum on environmentally sensitive Garden property. Catering equipment including all dishes, barware, linens and service needs for the event is to be provided by the caterer. Caterers are responsible for the materials and personnel they bring into the Garden. NO OUTSIDE FOOD OR BEVERAGES MAY BE BROUGHT INTO THE GARDEN.

BEVERAGES: The Atlanta Botanical Garden holds a Georgia Liquor License and provides top-quality beverage selections, a choice of beverage plans, and complete coordination of bar staff. For events planning to serve alcohol, all the products and services must be provided by the Atlanta Botanical Garden in accordance with Georgia law. There is no minimum alcohol purchase required. Alcohol can only be legally served in Fulton County on Sundays after 11:30 a.m. Under no circumstances can alcoholic beverages be brought on Garden property. The Garden requires a deposit for all events serving beverages, under/over payments will be adjusted on the final invoice.

EVENT STAFF: The Garden will provide event staff to supervise set-up and tear down, direct maintenance and security needs, manage bar and staff, and oversee outside vendors to insure a smoothly executed event. Maintenance and security staff will be scheduled based on the event's needs.

PHOTOGRAPHY: Guests are free to take photos at the event and may employ a photographer of their choice. Client grants permission for the Garden to contact the photographer for copies of the Event photos to use in all manners without restriction as to changes or alterations for advertising, trade promotion, exhibition, or any other lawful purpose. Client understands they are waiving any rights to compensation arising from or related to the use of the photo. The use of unmanned aircraft, including drones, is prohibited at the Garden.

PARKING: Parking is available on site in the SAGE Parking Facility. The first 30 minutes are free, the second 30 minutes are \$3, each additional 30 minutes are \$2, and the maximum daily fee is \$30.

VENUE RESTRICTION/EXCLUSIVITY: Contracts are written for a set amount of time and exclusive use of specific spaces within the Garden. The Garden reserves the right to book multiple events simultaneously. Exclusive events are held only after regular Garden hours and have access to the entire Garden.

GARDEN ADMISSION: For events booked during the Garden's daytime hours, admission is included in the rental rate during the event's contracted event times. Additional charges may apply during special ticketed exhibitions or events. Should attendees wish to visit the Garden outside of event rental time, the Garden reserves the right to charge admission.

SMOKING: The Garden is a nonsmoking and non-tobacco venue. Smoking and tobacco use (including vaping) is NOT permitted anywhere in the buildings or on the grounds of The Garden. There are no designated smoking areas. This policy is strictly enforced and violation of this policy will result in the loss of Security/Damage Deposit.

FIREARMS: The Garden is a no firearm venue. This policy will be strictly enforced.

Items	Price
<i>The Garden can provide limited quantities and varieties of tables and chairs</i>	
CHAIRS	Complimentary
Natural Wood Folding Chairs	
White Resin Folding Chairs	
Grey Plastic/Chrome Ergonomic Office Chairs	
TABLES	Complimentary
60" Round Tables	
6' Banquet Tables	
8' Banquet Tables	
32" Highboy Tables	
36" Short Cocktail Tables	
48" Round Tables	
MISCELLANEOUS ITEMS	Complimentary
AV/Sound Equipment	
• Projection Screen (Mershon Hall, Day Hall, Gardenhouse Conference Rooms and Georgia Pacific Classroom)	
• Sound System (Mershon Hall, Day Hall, Outdoor Kitchen)	
Outdoor Propane Heater	\$150
INTERNET ACCESS	Complimentary
Wireless Internet Access	



approved vendors

Approved Caterers

Affairs to Remember affairs.com

Saffold Barksdale
404-872-7859 | saffold@affairs.com

Bold Catering & Design bold-events.com

Michelle Harrison - corporate events
678-302-3227 | mharrison@bold-events.com

LowCountry Catering lowcountrycatering.net

Jessica Brown
404-835-5350 | jessica@lowcountrycatering.net

Party Execs partyexecs.com

Kenna Scott
404-963-5924 | info@partyexecs.com

Proof of the Pudding proofpudding.com

Brianna Gabac
404-903-1222 | bgabac@proofpudding.com

Approved Tent Companies

TLC Rents tlcrents.com 404-873-0833

EventWorks - Atlanta, GA eventworksrentals.com 404-574-6655

Approved Valet Company

LAZ Parking lazparking.com 404-591-1583



ATLANTA BOTANICAL GARDEN

beverage services

The Garden offers a choice of four beverage services:

Hourly, Consumption, Card Bar or Hospitality.

Beverage Service Options

I. Hourly

Client is charged a flat hourly rate **per person** for the entire guest count regardless of actual consumption plus Georgia sales tax, gratuities and labor fees. A minimum of two (2) hours of beverage service is required.

*Five hour bars require approval and additional security labor of at least \$500

A. Liquor, beer, wine and non-alcoholic beverages

	TWO HOURS	THREE HOURS	FOUR HOURS	FIVE HOURS*
FULL PREMIUM BAR	\$55 per person	\$68 per person	\$80 per person	\$97 per person
FULL STANDARD BAR	\$51 per person	\$64 per person	\$74 per person	\$89 per person

B. Beer, wine, and non-alcoholic beverages

	TWO HOURS	THREE HOURS	FOUR HOURS	FIVE HOURS*
LIMITED BAR	\$34 per person	\$43 per person	\$54 per person	\$68 per person

II. Consumption Client is charged for each beverage prices plus Georgia sales tax, gratuities and labor fees.

Premium liquor mixed drinks	\$17	Local/Craft Beer	\$7	Boxed Water	\$4
Standard liquor mixed drinks	\$15	Domestic Beer	\$6	Sodas	\$4
		Wine by the Glass	\$13		

III. Card Bar Client's guests are charged for each beverage plus Georgia sales tax.

Client responsible for labor fees.

Premium liquor mixed drinks	\$17	Local/Craft Beer	\$7	Boxed Water	\$4
Standard liquor mixed drinks	\$15	Domestic Beer	\$6	Sodas	\$4
Custom Craft Cocktail	price varies	Wine by the Glass	\$13		

ADDITIONAL PER BOTTLE

Martinelli's Sparkling Wine	\$16 per bottle	Tablesides wine service/ Butler passed wine service	\$5 per person
Veuve Yellow Label Champagne	\$200 per bottle		

IV. Hospitality

Service includes the setup of beverage napkins, disposable cups, bowl of ice and Coca-Cola products: Coke, Diet Coke, Sprite and Boxed Water. Coca-Cola beverages are \$4 each. Client is charged after the event for the number of drinks actually consumed plus Georgia sales tax and gratuities.



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Standard Liquor

Vodka	Tito's	ASW Bustletown
Rum	Cruzan Blanco	Bacardi Spiced
Tequila	Tanteo Blanco	Herradura Silver
Gin	ASW Winterville	Bluecoat
Bourbon	Old Forrester	Elijah Craig
Whiskey	ASW Resurgens Rys	Jack Daniels
Scotch	Johnnie Walker Red Label	Dewars's White Label

Premium Liquor

Vodka	Grey Goose	Ketel One
Rum	Bacardi Cuatro Anejo	Captain Morgan
Tequila	Don Julio Blanco	Herradura Uita Anejo
Gin	Bombay Sapphire	The Botanist
Bourbon	High West	Maker's Mark
Whiskey	Woodford Reserve	High West Rye
Scotch	Johnnie Walker Black Label	Glenlivet Founder's Reserve

Beer & Hard Seltzer Water

Locally brewed beers available. Availability varies by season. Selection to be determined at Final Walk Through.

Local/Craft	Sweetwater 420 Pale Ale, Creature Comforts Classic City Lager, Creature Comfort Tropicalia IPA, Wild Heaven Garden Beer (seasonal), Hard Cider
Domestic	Coors Light, Stella Artois

Wine

White Wine

Diatom Chardonnay, Santa Barbara
 Bouchard Aine et Fils, Burgundy
 Saldo Chenin Blanc, Napa
 Bravium Chardonnay, Russian River Valley
 Sixpence White Blend, South Africa
 Scattered Peaks Sauvignon Blanc, Napa
 Hunky Dory Sauvignon Blanc, Marlborough
 Luna Nuda Pinot Grigio, Alto Adige

Red Wine

Zaha Malbec, Argentina
 Siduri Pinot Noir, Santa Barbara
 Ricasoli Chianti, Tuscany
 Brancaia Tre Toscana, Tuscany
 Raeburn Cabernet, Sonoma
 Scattered Peaks Cabernet, Napa
 The Fableist Cabernet, Paso Robles
 Dourthe La Grand Cuvee, Bordeaux

Rose

Gerard Bertrand Cote des Rose, Languedoc
 Figuiere Mediterranee Rose, Provence
 Boschendal The Rose Garden Rose, S. Africa

Sparkling

Jeio Prosecco, Italy
 Jeio Prosecco Rose, Italy
 Grandial Brut, France
 Codorniu Brut Cava, Spain

Non-alcoholic

All bars are stocked with appropriate mixers, juices, Boxed water and assorted Coca-Cola products: Coke, Diet Coke and Sprite.



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Additional Fees and Guidelines

Bartender & Cashier Labor Fees

Client is responsible for bartender fees of \$30.00 per hour per bartender. Bartenders are billed based on actual hours worked (setup + actual time the bar is open + breakdown), with a five (5) hour minimum. The Garden recommends one (1) bartender per fifty (50) guests.

If you are planning a card bar(s) for your event, cashier(s) and POS terminal(s) will be used to handle the transactions. Client will be responsible for cashier fees of \$30.00 per hour per cashier. Cashier hours are billed based on actual hours worked (setup + actual time the bar is open + breakdown), with a five (5) hour minimum.

Your special events coordinator will guide you in determining the appropriate amount of staff.

Gratuities & Taxes

It is the policy of the Garden to not allow bartenders to accept cash tips as we are a cashless venue. For non-cash bar events, a 20% gratuity will be added to the final invoice.

All bar charges and gratuity are subject to Georgia sales tax.

Special Orders

The Garden will special order alcohol for an event. Special orders must be placed four weeks prior to the event date. Last minute requests cannot be guaranteed. Client will be charged the full amount of any special order, therefore unused portions of special orders, opened or unopened, will not be refunded or leave the premises.

Caterers

The caterer may provide coffee, tea, punch, and ice water. The Atlanta Botanical Garden liquor license requires that the Garden provide all alcoholic beverage service, sodas and Boxed water. No outside beverages are allowed.

Payment

Client must confirm final beverage plan no later than three weeks prior to the event. A final guest count is due three (3) days prior to event date. Events with final deposit outstanding as of 30 days prior to the event date, are subject to cancellation at the Garden's discretion. Final event charges will be invoiced within ten (10) days of event date, with the outstanding event charges due seven (7) days of invoice date.

Prices and product availability subject to change without notice. Prices not inclusive of taxes and gratuity. Alcohol sales available after 11:30 a.m. on Sundays. Alcohol sales end 30 minutes before bar closes.

Only guests 21 and up with a valid ID will be served alcoholic beverages. During the event, the Garden reserves the right to refuse alcoholic beverages to an individual that appears intoxicated and or discontinue beverage service should it be deemed necessary. Under no circumstances is anyone allowed to leave the Garden premises with alcoholic beverages. Shots cannot be served at the Garden.



ATLANTA BOTANICAL GARDEN

photography policy

Amateur photographers and garden guests are welcome to shoot photos throughout the Garden as long as they are for their personal use and enjoyment, rather than for commercial or gallery use. All other photography sessions, personal or promotional/commercial, require a reservation, and fees are charged.

Reservations are required for photo shoots; no walk-up requests are granted.

No unauthorized photography sessions are allowed at any time on Garden property, including the SAGE Parking Facility and along the entrance driveway extending from Piedmont Avenue.

A fee is required for photography sessions or promotional/commercial photo shoots that are not part of a private event taking place at the Garden. This includes engagement photos, wedding/bridal photos, and family portraits that are not part of an event booked at the Garden.

Promotional photo shoots may use tripods in the Conservatory with permission from the Marketing Department. The Garden is not responsible for any lost, stolen or damaged equipment.

Personal Photo Shoot

The fee for a personal photo shoot is \$500 for up to 10 persons, including your hired photographer and assistants, for a maximum of two hours. Should the group be larger than 10, fees apply. Additional hours may be purchased at a rate of \$75 per hour. Garden membership does not entitle the party, or part thereof, to waive this fee. The Garden considers a personal photo shoot photo to be photos taken with the use of any of the following: a photographer, lighting equipment, and with any camera other than an iPhone or iPad.

Due to demand, sessions must be confirmed with payment in full two week prior to the session. Photography sessions are not scheduled after hours, on days the Garden is closed, or during specific private events.

Photography Sessions are available in two hour increments from normal daytime Garden hours. Peak month photo sessions (March-June and September-October) are available Monday – Friday only. Off peak months may have daily availability for photo sessions, to include weekends. During The Garden's Garden Lights Holiday Nights exhibit, all guest must be off the grounds by 4:00 pm. After-hours shoots are not available.

Contact the Special Events Department at 404-591-1585 to schedule a personal photo shoot.

Promotional or Commercial Photo Shoot

Photographers for promotional or commercial photo and video shoots (for inclusion in a newspaper, book, magazine, catalog, model portfolio, TV commercial, motion picture, etc.) are charged a location fee and must be scheduled in advance.

Contact the Marketing Department at 404-591-1550 for pricing information or to schedule a promotional or commercial shoot.

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