



private events guide



ATLANTA BOTANICAL GARDEN

Gainesville

rental spaces



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. Contact the Special Events team at 404-888-4762 to schedule a site visit, check availability or ask questions.



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Rental Information

Create a memorable experience in a beautiful woodland oasis. The Garden offers a variety of options for private parties, ceremonies, receptions, business events, corporate retreats and conferences. The Gainesville Garden offers private event rentals for up to 100 guests.

- **Refundable security deposit** required.
- Please see list of **approved caterers**.
- **Outside alcohol is prohibited**.
- Day-of Garden Event Lead provided
- Parking & Garden admission included (during rental period)

Rates are subject to change.

Spaces are subject to seasonal display and exhibitions.

*Additional charges may apply during special ticketed exhibitions or events.



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	HOLLOW SQUARE	U-SHAPE	CLASSROOM	THEATER	ROUND TABLES	STANDING
EVENT ROOM	46	30	45	100	100	130
TERRACE				80 with aisle	86	100
EVENT LAWN			120	280 with aisle	250	320
AMPHITHEATER				2,000		2,000
GLADE GARDEN			45	100 with aisle		120

Table/chair setup capacity at any location is limited to 100. Setup over 100 would require additional furniture rentals. Any outdoor location requires a rain plan, which is the Event Room by default. Clients may secure a tent rental in lieu of indoor rain plan; ask Event Specialist for more details.

ceremony packages

Intimate Ceremony Package \$900

- Up to 15 people
- Up to two hours exclusive use of one location, inclusive of client set-up & breakdown time
- One bottle chilled Prosecco
- Standing only

Traditional Ceremony Package \$1,750

- Up to 50 people
- Up to 3 hours exclusive use of the space, including associated setup & breakdown

Only available during regular Garden Hours



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rehearsal dinner or reception package

Reception Package \$2,750

Receptions may host up to 100 guests. **Up to six hours** exclusive use of one location, inclusive of setup and breakdown time. Additional time may be rented at \$450/hour. Includes chair + table set-up.

Ceremony + Reception Package \$5,000

Up to nine hours exclusive use of up to two locations, inclusive of setup & breakdown time. Additional time may be rented at \$450/hour. Includes table + chair setup.

LOCATION OPTIONS

- Glade Garden (ceremony only)
- Event Lawn (ceremony or reception)
- Amphitheater (ceremony or reception)
- Event Room + Terrace (ceremony or reception)



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GARDEN SOIRÉES

Host your next private party, social celebration, corporate retreat, business conference, or board meeting at the Garden!

- Minimum four hour exclusive use of one location, inclusive of setup & breakdown time.
- Includes table + chair set-up.
- Includes Garden Admission for all guests (Beginning at rental period)
- \$250/hour within regular Garden hours;
\$400/hour outside of regular Garden hours



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photography packages

Personal Photo Shoot

Personal photo shoots, including engagement photos, wedding/bridal photos, and family portraits shot by a professional are scheduled through the Private Events department in advance. All sessions require a booking fee and a contract.

Couple Photography Session **\$150**

Garden admission for up to 4 people for up to two hours. Count includes photographer, second, videographer, etc. Children 3 and under are excluded from count.

Party Session **\$300**

Up to 10 people for up to two hours. Count includes photographer, second, videographer, etc. Children 3 and under are excluded from count.

Guests grant permission to the Atlanta Botanical Garden Gainesville to utilize their image, likeness and/or sound recordings for the purpose whatsoever in perpetuity. All manner of drone photography and video of the Garden is strictly forbidden.



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rental guidelines

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**

INSURANCE: The room rental fee includes insurance liability insurance coverage for an event in the amount of \$300,000/ \$100,000 (bodily injury/ property damage)

CATERING: The Garden maintains an (exclusive) list of local area 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. On Sundays, alcohol can only be served 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 ensure a smoothly executed event. Maintenance and security staff will be scheduled based on the event's needs. Events occurring outside of regular Garden hours and/or events with a bar serving alcohol require Security Officers. Security Officers are scheduled at \$60/hour with a minimum of 4 hours, charged to the client.

PHOTOGRAPHY: Client may employ the photographer of their choice with the understanding that the Garden may contact the photographer for copies of the event photos for use in all manners. Client waives all rights to compensation for use of the photographs. All photography sessions must reserve a date and time. There is a fee for photo sessions that are not part of an event taking place at the Garden. See Photography Policy information on page 12 for additional details. To schedule a commercial photo shoot, contact the Marketing Department at 404-591-1550.

PARKING: The Garden currently has 292 parking spaces. Should the event be during the day when the Garden is open to the public, parking at the Garden will be limited.

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 fees are included in the contracted facility rental time. 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 admissions.

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.

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, Security, and Housekeeping. It goes toward the overall venue appearance.

PROVIDED ITEMS: Complimentary, unless otherwise noted.

60" round tables	Linens: Black, Ivory, & Sage Green (\$18 each)
6' banquet tables	LCD Projector & Screen (Event Room only)
36" highboy tables	Podium
Natural wood folding chairs	

Add-ons: Snacks (variety subject to availability) \$2.50/per item and meeting sets (notepad, pen, nameplate & Boxed Water) \$6/per set



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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 or more (5+) 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
FULL PREMIUM BAR	\$36 per person	\$49 per person	\$62 per person
FULL STANDARD BAR	\$30 per person	\$39 per person	\$52 per person

B. Beer, wine, and non-alcoholic beverages

	TWO HOURS	THREE HOURS	FOUR HOURS
LIMITED BAR	\$24 per person	\$34 per person	\$44 per person

II. Consumption

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

Mixed Drinks	\$13 (standard) \$15 (premium)	Non-Alcoholic	\$4 per drink
Wine	\$11 per drink	Champagne	Bottle only
Beer	\$7 per drink		

III. Card Bar

Client's guests are charged for each beverage plus Georgia sales tax. Client responsible for labor fees.

Mixed Drinks	\$13	Non-Alcoholic	\$4
Wine	\$10	Champagne	Bottle only
Beer	\$7		

IV. ADDITIONAL

Water Station*	\$40
Coffee Service**	\$10 per person
Martinelli's Sparkling Cider	\$16 per bottle
Veuve Yellow Label Champagne	\$200 per bottle
Table side wine service/ Passed wine service	\$5 per person

*includes water dispenser, disposable cups, napkins and ice

** includes regular and/or decaf coffee, cups, sleeves, lids, stirrers, sweeteners, creamer, and non-dairy creamer

V. 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

Gin	New Amsterdam
Whiskey	Canadian Club
Vodka	Whiteclaw Vodka
Rum	Cruzan
Bourbon	Evan Williams BIB
Tequilla	Peligroso Silver
Scotch	John Barr

Premium Liquor

Gin	Aviation
Whiskey	Jack Daniels
Vodka	Grey Goose
Rum	Denizen Merchants Reserve 8yr Rum
Bourbon	Woodford Reserve
Tequilla	Olmecca Altos Reposado
Scotch	Dewars White Label

Beer & Hard Seltzer Water

Wild Heaven Garden Beer (seasonal), Wild Heaven Sunburst IPA, Orange Blossom Pilsner, Blue Moon Light Sky Wheat Ale, Heineken (or Heineken Light) Lager, Truly Hard Seltzer (variety varies)

Wine

WHITE WINE

Kendall-Jackson Chardonnay, *California*
Barone Fini Pinot Grigio, *Italy*
Change Sauvignon, *France*

RED WINE

Meiomi Pinot Noir, *California*
J. Lohr Estates Seven Oaks
Cabernet Sauvignon, *California*
Change Merlot, *France*

ROSÉ

The Beach by Whispering Angel, *France*

SPARKLING

La Marca Prosecco, *Italy*

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 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 seventy-five (75) guests.

If you are planning a card bar(s) for your event, cashier(s) and POS terminal(s) will be used to handle the card 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-card 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 four 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.



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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.

No unauthorized photography sessions are allowed at any time on Garden property, including along the entrance driveway extending from Highway 129.

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.

Tripods and other large equipment may be used throughout the Garden. Promotional photo shoots must contact the Marketing Department for scheduling. The Garden is not responsible for any lost, stolen or damaged equipment.

Personal Photo Shoot

The fee for a personal photo shoot for up to 4 persons, including the photographer and assistants, for a maximum of two hours is \$150. The fee for a personal photo shoot for up to 10 persons, including the photographer and assistants, for a maximum of two hours is \$300. Should the group be larger than 10, the fee is \$15 per person. Additional hours may be purchased at a rate of \$100 per hour. Garden membership does not entitle the party, or part thereof, to waive this fee.

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

Contact the Special Events Department at 404-888-4762 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.

Fees directly support the mission of the Garden in developing and maintaining plant collections for display, education, research, conservation and enjoyment.



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approved vendors

Approved Caterers

Harvest Catering Co.

harvestcateringco.com

Johnny's BBQ

johnnysbbq.com | 770.536.2100

Sabrosa's

sabrosaatl.com | 678.438.2332

Approved Tent Companies

All City Party Rentals

allcitypartyrentals.com | 770-695-3200

Jitterbug Party Rentals

jitterbuginflatables.com | 678-948-5867

T3 Event Rentals

t3eventrentals.com | 770-887-6142

Lanier Tent Rentals

laniertentrental.com | 770-532-4740



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