

# rental spaces



ATLANTA BOTANICAL GARDEN



Visit [gardenevents.org](https://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-\$1150

### Gardenhouse Executive Board Room

PRICING \$1200

### Gardenhouse Gallery

PRICING \$2500

### 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. 18% production fee will be charged on all rental spaces. Overtime is charged per hour at \$400 per hour. Rates are subject to change. Ask about off peak season rates. Spaces are subject to seasonal display and exhibitions.*

## Outside Spaces

### Japanese Garden

PRICING \$750

### Fragrance Garden

PRICING \$900

### Sourwood Terrace

PRICING \$1500

### Alston Overlook

PRICING \$2000

### Trustees Garden

PRICING \$2500

### The Patio at the Water Mirror

PRICING \$2500

### Skyline Robinson Gazebo & Event Lawn

PRICING \$5000

### Rose Garden

PRICING \$4000

### Edible Garden Outdoor Kitchen

PRICING \$4000

# event spaces

|  | CONFERENCE | HOLLOW SQUARE | U-SHAPE | CLASSROOM | THEATER | ROUNDS OF 8 | STANDING |
|--|------------|---------------|---------|-----------|---------|-------------|----------|
| DAY HALL                                 |            | 36            | 28      | 84        | 400     | 192         | 400      |
| MERSHON HALL                             |            | 36            | 28      | 40        | 140     | 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<br>CONFERENCE ROOM | 8          |               |         |           |         |             |          |
| GEORGIA PACIFIC<br>CLASSROOM             | 16         | 20            | 16      | 14        | 71      | 32          |          |
| ALSTON OVERLOOK                          |            |               |         |           | 44      |             | 45       |
| FRAGRANCE GARDEN                         |            |               |         |           |         |             | 20       |
| OUTDOOR KITCHEN                          |            |               |         |           |         | 48          | 75       |
| JAPANESE GARDEN                          |            |               |         |           |         |             | 10       |
| ROSE GARDEN                              |            |               |         |           | 224     |             |          |
| SKYLINE EVENT LAWN                       |            |               |         |           | 120     |             |          |
| SKYLINE ROBINSON<br>GAZEBO               |            |               |         |           | 120     | 64          | 125      |
| SOURWOOD TERRACE                         |            |               |         |           | 30      |             |          |
| THE PATIO AT THE<br>WATER MIRROR         |            |               |         |           | 38      |             |          |
| TRUSTEES GARDEN                          |            |               |         |           | 72      |             |          |

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:** A 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.

**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 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 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.

| Items  | Price         |
|--|---------------|
| <i>The Garden can provide limited quantities and varieties of tables and chairs</i>                      |               |
| <b>CHAIRS</b>  | Complimentary |
| Natural Wood Folding Chairs  |               |
| White Resin Folding Chairs   |               |
| Grey Plastic/Chrome Ergonomic Office Chairs  |               |
| <b>TABLES</b>  | Complimentary |
| 60" Round Tables   |               |
| 6' Banquet Tables  |               |
| 8' Banquet Tables  |               |
| 32" Highboy Tables   |               |
| 36" Short Cocktail Tables  |               |
| 48" Round Tables   |               |
| <b>MISCELLANEOUS ITEMS</b>   | Complimentary |
| AV/Sound Equipment   |               |
| • AV Cart  |               |
| • Projection Screen (Mershon Hall, Day Hall, Gardenhouse Conference Rooms and Georgia Pacific Classroom) |               |
| • Sound System (Day Hall, Edible Garden/Outdoor Kitchen)   |               |
| LCD Projector  | \$100         |
| Outdoor Propane Heater   | \$150         |
| <b>INTERNET ACCESS</b>   |               |
| Wireless Internet Access   | Complimentary |





# approved vendors

## Approved Caterers

### **Affairs to Remember** affairs.com

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

### **Bold Catering & Design** bold-events.com

James Staples (corporate)  
678-302-3221 | jstaples@bold-events.com

Michelle Harrison (social and weddings)  
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

Chris Bazemore  
404-892-2359 | cbazemore@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, Cash 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      | ADDITIONAL HOURS*        |
|-------------------|-----------------|-----------------|-----------------|--------------------------|
| FULL PREMIUM BAR  | \$45 per person | \$47 per person | \$50 per person | \$18 per hour per person |
| FULL STANDARD BAR | \$41 per person | \$43 per person | \$46 per person | \$15 per hour per person |

#### B. Beer, wine, and non-alcoholic beverages

|             | TWO HOURS       | THREE HOURS     | FOUR HOURS      | ADDITIONAL HOURS*        |
|-------------|-----------------|-----------------|-----------------|--------------------------|
| LIMITED BAR | \$35 per person | \$37 per person | \$39 per person | \$13 per hour per person |

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

|                              |      |               |      |               |     |
|------------------------------|------|---------------|------|---------------|-----|
| Premium liquor mixed drinks  | \$13 | Cordials      | \$13 | Import Beer   | \$7 |
| Standard liquor mixed drinks | \$12 | Bloody Mary   | \$11 | Bottled Water | \$3 |
| Specialty Cocktail           | \$13 | Mimosa        | \$11 | Non-Alcoholic | \$3 |
| Wine & Sparkling Wine        | \$11 | Domestic Beer | \$6  |               |     |

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

|                              |      |               |      |               |     |
|------------------------------|------|---------------|------|---------------|-----|
| Premium liquor mixed drinks  | \$13 | Cordials      | \$13 | Import Beer   | \$7 |
| Standard liquor mixed drinks | \$12 | Bloody Mary   | \$11 | Bottled Water | \$3 |
| Specialty Cocktail           | \$13 | Mimosa        | \$11 | Non-Alcoholic | \$3 |
| Wine & Sparkling Wine        | \$11 | Domestic Beer | \$6  |               |     |

#### ADDITIONAL BEVERAGE BOTTLE

|                              |                  |  |                |
|------------------------------|------------------|--|----------------|
| Non-Alcoholic Sparkling Wine | \$10 per bottle  |  |                |
| Dom Perignon Champagne       | \$725 per bottle |  |                |
| Veuve Yellow Label Champagne | \$120 per bottle | Table side wine service/<br>Butler passed wine service | \$4 per person |
| Perrier Jouet Champagne      | \$525 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 Dasani bottled water. Coca-Cola beverages are \$3 each. Client is charged after the event for the number of drinks actually consumed plus Georgia sales tax and gratuities.



ATLANTA BOTANICAL GARDEN



# beverage brands

## Standard Liquor

|         |                          |                 |
|---------|--------------------------|-----------------|
| Vodka   | Tito's                   | ASW Bustletown  |
| Rum     | Cruzan Blanco            | Cruzan Spiced   |
| Tequila | Jose Cuervo Gold         | Conciere Silver |
| Gin     | Beefeater                | Fords           |
| Bourbon | Old Forrester            | Elijah Craig    |
| Whiskey | Seagram's 7              | Jack Daniels    |
| Scotch  | Johnnie Walker Red Label | Dewars          |

## Premium Liquor

|         |                            |                             |
|---------|----------------------------|-----------------------------|
| Vodka   | Grey Goose                 | Ketel One                   |
| Rum     | Bacardi                    | Captain Morgan              |
| Tequila | Patron Añejo               | Herradura Silver            |
| Gin     | Bombay Sapphire            | Hendrick's                  |
| Bourbon | Buffalo Trace              | Maker's Mark                |
| Whiskey | Woodford Reserve           | Crown Royal                 |
| 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.

|                 |                |                                      |                         |
|-----------------|----------------|--------------------------------------|-------------------------|
| <b>Imports</b>  | Sweetwater 420 | Creature Comforts Classic City Lager | Wild Heaven Garden Beer |
|                 | Stella Artois  | Hard Cider or Hard Seltzer           | Tropicalia              |
| <b>Domestic</b> | Yuengling      | Michelob Ultra                       | Bud Light               |

## Wine

### White Wine

La Crema Chardonnay  
 Bonterra Chardonnay  
 Jordan Chardonnay  
 Kendall Jackson Chardonnay  
 Chateau St. Michelle Chardonnay  
 Ecco Domani Pinot Grigio  
 Maso Canali Pinot Grigio  
 Whitehaven Sauvignon Blanc  
 Henri Bourgeois Petit Sauvignon Blanc

### Red Wine

Kendall Jackson Cabernet  
 Bogle Pinot Noir  
 Bogle Merlot  
 Abstract "Red Blend" Orin Swift  
 Brancai "Tre" Super Tuscan Italian  
 Bonterra Cabernet  
 Jordan Cabernet  
 Hess Shiretail Ranches Cabernet

### Rose

Cote des Rose  
 The Rose Garden Rose

### Sparkling

Jeio Prosecco  
 Jeio Prosecco Rose  
 J Roget Champagne  
 Grandial Brut-French Champagne

## Cordials

Amaretto   Bailey's Irish Cream   Frangelico   Grand Marnier   Hennessy Cognac   Kahlua

## Non-alcoholic

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



ATLANTA BOTANICAL GARDEN



## Additional Fees and Guidelines

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### 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 cash bar(s) for your event, cashier(s) and POS terminal(s) will be used to handle the cash 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.

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### 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.

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### 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.

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### 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 bottled water. No outside beverages are allowed.

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### Payment

Client must confirm final beverage plan no later than two 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.

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## 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, the fee is \$25 per person. 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. Any session desiring photos after the Garden closes will result in a \$200.00 per hour after-hours fee. 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. No after-hours shoots will be available.

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

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## 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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