

Blooming with Pride

Pride Garden Showcase Request for Proposals

Theme: Rooted Together – celebrating the strength of living plant communities and the connections that help us grow.

Event Date: June 12, 2026

Location: Red Butte Garden and Arboretum

Time: Noon to 7 PM

PROJECT OVERVIEW

Blooming with Pride is Red Butte Garden and Arboretum's annual, family-friendly celebration of the LGBTQ+ community through the beauty of plants, art, and nature. Each year we collaborate with local artists, florists, and horticulturists to create immersive showcase displays that bring Pride to life in meaningful, joyful, and visually spectacular ways.

This year's theme, Rooted Together, celebrates the connections that ground us and the joy that grows when we stand side by side. We invite artists to interpret this theme through the natural world, drawing inspiration from root systems, plant networks, and the ways plants support one another in living communities.

Your artistic vision will play a vital role in shaping an inspiring and inclusive experience for guests of all ages.

TARGET AUDIENCE

- LGBTQ+ community members of all ages
- Families, allies, and intergenerational visitors
- Plant lovers and outdoor enthusiasts
- Guests seeking an uplifting, inclusive, and visually memorable event

KEY OBJECTIVES FOR YOUR PRIDE GARDEN SHOWCASE

- 1. Reflect the Rooted Together Theme**
Use plants, symbolism, form, and texture to explore connection and community. Consider ideas such as roots growing toward one another, plants that support each other as they grow, intertwined forms, and planting designs that feel united or connected.
- 2. Celebrate Pride with Meaning and Creativity**
Incorporate color, symbolism, and artistic choices that honor LGBTQ+ identity, visibility, and empowerment in ways that are heartfelt, expressive, and welcoming.
- 3. Showcase the Beauty and Symbolism of Plants**
Highlight the natural world through thoughtful plant selection, such as native species, resilient bloomers, root-forward design, or flora with symbolism tied to your concept.

Prioritize species that will be healthy and visually strong in mid-June at Red Butte Garden.

4. **Use Organic, Plant-Based Materials as the Primary Medium**

All displays must prominently feature living plants, cut flowers, dried plant material, or other natural materials. These elements must be intentional focal points, not decorative afterthoughts. Non-organic representations of plants (photographs, paintings, textiles, sculpture) will not be considered unless they directly incorporate organic plant material as a central part of the artwork.

5. **Engage and Inspire**

Design installations that spark joy and curiosity. Consider sensory elements such as touch, scent, movement, or interactive opportunities when appropriate. All displays must be suitable for families, children, and guests of varying abilities.

6. **Use Sustainable and Eco-Friendly Materials**

Whenever possible, use materials that are reusable, recyclable, or responsibly sourced.

7. **Choose a Display that Fits the Garden**

To allow more artists to participate, this year's displays must be either 3 feet by 3 feet or 5 feet by 5 feet.

DELIVERABLES

1. **Conceptual Designs:** Sketches, renderings, or mood boards illustrating your idea, layout, and visual direction.
2. **Material and Plant Selection:** Proposed plants and materials, including notes on symbolism and availability.
3. **Installation Plan:** Timeline, staffing needs, equipment, and logistical considerations.
4. **Budget Breakdown:** Detailed costs for materials, labor, transportation, and installation.
5. **Care and Maintenance Plan:** How the plant materials will stay healthy for the event period.

TIMELINE

- **RFP Opens:** December 1, 2025
- **Proposal Submission:** January 31, 2026
- **Concept Review and Selection:** February 1 to 28, 2026
- **Design Refinement:** March 1 to 31, 2026
- **Display Creation:** April 1 to June 10, 2026
- **Installation:** June 11 to June 12, 2026

CREATIVE STIPEND

Selected artists will receive a stipend divided into two payments. The first payment will be issued at acceptance following submission of all required paperwork. The second payment will be issued after successful installation.

Display Options:

- **3 feet by 3 feet:** \$2,000
 - \$500 labor
 - \$1,500 supplies
- **5 feet by 5 feet:** \$4,000
 - \$1,000 labor
 - \$3,000 supplies

Submission Details

Submit your proposal, including all required designs, materials, installation plan, and budget at the following link: https://utah.sjc1.qualtrics.com/jfe/form/SV_2ugLgEDY7OhaNKK

All proposals must be submitted by January 31, 2026. Proposals will be evaluated for creativity, alignment with the Rooted Together theme, sustainability, clarity, feasibility, and budget. Selected artists will collaborate with Garden staff to finalize designs and prepare for installation. Site visits are encouraged and can be scheduled as needed.

QUESTIONS?

Contact Jason Alba at jason.alba@redbutte.utah.edu.