



NGC SPONSORSHIP PACKET

National Garden Clubs, Inc. Sponsorship Opportunities

NGC relies on its Sponsors to support its ongoing education, resource development and networking efforts. With over 2 dozen sponsorship opportunities, there are countless ways to engage a diverse audience of garden club members. Sponsors can support every activity or targeted activities at the National Garden Clubs, Inc. by becoming a Plant America National Sponsor. Other options include supporting specific events at the NGC Annual Convention or its Fall Board of Directors Meeting. No matter your choice, NGC is dedicated to developing a sponsorship package that meets your goals and provides your company recognition to the 165,000 individual members of its 50 state + the National Capital Area garden clubs, 5,000 local garden clubs throughout the U.S. and 330 international affiliated organizations.

Plant America National Sponsors

Plant America National Sponsors represent the leaders in the gardening, landscaping, floral design, and environmental conservation industries. These sponsors are given a unique opportunity to champion all the efforts of NGC and play an integral role in the ongoing development of the organization. A National Sponsor makes a yearlong sponsorship commitment of \$10,000 to NGC (cash donation to NGC or a split of cash donation to NGC and grants funding local member clubs projects directly) and receive prominent, high-level recognition at the NGC Annual Convention, the Annual Board of Directors Meeting and throughout the year and in NGC's print and electronic media. There are a dozen benefits available to Plant America National Sponsors.

National Garden Clubs, Inc. Annual Convention Sponsors

Sponsors of the National Garden Clubs, Inc. Annual Convention receive the finest recognition and some of the best marketing opportunities in the gardening, landscaping, floral design, and environmental conservation industries. The Annual Convention attracts the leaders and activists in these industries and offers every sponsor great visibility. With a broad cross-section of 700-800 leaders from throughout the country and around the globe in attendance, the Convention is an ideal environment for networking and outreach. A variety of unique and creative sponsorships has been developed to provide our Convention Sponsors with opportunities to target their sponsorship offering.

National Garden Clubs, Inc. Annual Board of Directors Meeting Sponsors

The National Garden Clubs, Inc. Annual Board of Directors Meeting brings together the 250-300 NGC board members representing local member clubs from each of the 50 states, the National Capital Area and international affiliates to discuss new initiatives, resource development, educational programs for youth and adults, and opportunities to engage in civic and environmental stewardship as well as manage NGC operations. Annual Board of Directors Meeting Sponsors are given the best opportunities for recognition and outreach.

Plant America National Sponsorship

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NGC is proud to offer the following sponsorship opportunities to Plant America National Sponsors. All offerings are completely negotiable upon review. NGC will do its best to ensure that each sponsor receives the highest level of service through the NGC Sponsor Committee and a specially selected relationship manager. Among other tasks, your relationship manager will coordinate contact between NGC member entities wanting the Sponsor to participate in an event and foster contact between the Sponsor and NGC member entities targeted by the Sponsor with the goal of creating an opportunity for the two parties to work together.

NGC Electronic Media

- Logo and website link placed on the NGC home page
- Company logo, website link and brief description of any projects in which Sponsor participates placed in NGC social media
- Recognition in NGC's quarterly presidential newsletter, "Keeping In Touch," emailed to 5,000 local clubs + 300 NGC board members and the eagerly awaited quarterly magazine, "The National Gardener," available to NGC's 165,000 individual members.

NGC's National Convention

- 1 complimentary exhibit table
- Opportunity to moderate/introduce speaker for one workshop at the event
- 2 complimentary registrations (one of which will be assigned to the person serving as a moderator)
- 2 complimentary luncheon meals with seating at an honor table
- Recognition in event program and signage
- Horizontal banner ad in all screen splashes during event
- Logo on event web page with hyperlink
- 1 full-page advertisement in event program
- Opportunity to place promotional material in event bag

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\$5,000 Level: 5 Sponsorship Opportunities

NGC has crafted five \$5,000 Level sponsorship opportunities for those seeking a unique, creative, and targeted sponsorship offering. This level of sponsorship includes the following benefits:

- 2 complimentary registrations (assignable to the guest of your choice)
- Speaking role at the sponsored event
- Recognition in event program, signage and computer screen display
- 1 full-page advertisement in event program
- Logo on event webpage with hyperlink
- 1 complimentary exhibit table
- Opportunity to place promotional material in attendee bag

Installation Banquet Sponsor (Available in Installation Years Only)

This is an exclusive sponsorship opportunity for the Installation Banquet, including recognition before, during and after the event with the Sponsor's logo on signage, screen splash display and event printed program.

Installation Reception Sponsor (Available in Installation Years Only)

This is an exclusive sponsorship opportunity for the post-Installation Banquet Presidential Reception, including recognition before, during and after the event with the Sponsor's logo on signage, screen splash display and event printed program.

Design Banquet Sponsor

This is an exclusive sponsorship opportunity for the Design Banquet, including recognition before, during and after the event with the Sponsor's logo on signage, screen splash display and event printed program.

Awards Banquet Sponsor

This is an exclusive sponsorship opportunity for the Awards Banquet, including recognition before, during and after the event with the Sponsor's logo on signage, screen splash display and event printed program.

Keynote Luncheon Sponsor

This is an exclusive sponsorship opportunity for the Keynote Luncheon, including recognition before, during and after the event with the Sponsor's logo on signage, screen splash display and event printed program.

\$2,500 Level: 4 Sponsorship Opportunities

NGC has crafted four \$2,500 Level sponsorship opportunities for those seeking a unique, creative, and targeted sponsorship offering. This level of sponsorship includes the following benefits:

- 1 complimentary registration (assignable to the guest of your choice)
- Recognition in event program, signage and computer screen display
- 1 half-page advertisement in event program
- Logo on event webpage with hyperlink
- 1 complimentary exhibit table

Workshop Sponsor (2 sponsorships)

This is an exclusive sponsorship opportunity for either of the Track 1 or Track 2 Workshops, including recognition before, during and after the event with the Sponsor's logo on signage, screen splash display and event printed program.

Tour Sponsor

This is an exclusive sponsorship opportunity for a Tour of one of the Convention location's notable attractions. Tours are scheduled before, during and after the Convention. The Sponsor will receive recognition in the Program, signage with Sponsor logo before and during the tour and a beverage with Sponsor logo for attendees during the tour. Early deadline required.

Printed Program Sponsor

This is an exclusive sponsorship opportunity for the Convention's printed program, including recognition on the front cover of the printed program as well as special signage with Sponsor's logo during the event.

\$1,500 Level: 4-5 Sponsorship Opportunities

NGC has crafted five \$1,500 Level sponsorship opportunities for those seeking a unique, creative, and targeted sponsorship offering. This level of sponsorship includes the following benefits:

Registration Bag Sponsor

This is an exclusive sponsorship opportunity for the Convention's registration bag holding all of the registration material and given to each attendee with the Sponsor's logo printed on it.

Attendee Favor Sponsor

Attendees of the Convention receive a commemorative gift each year. This opportunity provides exclusive sponsorship of the gift with the Sponsor's logo on it.

Coffee/Water Sponsors (3 sponsorships in Installation years, 2 sponsorships other years)

This opportunity provides a way to help the attendees charge up for the business meetings and workshops. The Beverage Station will be located in a dedicated location with signage including the Sponsor's logo. There will be 1 coffee/water sponsor each business day of the convention.

National Garden Clubs Annual Board of Directors Meeting Sponsors

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\$2,500 Level: 5 Sponsorship Opportunities

NGC has crafted five \$2,500 Level sponsorship opportunities for those seeking a unique, creative, and targeted sponsorship offering. This level of sponsorship includes the following benefits:

- Recognition in event program, signage and computer screen display
- Opportunity to place promotional material in attendee bag

Keynote Dinner Sponsor

This is an exclusive sponsorship opportunity for the Keynote Dinner, including recognition before, during and after the event with the Sponsor's logo on signage, screen splash display and printed event program.

Keynote Luncheon Sponsor

This is an exclusive sponsorship opportunity for the Keynote Luncheon, including recognition before, during and after the event with the Sponsor's logo on signage, screen splash display and printed event program.

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