



Calgary Horticultural Society

2011 GARDEN SHOW

SPONSOR PACKAGE

Everything to help your business grow.



Garden
Show
create. play. grow.

You are invited to be a sponsor for the “best garden show in Canada”.

The 2011 Garden Show: everything to help your business grow

This year, more than ever, we're thrilled to present you with an affordable business opportunity that brings you maximum exposure to your customers.

The 2011 Garden Show will provide an enhanced experience that fills all three buildings at Spruce Meadows with display gardens, educational programs and world-class speakers.

The Show allows a variety of garden-related vendors to participate and for you to showcase your business to a targeted audience of more than 10,000 attendees.

We have a variety of sponsorship categories and benefits available to choose from, or we can create a custom opportunity that meets your needs.

FEATURES OF THE SHOW

Location: Spruce Meadows

Spruce Meadows is an internationally known, world-class venue. Holding our biggest event of the year at Spruce Meadows enables us to offer an enhanced garden show experience to both show visitors and exhibitors alike, not to mention the FREE parking!

Garden Marketplace

Show attendees can go shopping by visiting 115 unique marketplace booths.

Keynote Speaker Series and Consult-An-Expert Program

Attendees listen to well-known gardening experts speak and share and then get one-on-one gardening advice from our local experts.

Display Gardens

Garden landscapers compete and create an entire garden on the Show floor.

How-to clinics and Hands-on Workshops

The clinics offer help on specific topics and trends specific to the Calgary area and the workshops provide a hands-on opportunity to learn new gardening skills and techniques.

Raffle

Exciting prizes are donated to help raise funds for the society's educational programs.

Children's Activities

Children can visit the Marketplace tent and participate in activities just for them.

Information on the Latest Trends

The Calgary Horticultural Society is the go-to resource for horticultural information in Calgary. The Society will have information available on all of the latest trends such as Community Gardens and vegetable growing.

Container Garden Competition

Adults and Children join the fun in a friendly competition to showcase skills and display their masterpieces.

THE FACTS

93% - would attend the Show again

69% - are repeat attendees

55% - are aged 26-55

78% - are female attendees

TOP RANKED FEATURES

Exhibits and Display Gardens!

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HOW IS THE SHOW PROMOTED?

We have a robust marketing and public relations campaign including TV, radio, print, direct mail, web advertising, our Calgary Gardening magazine, and our very popular 12-page Show guide distributed to 250,000 Calgary homes and businesses.

WHAT'S NEW FOR 2010? WE'RE GROWING!

More than 10,000 people attended last year's Garden Show to rave reviews. To meet increased demand, we've once again expanded to fill all three buildings at Spruce Meadows.

New features include:

- More Children's Activities
- Bigger display for community gardening
- Increased outside display space
- Alfresco theme for Display Garden Competition
- “recycle/upcycle” theme for container competitions
- More hands-on workshops
- Demonstration area

We listened to attendee feedback, and as a result, we are adding the following:

- Wider aisles
- More food concessions
- More FREE parking

Your sponsorship of the 2011 Garden Show will ensure that we deliver the best Show in our 103-year history.

TOP RANKED MEDIA

1. Newspaper (Calgary Herald insert)
2. Calgary Horticultural Society Website
3. Radio (CBC, CHQR770, Country 105)
4. Television (Global, CTV, CBC)



SPONSOR CATEGORIES & BENEFITS

We're pleased to partner with organizations that are looking to reach their target market and showcase their products and services at the biggest garden show in town. It's a truly unique opportunity to reach gardeners who come to the only show in town that's for gardeners, about gardening. We have revamped our sponsorship benefits for 2011 to provide even greater value to our sponsors. Take a look at the variety of cash sponsorship opportunities suited for every budget.

	Platinum \$20,000 Exclusive	Gold \$10,000 2 spots	Silver \$5,000 2 spots	Bronze \$2,500 4 spots	Supporter \$1,000
Garden Show Benefits					
Official Presenting Sponsor of 2011 Garden Show	●				
Official Building Sponsor (2 buildings)		●			
Official sponsor of the popular Display Garden Competition (theme: El fresco)			●		
Official sponsor of the How-to Clinics			●		
Official Sponsor of the Consult-An-Expert Program - or -				●	
Official Sponsor of the Container Garden Competition				●	
Opportunity to have company logo on all signage	●				
Opportunity to have company sponsor introduce presenters at your sponsored program	●	●	●	●	
Name recognition of the event (e.g. How-to Clinics presented by Company Name)	●	●	●	●	
Name included in radio ads in rotation	●				
Customized exhibitor space at Show	●	●			
10' x 10' booth at Show		●			
Industry exclusivity	●	●			
Society Corporate Membership	●	●			
Name on Show tickets (5,000 printed)	●				
Logo on Show promotional materials (flyers, t-shirts...)	●	●	●	●	●
Logo in Media Kits	●	●	●	●	●
Organization name mention in News Releases	●	●	●		
Logo on all newspaper ads and in Calgary Herald insert (distributed to all Calgary homes and businesses)	●	●	●		
Logo and link of Society website	●	●	●	●	●
Logo on Show signs at the Show	●	●	●	●	●
Verbal recognition at Show throughout the weekend	●	●	●	●	●
Opportunity to display corporate signage at the Show	●	●	●	●	●
1/2 page colour ad in Calgary Gardening (Society magazine distributed to over 5000 members)	4x	3x	2x	1x	
1/4 page colour ad in Calgary Gardening (Society magazine distributed to over 5000 members)					1x
Complimentary day passes	20	12	6	4	2