



WASATCH
COMMUNITY
GARDENS



Plant Sale 2019

Help Wasatch Community Gardens (WCG) celebrate our 30th Anniversary by becoming a sponsor of the “Best Little Plant Sale” in Utah. Reach over 12,000 of WCG’s most ardent supporters through print, email, and social media, and 3,000 shoppers at the event itself.

Benefits of Your Sponsorship



Held at Rowland Hall (720 S. Guardsman Way in Salt Lake City) on Saturday, May 11, Mother's Day weekend, WCG's beloved Plant Sale attracts 3,000 enthusiastic shoppers and 200 dedicated volunteers. Gardeners, hungry to start their summer gardens, have their pick of over 50 varieties of organically grown tomatoes and thousands of other seasonally appropriate plant starts (most of them grown by WCG at our Green Team Farm) and can get advice from our in-house experts. As a Plant Sale sponsor, you have access to this

highly motivated, environmentally conscious audience committed to supporting green, local companies and organic, local food.



Depending on your sponsorship level, benefits are available to place your company and its products or services in front of 12,000 WCG supporters and 3,000 shoppers through:

- Print media, including an event invitation, and on the customer receipt
- Sponsorship recognition in all media releases
- Your company's banner placed prominently at the event
- Your company's name or logo (depending on level) with link to your website featured in our April and May e-newsletters,

and on WCG's Plant Sale webpage

- Invitation for up to 20 people (depending on level) to attend the exclusive Plant Sale Reception and Pre-Sale on Friday, May 10
- Social media posts on WCG's Facebook and Instagram recognizing your sponsorship
- Opportunity to host an event for your workforce and/or clients at the Grateful Tomato Garden and/or a special youth garden session for up to 30 children

Read on to discover which level works best for your marketing and public relations needs and budget. For more information, or to become a sponsor, please contact Laura Leach at laura@wasatchgardens.org or 801-359-2658 x 14.

Sponsorship Levels

LEAD SPONSOR, \$10,000 (1 available)

- Includes all benefits received by Beefsteak Sponsors (below)
- Company logo has top placement on all WCG Plant Sale print and online materials
- Company will be recognized as a sponsor in all Plant Sale media releases
- Opportunity to host an event for your employees/clients at our Grateful Tomato Garden (limited to 2019)
- Opportunity to host a special youth garden session for up to 30 children at our Grateful Tomato Garden (limited to 2019)
- Invitation for 20 of your guests to attend the exclusive Plant Sale Reception and Pre-Sale on Friday, May 10

BEEFSTEAK TOMATO SPONSOR, \$5,000 (3 available)

- Includes all benefits received by Plum Tomato Sponsors (below)
- Company logo featured on Plant Sale postcards, sent to 3,500 households
- Opportunity to host an event for your employees/clients OR a special youth garden session for up to 30 children at our Grateful Tomato Garden (limited to 2019)
- Invitation for 12 of your guests to attend the Plant Sale Reception and Pre-Sale on Friday, May 10

PLUM TOMATO SPONSOR, \$2,500 (5 available)

- Includes all benefits received by Cherry Tomato Sponsors (below)
- Company logo featured in Plant Sale print and online advertisements
- Opportunity to display your banner AND have a marketing table promoting your business at the Plant Sale
- Invitation for 10 of your guests to attend the Plant Sale Reception and Pre-Sale on Friday, May 10

CHERRY TOMATO SPONSOR, \$1,500 (8 available)

- Includes all benefits received by Grape Tomato Sponsors (below)
- Company logo featured on Plant Sale receipts
- Company logo with link to your website featured
 - in our April and May e-newsletters
 - on the Plant Sale page of WCG's website
- Opportunity to display your banner OR have a marketing table promoting your business at the Plant Sale
- Invitation for 8 of your guests to attend the Plant Sale Reception and Pre-Sale on Friday, May 10

GRAPE TOMATO SPONSOR, \$500 (10 available)

- Opportunity to display your banner advertising your business at the Plant Sale
- Company name featured on Plant Sale receipts
- Company name with link to your website featured
 - in our April and May e-newsletters
 - on the Plant Sale page of WCG's website
- One Facebook and Instagram post recognizing your sponsorship
- Invitation for 6 of your guests to attend the Plant Sale Reception and Pre-Sale on Friday, May 10

Please note: Logo and name placement on print materials is dependent on the timing of a sponsorship agreement due to the lead time for print materials and advertisement placement. For more information, or to become a sponsor, please contact Laura Leach at laura@wasatchgardens.org or 801-359-2658 x 14.