



WASATCH
COMMUNITY
GARDENS



Urban Garden and Farm Tour 2019

Help Wasatch Community Gardens (WCG) celebrate our 30th Anniversary by becoming a sponsor of the perennially popular Urban Garden and Farm Tour and reach over 12,000 of WCG's most ardent supporters through print, email, and social media and more than 250 tour participants on the day itself.

Benefits of Your Sponsorship



The annual Urban Garden and Farm Tour on Saturday, June 23 is a self-guided tour that features some of the most interesting, creative, and inspiring backyards, urban homesteads, and community gardens the Salt Lake Valley has to offer! WCG hosts the Urban Garden and Farm Tour to generate energy, raise awareness, and share ideas about local urban gardening. Approximately 250 Salt Lake residents participate in the tour each year.

Depending on your sponsorship level, benefits are available to place your company and its products or services in front of more than 12,000 WCG supporters and 250 tour participants through:



- Print media, including a postcard invitation sent to 3,500 WCG supporters, and a 40-page full color guide included in the ticket price
- Sponsorship recognition in all media releases
- Your company's banner placed prominently at the Urban Garden and Farm Tour
- Your company's name or logo (depending on level) with link to your website featured in our two June e-

newsletters, and on WCG's Urban Garden and Farm Tour webpage

- Social media posts through WCG's Facebook and Instagram recognizing your sponsorship
- Opportunity to host an exclusive Urban Garden and Farm Pre-Tour Breakfast for your employees and/or clients

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, \$5,000 (1 available)

- Includes all benefits received by Farmstead Sponsors (below)
- Two-page centerfold ad in the Urban Garden and Farm Tour guidebook
- Company logo has top placement on all WCG Urban Garden and Farm Tour print and online materials
- Company will be recognized as a sponsor in all Urban Garden and Farm Tour media releases
- Opportunity to host an exclusive Urban Garden and Farm Pre-Tour Breakfast for employees/clients
- Invitation for 20 of your guests to attend the exclusive Plant Sale Reception and Pre-Sale on Friday, May 10

FARMSTEAD SPONSOR, \$2,500 (4 available)

- Includes all benefits received by Kitchen Garden Sponsors (below)
- Full-page ad in the Urban Garden and Farm Tour guidebook
- Company logo featured on Urban Garden and Farm Tour postcards, sent to 3,500 WCG supporters
- Opportunity to display your banner AND have a marketing table promoting your business at the Urban Garden and Farm Tour
- Invitation for 10 of your guests to attend the Plant Sale Reception and Pre-Sale on Friday, May 10

KITCHEN GARDEN SPONSOR, \$1,500 (6 available)

- Includes all benefits received by Veggie Patch Sponsors (below)
- Half-page ad in the Urban Garden and Farm Tour guidebook
- Company logo featured in Urban Garden and Farm Tour print and online advertisements
- Opportunity to display your banner OR have a marketing table promoting your business at the Urban Garden and Farm Tour
- Company logo with link to your website featured
 - in our two June e-newsletters
 - on the Urban Garden and Farm Tour page of WCG's website
- Invitation for 8 of your guests to attend the Plant Sale Reception and Pre-Sale on Friday, May 10

VEGGIE PATCH SPONSOR, \$500 (8 available)

- Opportunity to display your banner advertising your business at the Urban Garden and Farm Tour
- Company name with link to your website featured
 - in our two June e-newsletters
 - on the Urban Garden and Farm Tour 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.