



Plant Sale Sponsorship

May 8-9, 2015, Rowland Hall School

The Spring Plant Sale is Wasatch Community Gardens' largest event of the year and it continues to grow in popularity. Shoppers line up for Salt Lake City's best selection of their favorite heirloom vegetables and water wise, native, and edible perennials. The audience is a network of environmentally conscious individuals committed to supporting green, local companies. We expect 3,000 shoppers this year, as well as significant media attention. Media coverage in 2014 included articles and ads in the Catalyst, Deseret News, Salt Lake Tribune, Salt Lake Magazine, and Utah Style and Design; as well as PSAs on KCPW, KUER, and KRCL.

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

- Includes all benefits received from Golden Sunflower Sponsorship level (below)
- Logo has top placement on all print and online materials with Wasatch Community Gardens
- Sponsorship recognition in all media releases
- Logo and Lead Sponsor acknowledgement on sales receipts
- Ability to host an event at our Grateful Tomato Garden (limited to 2015)
- Special Junior Farmers session for up to 40 children of Lead Sponsor's employees (limited to 2015)
- Invitation for 20 people to attend the exclusive Plant Pre-Sale and Reception on Friday, May 8th

GOLDEN SUNFLOWER SPONSORSHIP, \$5,000- \$9,999 (3 available)

- Includes all benefits received from the Sweet Pea Sponsorship level (below)
- Logo featured on Spring Plant Sale postcards, sent to approximately 6,000 potential customers
- Logo featured in print and online advertisements (dependent on timing)
- Opportunity for a table to distribute marketing materials to shoppers **AND** a banner advertising the business at the sale
- Ability to host an event at our Grateful Tomato Garden **OR** Special Junior Farmers session for up to 40 children of Golden Sunflower Sponsor's employees (limited to 2015)
- Invitation for 12 people to attend the exclusive Plant Pre-Sale and Reception on Friday, May 8th

SWEET PEA SPONSORSHIP, \$2,500 - \$4,999 (5 available)

- Includes all benefits from the Silver Spade Sponsorship level (below)
- Business logo featured in print and online advertisements (dependent on timing)
- Opportunity for a table to distribute marketing materials to shoppers **AND** a banner advertising the business at the sale
- Organic gardening/urban agriculture presentation for employees (limited to 2015)
- Invitation for 10 people to attend the exclusive Plant Pre-Sale and Reception on Friday, May 8th

SILVER SPADE SPONSORSHIP, \$1,499 - \$2,499 (8 available)

- Includes all benefits received from the Grateful Tomato Sponsorship (below)
- Opportunity for a table to distribute marketing materials to shoppers **OR** a banner advertising the business at the sale
- Logo featured on Spring Plant Sale receipts for the anticipated 3,000 customers
- Logo with link to company's website featured in our April and May e-newsletters, which are sent to over 10,000 people
- Logo with link to company's website featured on the Spring Plant Sale page of our website, which receives 400 visits daily
- Invitation for 8 people to attend the exclusive Plant Pre-Sale and Reception on Friday, May 8th

GRATEFUL TOMATO SPONSORSHIP, \$500 - \$1,499 (10 available)

- Opportunity for a banner advertising the business at the sale
- Name featured on Spring Plant Sale receipts for the anticipated 3,000 customers.
- Name with link to company's website featured in our April and May e-newsletters, which are sent to over 10,000 people
- Name with link to company's website listed on the Spring Plant Sale page of our website, which receives 400 visits daily
- Post with link to company's website displayed on our Facebook page, which has over 3,400 fans
- Invitation for 6 people to attend the exclusive Plant Pre-Sale and Reception on Friday, May 8th