

## 2020 ANLD Designers' Garden Tour Sponsorship Matrix

### Options

Benefit	Description	Bronze \$300	Silver \$500	Gold \$1,000	Platinum \$2,500
ANLD meeting promotion	Speak at ANLD members meeting about your business (spring or summer 2020; month TBD).	x	x	x	x
Website listing	Company logo with clickable link.	x	x	x	x
ANLD Membership	1-year membership bundle (expires March 15, 2021)	1 member	2 members	3 members	4 members
eNewsletters to ANLD members	Mention in ANLD member eNewsletters with clickable link. Sent regularly Feb-June to ~250 ANLD past & present members.			x	x
Email blasts to the public	Your logo and clickable link in our email blasts promoting Garden Tour to the public. Mailing list of 1,100+ individuals expressing interest in our Tour.			x	x
Rack cards	Your logo on back of our Garden Tour rack card, handed out and displayed at trade shows, garden events, garden centers, etc. Deadline: January 24, 2020*			x	x
Press Releases	Mention in press releases that go out to broad spectrum of garden-targeted media outlets.			x	x
Pre-Tour, exclusive event	Invitation to Pre-Tour event, Wednesday, June 10, 2020. Excellent networking opportunity: designers; sponsors; homeowners; many media invited, garden writers, garden photographers, TV/radio, etc.	1 ticket	2 tickets	2 tickets	4 tickets
Social Media	Facebook posts, sponsor mentioned. Twitter and/or Instagram also possible. (Please contact our Social Media coordinator Michael Martin at <mikeaquatic@gmail.com> with your content.)			x	x
TICKET BOOKLET ▪ full page ad	Full page ad, inside page location of your choice. Camera-ready art supplied by sponsor or designed by ANLD for a fee. Deadline: January 24, 2020*				x
TICKET BOOKLET ▪ half page ad	Company ad or coupon. Camera-ready art supplied by sponsor or designed by ANLD for a fee. Deadline: Jan 24, 2020*			x	
TICKET BOOKLET - back	Company logo, name, website and phone - prominent font. Deadline: January 24, 2020*			x	x
TICKET BOOKLET - back	Company name, website and phone - prominent font. Deadline: January 24, 2020*		x		
TICKET BOOKLET - back	Company name, website and phone. Deadline: January 24, 2020*	x			
Tour tickets	Complimentary tickets to our main event: DESIGNERS' GARDEN TOUR, Saturday, June 20, 2020	2 tickets	2 tickets	2 tickets	4 tickets

\*This benefit only available if deadline for payment, content and artwork is met.