

**22nd Annual “Flowers are Forever” Garden Walk**

*Presented by Trailwood Garden Club of Plymouth*

*Est. 1976*

**Sponsorship and Advertising Opportunities**

A Plymouth-Canton tradition since 1996, the annual **“Flowers are Forever”** garden walk draws hundreds of ticketed guests to tour the area’s inspiring gardens, browse our Treasures Sale of used and handmade goods, and to shop, dine and relax in the downtown district.

The upcoming tour, on **June 26, 2018**, will be an excellent opportunity for area merchants, eateries and service providers to support a beloved community event and target an engaged, affluent and active audience. Guests at previous walks have expressed an interest in retailer coupons, dining specials and other tie-ins to their garden walk ticket. Walk proceeds benefit Trailwood’s operations, community outreach and charitable support of organizations such as 4-H, the Belle Isle Conservancy and Friends of Miller Woods.

We expect a boost in attendance for 2018 due to our enhanced social media and community presence, as well as our first-ever online ticket sales via Eventbrite. An ad or coupon placed in the garden walk print ticket packet, online, or both, is an excellent value for Plymouth/Canton area businesses and professionals. Please consider supporting the 22nd Annual “Flowers are Forever” Garden Walk with advertising or a donation of raffle merchandise!

Our ticket packet this year will consist of a 5”x7” souvenir envelope with inserts describing the featured gardens and Trailwood history, along with a complimentary door prize ticket and more. Sponsor ads and coupons will be inserted as separate items for ease of reading and redemption.

**Your options include:**

**$ 5 Website ad** **Your company logo and website link** will be posted May 1-Dec. 31 on TrailwoodGardenClub.com, with thanks

**$20 Digital combo** **Your company logo and website link** will be included in the sponsor acknowledgement section of at least six (6) e-newsletter blasts about the garden walk to our mailing list of ~450 previous garden walk attendees and club members, plus thank-you e-mail to new attendees after the walk. E-blasts to take place May 1 – June 30, 2018. Your logo will be published on TrailwoodGardenClub.com, with thanks, through Dec. 31.

**$50 Print ad** **Ad or coupon** inserted in the Garden Walk ticket packet. Sponsor to provide art, or company name and website will appear in plain text. (Pre-printed items subject to review)

**$60 Premier** All digital recognition, **plus print ad or coupon** in ticket packet

**$50 Custom** Inclusion of **your advertising** magnet, business card, coupon or other small item in the ticket packet envelope, subject to approval of Trailwood Garden Club board

*22nd Annual “Flowers are Forever” Garden Walk Page 2*

**$20 Dining guide** Guest ticket packet will include a list of 20 local bars and eateries sponsoring the walk.

**Raffle donations:** We are soliciting yard/garden merchandise of $25 value or higher for complimentary raffle drawings for ticketed patrons. Raffle donations will receive digital recognition, as well as acknowledgement when the prizes are presented. Donations valued over $50 will receive print and digital recognition.

**Special opportunities:** Please inquire about underwriting specific functions of the garden walk, with recognition via the Premier package, plus easel signage at the Treasures Sale and homeowner picnic.

* Complimentary lemonade and cookies for patrons
* Printing
* Signage
* Homeowner thank-you picnic

Questions? Contact Trailwood President Gloria Rodriguez at (408) 603-0607 or Melissa Preddy at (734) 218-2043 to select your sponsorship level or request more information.

**Please e-mail your company logo and coupon or advert art in JPEG form ASAP to** [**editor@trailwoodgardenclub.com**](mailto:editor@trailwoodgardenclub.com) **If preferred, business owner/service providers’ professional portraits may be featured along with a small logo.**

***Sponsor Receipt***

This is to acknowledge that Trailwood Garden Club has received $\_\_\_\_\_\_\_\_\_\_\_\_\_ in sponsorship funds from

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on behalf of Company Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This donation to the 22nd Annual “Flowers Are Forever” Garden Walk will be recognized as agreed upon on the Sponsor and Advertising Opportunities form.

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *On behalf of Trailwood Garden Club* Date \_\_\_\_\_\_\_\_\_\_\_\_\_

***Trailwood Garden Club thanks you for your kind support!***

***Sponsor Fulfillment form***

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail ­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Website \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Yes!*** We would like to sponsor the 22nd Annual “Flowers are Forever” Garden Walk at the following level:

\_\_\_\_\_\_Website ad \_\_\_\_\_\_Digital Combo \_\_\_\_\_\_ Print Ad \_\_\_\_\_\_Premier

\_\_\_\_\_\_Custom \_\_\_\_\_\_Door prize \_\_\_\_\_\_Dining guide \_\_\_\_Special

Total: $\_\_\_\_\_\_\_\_\_ Cash or check accepted. Please make checks payable to ***Trailwood Garden Club***.

Call or text (734) 218-2043 Melissa or (408) 603-0607 Gloria— a garden club member will pick up your payment or merchandise and complete the receipt above.