



Botanica

- a gardener's luncheon

Exclusive Presenting Sponsorship Proposal

AMCORE Bank

Event Date & Times:

- 12th Annual – April 5, 2006
 - ✓ 9:00 a.m. to 10:00 a.m. – Exclusive Speaker Reception and Private Book Signing
 - ✓ 10:00 a.m. to 11:00 a.m. - Bonus Gardening Seminar
 - ✓ 11:00 a.m. to 12:00 p.m. – Social Hour, Silent Auction, Book Sales & Signing
 - ✓ 12:00 p.m. to 1:30 p.m. – Delectable Luncheon and Featured Presentation
 - ✓ 1:30 p.m. to 2:00 p.m. – Q & A and Closing Remarks

Event Summary:





- The Stateline's Premier "Kick-Off" event to the gardening season
- Annual horticultural luncheon featuring a nationally renowned speaker and author
- Event includes a bonus gardening seminar, author's book sale & signing, gardeners boutique, silent auction of garden treasures, gourmet luncheon, featured presentation and more
- Anticipated attendance – 500 garden lovers eager to expand their horticultural knowledge
- A special menu is created annually for the event by the head chef at the well-known Giovanni's Restaurant on Bell School Road in Rockford, Illinois
- Demographics – 96% of attendees are females with expendable income, most own their home or condos in the Rockford region
- Many of the attendees travel directly from event to local nurseries to purchase plant materials
- A fundraiser supporting the programs at Klehm Arboretum & Botanic Garden

NEW in 2006!

- 2006 features renowned media host, **Shelley F. Ryan** of "The Wisconsin Gardener" on Wisconsin Public Television and Radio along with **Jan Wos** of the Mayflower Greenhouse in Green Bay, Wisconsin
- A Gardeners Boutique, featuring a wide selection of unique items
- Increased botanical emphasis, social interaction and event attributes
- Expanded regional marketing and special promotions

Exclusive Presenting Sponsorship Package: \$2000

As the exclusive presenting sponsor of Botanica you will receive outstanding exposure and benefits.

-  **Guaranteed Visibility** – Your Company name and/or logo will be incorporated into all event promotion, signage, media, and printed materials and will be consistently associated with the event title.
-  **Enhanced Corporate Image** – Your Company will benefit from the direct participation in a charitable event as well as furthering the efforts of Klehm Arboretum & Botanic Garden.
-  **Social Interaction** – Your Company has the opportunity to network in a festive environment with a diverse group of influential regional attendees.
-  **Impactful Brand Communication** – Your Company has the opportunity to interact personally through optional promotional displays, items or company volunteers.

The contribution for this Exclusive Presenting Sponsorship is valued at \$2000. Please consider this proposal as a starting point. There are many additional sponsorship opportunities available and we would be happy to tailor a package to meet your goals and objectives.

- ❖ **Sponsor Status:** As the **EXCLUSIVE** Presenting Sponsor of Botanica you will receive outstanding exposure through event participation as well as through recognition in pre-event promotion including:
 - **Exclusive Presenting Sponsor** recognized in **all media** as developed including:
 - ✓ All pre-recorded **30 Second PSA television promotions on regional television**
 - ✓ All pre-recorded **radio promotions**
 - ✓ All **news releases** and promotions to **local and regional media**
 - ✓ Sponsor mention during live event interviews on radio and television as permitted
 - ✓ Klehm Arboretum & Botanic Garden Website
- ❖ **Your company name/logo as Presenting Sponsor on all printed material** related to event:
 - **Pre-Event & Post-Event Exposure through print materials:** as developed
 - ✓ 1500 specially designed invitations
 - ✓ Group & Tour marketing to garden clubs, horticultural societies throughout the region
 - ✓ Event postcard sent to all members of Klehm Arboretum & Botanic Garden
 - ✓ Rack cards in Visitors Center, regional garden centers, vendor businesses and other venues
 - ✓ Mail inserts included in memberships and other business mailings
 - ✓ Special Events Brochures featuring all fundraising events
 - ✓ Fax cover sheets used by office staff for all transmissions during March
 - ✓ Submitted to the River District's e-mail newsletter
 - ✓ Rockford Chamber of Commerce e-mail newsletter
 - ✓ 4,000 bimonthly membership newsletters mailed to businesses and households throughout a nine county region - 16,000 total for January, March, May and November
 - ✓ Company logo featured in all additional event mailings as developed
 - **Exposure at Event through promotional materials:**
 - ✓ 500 event program booklet covers
 - ✓ 500 event program sponsor listing
 - ✓ Logo recognition in PowerPoint presentation
 - ✓ Nametags with sponsorship acknowledgment
 - ✓ Table tents on each dining table listing company as Presenting Sponsor
 - ✓ Company logo featured on Silent Auction bid sheets
 - ✓ Onsite event signage
 - ✓ All event signage as developed during event
 - **Signage** featuring your company as Exclusive Presenting Sponsor will include:
 - ✓ Promotional sign featured in Visitors Center March – April (Visitors March – April in 2005 was 15,118)
 - ✓ Promotional display of author's book and 4-color event poster in lobby of Visitors Center
 - **Live Announcements:**
 - ✓ Introduction as Exclusive Presenting Sponsor during opening and closing comments
 - **Expanded Visibility:**
 - ✓ Ability to use the Klehm Arboretum & Botanic Garden logo and Botanica logo in company advertising featuring your company as the Exclusive Presenting Sponsor, examples: mail stuffers, newsletter, brochures etc.
 - ✓ Opportunity for a company representative to assist in speaker introductions
 - ✓ Opportunity to display event poster at all branch locations
 - ✓ Opportunity to pre-sell event tickets at all branch locations
- ❖ Company will gain recognition from community business owners and Rockford residents as being a company who values and supports environmental and botanical education, resource preservation as well as economic development in southwest Rockford
- ❖ Company will be offered right of first negotiation for Botanica – a gardener's luncheon

❖ Annual Sponsor Benefits:

- **Complimentary tickets for use as perks for VIP clients or employee rewards**
 - ✓ Corporate Table of 8 with 8 Gardener Reservations to Botanica (value \$392)
 - ✓ Premier seating
 - ✓ 8 reservations for the bonus educational seminar
 - ✓ 2 copies of the author's book
 - ✓ 2 invitations to the **Exclusive Speaker Reception and Private Book Signing**

❖ Sponsorship Leverage Opportunities

- License to use event logo announcing your company as Exclusive Presenting Sponsor of Botanica – a gardener's luncheon the Stateline's Premiere Premier "Kick-Off" event to the gardening season
 - ✓ Advertising
 - ✓ Statement stuffers
 - ✓ Corporate newsletter
 - ✓ Community relation brochures
- Provide attendee give-a-ways with company logo for extended use in the future
 - ✓ Garden tote bags
 - ✓ Garden gloves
 - ✓ Garden tools
 - ✓ Seed packets
 - ✓ Sun visors
 - ✓ Sunscreen
- Event will provide invitations to send to sponsor's VIP clients. (Sponsor's client privacy respected by sponsor conducting actual mailing.)
- Purchase an additional corporate table featuring prominent company name signage (8 seats per table)
- Extend your visibility and assist us with event promotion by including event mail stuffers in invoices sent from your office in March (stuffers provided by Klehm)
- Network with Botanica attendees by providing and staffing a sponsor table with promotional materials
- Provide pre-bagged promotional information for all attendees (pre-bagged information provided by sponsor)
- Host a door prize drawing to create a database for future marketing

Klehm Arboretum & Botanic Garden welcomes the discussion of additional leveraging opportunities or promotional ideas regarding your sponsorship



Botanica

- a gardener's luncheon

Exclusive Presenting Sponsorship Proposal

AMCORE Bank

Sponsorship Level: Exclusive Presenting sponsor of Botanica – a gardener's luncheon

Event Date: April 5, 2006

Company: **AMCORE Bank** Please refer to us as: _____

Address: 501 7th Street **City:** Rockford **State:** Illinois **Zip:** 61110

Company Contact: Jim Waddell **Event contact:** Diana Ward

Phone: 815-961-7525 **Fax:** 815-961-7728 **E-Mail:** _____

Amount: \$2,000 per year One-year agreement (invoiced 2006)

Billing Plan: Please indicate: Payment enclosed
 Please invoice me. (Payment plans available.)
 Please invoice me as described: _____

Sponsor Authorized Signature

Date

Klehm Arboretum Authorized Signature

Date

**** Please provide color & B/W logo ASAP in 1200 dpi in a tif or jpeg format and email to dhazlewood@klehm.org