

# Garden Fair



## In- Kind Sponsorship Proposal

# Extravaganza

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### Event Dates & Times:

- 13<sup>th</sup> Annual - June 2, 3 & 4, 2006,
- Hours: Friday evening - 5:00 p.m. to 8:00 p.m., Saturday & Sunday - 9:00 a.m. to 4:00 p.m.

### Event Summary:





- The Midwest's Premiere "Gardening & Outdoor Living" Marketplace
- Anticipated attendance - over 9,500 patrons annually from throughout Illinois, Wisconsin, Iowa and beyond with a continued increase in destination tourism
- 100+ local and regional vendors selling "anything & everything" for the garden – from cocoa mulch, annuals, rare plants and water features to botanicals, gourmet edibles, outdoor art and much more!
- Held on the scenic grounds of Klehm Arboretum & Botanic Garden, 2701 Clifton Ave. - Rockford, Illinois
- A fundraiser supporting the programs at Klehm Arboretum & Botanic Garden
- Activities & Special Attractions for the entire family:
  - ✓ **Fountain Garden Concessions** – Featuring Gourmet charcoal grilled sandwiches, specialty salads, homemade pies and treats; refreshing beverages, plus specially brewed organic beer
  - ✓ **The Outdoor Kitchen** - Featuring the culinary grilling expertise of regional chefs. This exclusive demonstration area offers patrons a shaded seating area, complimentary iced beverages, samples of the grilled fare, recipes and sample items from our sponsors
  - ✓ **Klehm Kids – Hands On Fun!** - Featuring educational and creative activities designed especially with the active kids in mind. Past year's activities winning rave reviews included Plant-A-Shoe, Lady Bug Costumes, Butterfly Wands, Outrageous Garden Hats and more!
  - ✓ **Q & A opportunities** with various local horticultural group representatives
  - ✓ **Guided Adventure Tours** and much more!

### NEW in 2006!

- Multi-day Ticket for repeat shoppers
- Friday evening now open to General Public
- Expanded Concessions menu
- Expanded regional marketing and special promotions

## Exclusive Golf Car Sponsorship: IN-KIND

As the Exclusive Golf Car sponsor you will receive outstanding exposure and benefits.

-  **Guaranteed Visibility** – Your Company will be incorporated into promotion, signage and printed materials and will be consistently associated with the Garden Fair Extravaganza Golf Cars.
-  **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.

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.

## ❖ Sponsorship Leverage Opportunities

- License to use event logo announcing your company as the Exclusive Golf Car Sponsor of Garden Fair Extravaganza the Midwest's Premiere "Gardening & Outdoor Living" Marketplace
  - ✓ Advertising
  - ✓ Statement stuffers
  - ✓ Corporate newsletter
  - ✓ Community relation brochures
- Provide patron sponsor give-a-ways with company logo for extended use in the future (as approved)
  - ✓ Shopping bags
  - ✓ T-shirts
  - ✓ Hats
  - ✓ Pedometers
  - ✓ Sun visors
  - ✓ Sunscreen
- Display company banner during Garden Fair Extravaganza (Banner provided by sponsor. Size and location agreed upon between sponsor and Special Events Director of Klehm Arboretum & Botanic Garden.)
- Display up to 2 Golf Cars at event with additional signage
- Provide promotional information for Vendor Welcome Packs
- Company employees to staff shifts, as volunteers wearing company logo hats and/or shirts (volunteer passes provided)
- Opportunity to display event poster at company locations
- Opportunity to pre-sell event tickets at company locations
- Opportunity to purchase additional tickets at group rate to give to clients and employees

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

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# Extravaganza



**Sponsorship:** Exclusive Golf Car sponsor of Garden Fair Extravaganza

**Event Dates:** June 2, 3 & 4, 2006

**Company:** Players Golf Cars                      **please refer to us as:** \_\_\_\_\_

**Company Contact:** \_\_\_\_\_                      **Event contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_                      **City:** Rockford                      **State:** Illinois                      **Zip:** 61109

**Phone:** \_\_\_\_\_                      **Fax:** \_\_\_\_\_                      **E-Mail:** \_\_\_\_\_

We agree to provide, as an In Kind Donation, the following golf cars for Garden Fair Extravaganza.

- **Value of service:**                      \$ \_\_\_\_\_
- **Delivery:**                                      **Wednesday morning May 30, 2006**
- **Pick Up:**                                        **Monday, June 5, 2006**
- **Players to provide:**                      **9 – two-seater and 2 box cars – for a total of 11**
- ❖ **Annual Sponsor Benefits:**
  - **Complimentary tickets for use as perks for VIP clients or employee rewards**
    - ✓ 4 single day admission tickets to Garden Fair Extravaganza
    - ✓ 4 **NEW** Multi-day Admission tickets to Garden Fair Extravaganza
    - ✓ 2 Garden Glory Walk Booklets (July 14 & 15)
    - ✓ 4 sets season tickets to Wood Song–music in the garden (6/11, 7/9, 8/13, 9/10)
  - **Additional Sponsor Benefits**
    - ✓ Complimentary exhibit space for 2 Players Golf Cars
    - ✓ Complimentary Vendor Exhibit Space (12' x 12')
    - ✓ Newsletter article for May issue (due April 1<sup>st</sup>)
    - ✓ Sponsor listing in Garden Fair Extravaganza Program
    - ✓ Company logo on event signage as it relates to sponsorship
    - ✓ Complimentary ½ page ad in Garden Glory Walk Booklet (Due May 1<sup>st</sup>)
    - ✓ Company Banner display opportunity (banner provided by sponsor)
    - ✓ Company will be offered right of first negotiation for Garden Fair Extravaganza 2007
    - ✓ 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

\_\_\_\_\_  
Sponsor Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Klehm Arboretum Authorized Signature

\_\_\_\_\_  
Date