

# THEODORE PAYNE FOUNDATION

## 18<sup>TH</sup> ANNUAL NATIVE PLANT GARDEN TOUR

### SPONSORSHIP FORM

Become a sponsor of our largest outreach event of the year! A beloved tradition since 2003, the Native Plant Garden Tour showcases the region's most beautiful and inspiring ecological landscaping. Building on the success of our virtual March 2020 tour, we're excited to offer an interactive at-home experience of a select group of gardens through the seasons. This event will feature striking footage of the gardens from both winter and spring, intermixed with interviews and expert panels about horticulture, design, biodiversity, and best practices for conserving our natural resources. To complete the year long journey, there will be a final celebration in fall of 2021. This virtual experience is innovative and unique, capturing the evolution and change of urban gardens and offering a deep connection to people, plants, and landscapes that restore nature in the city.

**Would you like to be recognized as a sponsor for this celebration of urban biodiversity?**

#### EVENT FEATURES

- Live-stream garden experiences (HD video, 360 degree views)
- Interviews with homeowners and designers
- Expert panels
- Website (curated collection of gardens through the seasons, photos, video, plant lists)

#### WHY SPONSOR?

- Connect with our growing community of gardeners, designers, landscapers, and plant enthusiasts
- Thousands of views during the Garden Tour
- Tens of thousands will engage with evergreen content on the website and YouTube channel

#### PROMOTION REACH

- Newsletter: 14,000+
- Instagram: 11,000+
- Facebook: 12,000+
- Traditional Media Coverage

#### SPONSORSHIP TIERS

- \$15,000 Oak
- \$10,000 Redbud
- \$5,000 Sage
- \$2,500 Buckwheat
- \$1000 Fuchsia
- \$500 Poppy

#### TO BECOME A SPONSOR FILL THE FORM BELOW

1. Sponsor's Name

2. Name of Contact Person

3. Title

4. Mailing Address

5. E-mail

6. Phone Number

7. Event Sponsor's Level of Giving:

\$15,000 - Oak  \$10,000- Redbud  \$5,000 - Sage  \$2,500 - Buckwheat  \$1,000 - Fuchsia  \$500 Poppy

**PLEASE SUBMIT COMPLETED FORM BY MAIL WITH PAYMENT TO: 10459 Tuxford Street Sun Valley, California 91352**

**IF YOU ARE INTERESTED IN SPONSORSHIP OPPORTUNITIES PLEASE CONTACT: ERIN@THEODOREPAYNE.ORG**

Your contribution to the garden tour is tax deductible to the extent allowed by law. The Theodore Payne Foundation for Wild Flowers and Native Plants, Inc. is a 501(c)(3) non-profit charitable organization.

THEODORE PAYNE FOUNDATION  
**18<sup>TH</sup> ANNUAL NATIVE PLANT GARDEN TOUR  
SPONSORSHIP TIERS**

**\$500 POPPY**

- Logo on Garden Tour website landing page
- Social Media Kit to promote participation in the Garden Tour

**\$1000 FUCHSIA**

- Logo on Garden Tour website landing page
- Social Media Kit to promote participation in the Garden Tour
- Logo click through on website thank you page

**\$2,500 BUCKWHEAT**

- Logo on Garden Tour website landing page
- Social Media Kit to promote participation in the Garden Tour
- Logo click through on website thank you page
- Logo included in three Garden Tour marketing campaign emails sent to 14,000+

**\$5,000 SAGE**

- Logo on Garden Tour website landing page
- Social Media Kit to promote participation in the Garden Tour
- Logo click through on website thank you page
- Logo included in three Garden Tour marketing campaign emails sent to 14,000+
- Logo on YouTube videos in both spring and fall
- Tag in five social media posts

**\$10,000 REDBUD**

- Logo on Garden Tour website landing page
- Social Media Kit to promote participation in the Garden Tour
- Logo click through on website thank you page
- Logo included in three Garden Tour marketing campaign emails sent to 14,000+
- Logo on YouTube videos in both spring and fall
- Tag in five social media posts
- Thank you on live stream
- Logo on spring event postcard mailed to 3,000 households
- Behind the scenes tour of Theodore Payne Foundation

**\$15,000 OAK**

- Logo on Garden Tour website landing page
- Social Media Kit to promote participation in the Garden Tour
- Logo click through on website thank you page
- Logo included in three Garden Tour marketing campaign emails sent to 14,000+
- Logo on YouTube videos in both spring and fall
- Tag in five social media posts
- Thank you on live stream
- Logo on spring event postcard mailed to 3,000 households
- Behind the scenes tour of Theodore Payne Foundation
- Select a person of your choice for the Expert Panel discussion
- Logo placement at Theodore Payne Foundation Nursery throughout April

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