

THEODORE PAYNE FOUNDATION

19TH 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 brings together thousands of people to experience the region's most beautiful and inspiring ecological landscaping.

After two years of virtual tours, we're thrilled to announce that the 2022 Garden Tour will be back in person on April 23rd and 24th. Spotting an array of gardens across the city, this two-day journey will bring together the plants and people that make Southern California one of the most unique and biodiverse places on the planet.

ENGAGEMENT OPPORTUNITIES

- Garden Tour Website
- Printed Garden Tour Guide
- Digital Media Promotion
- Press Release
- Live Events

PROMOTION REACH

- Tickets: 2,500+
- Newsletter: 20,000+
- Facebook: 12,000+
- Instagram: 13,500+
- Traditional Media Coverage

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

SPONSORSHIP TIERS

\$500 POPPY

- Logo on Garden Tour website landing page
- Eighth-page ad in tour guide
- 2 Garden Tour tickets directly for you; 2 additional tickets distributed to TPF Partners*
- Social Media Kit to promote participation in the Garden Tour

\$1000 FUCHSIA

- Logo on Garden Tour website landing page
- Quarter-page ad in tour guide
- 5 Garden Tour tickets directly for you; 5 additional tickets distributed to TPF Partners*
- 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
- Half-page ad in tour guide
- 10 Garden Tour tickets directly for you; 10 additional tickets distributed to TPF Partners*
- 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 20,000+

\$5,000 SAGE

- Logo on Garden Tour website landing page
- Full-page ad in tour guide
- 50 Garden Tour tickets directly for you; 50 additional tickets distributed to TPF Partners*
- 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 20,000+
- Tag in five social media posts

\$10,000 REDBUD

- Logo on Garden Tour website landing page
- Full-page ad in tour guide
- 100 Garden Tour tickets directly for you; 100 additional tickets distributed to TPF Partners*
- 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 20,000+
- Tag in five social media posts
- 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
- Full-page ad in tour guide
- 100 Garden Tour tickets directly for you; 100 additional tickets distributed to TPF Partners*
- 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 20,000+
- Logo on promotional YouTube video
- Tag in five social media posts
- Logo on spring event postcard mailed to 3,000 households
- Behind the scenes tour of Theodore Payne Foundation

To discuss sponsorship opportunities and reserve your space in the Tour Guide, please email gardentour@theodorepayne.org or call (818) 768-1802

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

*TPF Partners include groups and organizations that benefit underserved individuals and communities in Los Angeles County.