



## SPONSORSHIP & ADVERTISING OPPORTUNITIES

**GCA Summer Tour, Boston  
June 22-25, 2020**

*Contact Heath Watson to book your sponsorship: 727-418-6767,  
Heath@GardenCentersofAmerica.com*

**For companies looking to truly set themselves apart,** GCA's 2020 Summer Tour Sponsorship and Advertising Program is the most effective way to stand up and stand out. Consider these important advantages as a sponsor at the 2020 GCA Summer Tour:

- **Grab the attention** of forward-thinking IGC retailers.
- **Increase interaction** with IGC retailers on the tour.
- **Build brand awareness** as an industry leader.
- **Expand your reach and credibility.**
- **Draw attention** to your new product or service.
- **Make a lasting impression** with the tour attendees.
- **Show your support** of America's only association dedicated to independent garden centers.

Your sponsorship includes a "Bonus Exposure Plan" with customized benefits that maximize your reach and impact.

- **Your company lauded as a valued sponsor** in the GCA Summer Tour Book and Signage, with enhanced (larger) logo.
- **Recognition of your sponsorship** in GCA Tour ads across the industry.
- **Your logo featured at GCA's website for a 12-month period** - yes, a full year!
- **Your sponsorship noted** in each and every edition of GCA's monthly *Member E-Newsletter* email for a full year.
- **Sponsor ribbons** for your staff attending the tour.
- **Special Official GCA Sponsor Logo** for your use online and in print - in your materials.

## **Premier Sponsorship Opportunities**

### **► GCA Summer Tour Opening Night Reception - Location TBD - Two Co-Sponsors - \$1995 each**

As GCA members and non-members alike arrive for the start of the 2020 GCA Summer Tour, the festivities get a head start with a special reception at our host hotel. Attendees will have the opportunity to network while enjoying refreshing drinks and delicious hors d'oeuvres.

*Exclusive sponsorship includes:*

*Exclusive Sponsor representatives are invited to share opening comments and make a brief presentation.*

*Exclusive Sponsor is invited to have literature and displays in the reception area.*

*Exclusive Sponsor will be recognized on signage during the event.*

*Exclusive Sponsor will be recognized in the Official GCA Summer Tour Book.*

*Exclusive Sponsor will be thanked during the reception by GCA leadership.*

***Plus Your Free Bonus Exposure Plan***

### **► Tuesday GCA Tour Lunch at Nunan Florist & Greenhouses - Exclusive! - \$1895 (or provide in-kind)**

Attendees will enjoy a delicious lunch, along with soft drinks, iced tea and water.

*Exclusive sponsorship includes:*

*Exclusive Sponsor representatives are invited to share opening comments and make a brief presentation.*

*Exclusive Sponsor is invited to have literature and displays in the lunch area.*

*Exclusive Sponsor will be recognized in the Official GCA Summer Tour Book.*

*Exclusive Sponsor will be thanked during lunch by GCA leadership.*

***Plus Your Free Bonus Exposure Plan***

► **Wednesday GCA Tour Lunch at Mahoney's Garden Center, Winchester - Exclusive! - \$1895 (or provide in-kind)**

Attendees will enjoy a delicious lunch, along with soft drinks, iced tea and water.

*Exclusive sponsorship includes:*

*Exclusive Sponsor representatives are invited to share opening comments and make a brief presentation.*

*Exclusive Sponsor is invited to have literature and displays in the lunch area.*

*Exclusive Sponsor will be recognized in the Official GCA Summer Tour Book.*

*Exclusive Sponsor will be thanked during lunch by GCA leadership.*

***Plus Your Free Bonus Exposure Plan***

► **Thursday GCA Tour Lunch at Briggs Garden & Home - Exclusive! - \$1895 (or provide in-kind)**

Attendees will enjoy a delicious lunch, along with soft drinks, iced tea and water.

*Exclusive sponsorship includes:*

*Exclusive Sponsor representatives are invited to share opening comments and make a brief presentation.*

*Exclusive Sponsor is invited to have literature and displays in the lunch area.*

*Exclusive Sponsor will be recognized in the Official GCA Summer Tour Book.*

*Exclusive Sponsor will be thanked during lunch by GCA leadership.*

***Plus Your Free Bonus Exposure Plan***

► **Closing Reception at Weston Nurseries - Exclusive! - \$1795**

As a fitting finale to a tremendous tour, attendees will gather at our final stop on the tour for great food, drink and conversation. A toast will honor all present, and good wishes will flow.

*Exclusive sponsorship includes:*

*Exclusive Sponsor representatives are invited to share opening comments and make a brief presentation.*

*Exclusive Sponsor is invited to have literature and displays at the site.*

*Exclusive Sponsor will be recognized in the Official GCA Summer Tour Book.*

*Exclusive Sponsor will be thanked during the reception by GCA leadership.*

***Plus Your Free Bonus Exposure Plan***

## **Networking Sponsorship Opportunities**

### **► GCA Tour Refreshments Sponsorship - Exclusive! \$1295**

Nothing like a good cup of coffee in the morning or a cool soda in the afternoon! GCA Tour attendees will be very pleased to have your sponsored refreshments at each and every stop during the three days.

*Exclusive Sponsor will be recognized on signage next to the drinks.*

*Exclusive Sponsor will be recognized in the Official GCA Summer Tour Book.*

***Plus Your Free Bonus Exposure Plan***

### **► GCA Tour Bus Sponsorship - Exclusive! - \$1695**

Make a big splash all along the tour route by sponsoring the GCA Summer Tour buses attendees ride each day. Each bus will be emblazoned with your signage. Plus, the tour book and website will identify your company as the official bus sponsor, logo included!

*Exclusive Sponsor will be recognized in the Official GCA Summer Tour Book.*

***Plus Your Free Bonus Exposure Plan***

### **► GCA Tour "Notes" Pages and Pens Sponsorship - Exclusive! - \$995**

Tour attendees consistently ask us for more space to make notes in their tour books. Now you have the opportunity to sponsor those pages as well as the pens to make those notes. This year's tour book will include 10 additional pages with your logo on the top of each page.

*Exclusive Sponsor will be recognized in the Official GCA Summer Tour Book.*

***Plus Your Free Bonus Exposure Plan***

### **► GCA Tour Tote Bags Sponsorship - Exclusive! - \$995**

Tour books, note pads, iPads... There are so many things to carry on a tour. Eco-friendly burlap tote bags for each attendee will sport your logo, reminding attendees of your company on the tour and when they return to their stores.

*Exclusive Sponsor will be recognized in the Official GCA Summer Tour Book.*

***Plus Your Free Bonus Exposure Plan***

## **Advertising Opportunities**

### **▶ GCA Tour Book Back Cover - Full 4/Color Ad Sponsorship - Exclusive! - \$1795**

The Official GCA Summer Tour Book is a valuable “saver” for all attendees. Detailed facts and figures in full are provided for each stop. Special notes-to-me pages guarantee this publication is taken back home at the conclusion of the tour. Your full-color ad message will enjoy high visibility during the 2020 GCA Summer Tour and long after.

***Plus Your Free Bonus Exposure Plan***

### **▶ GCA Tour Book Ad - Inside - \$795**

All inside 4/color ad pages are guaranteed premium right-hand positioning, providing a cost-effective way to get your product ad message in front of your most important prospects.

***Plus Your Free Bonus Exposure Plan***

## **Low-Cost Program, Year-Round Exposure**

It is vendors like you that help make IGC retailers' businesses that much more special to their customers, helping them to realize their full potential - benefitting the entire industry.

Now, as America's only association dedicated solely to the needs of independent garden centers, we're here to help you keep your company top-of-mind with our audience - via a low-cost program that puts your name in front of the industry's VIP buyers and mom and pops to help you build long-term relationships with them.

### **Gold Sponsorship - \$995**

#### **As a Gold Sponsor, you'll enjoy these benefits:**

- Complimentary admission for two to the GCA Summer Tour Opening Night Reception.
- Your company's literature distributed with GCA Summer Tour Books.
- Discounted GCA Summer Tour Tickets at the GCA member rate.
- Your sponsorship noted in each and every edition of GCA's monthly *Member E-newsletter* email for a full year.

#### **PLUS!**

- Your company lauded as a valued sponsor in the GCA Summer Tour Book and Signage, *with enhanced (larger) logo.*
- Your logo featured at GCA's website for a *12-month period - yes, a full year!*

### **Silver Sponsorship - \$695**

#### **As a Silver Sponsor, you'll enjoy these benefits:**

- Your company lauded as a valued sponsor in the GCA Summer Tour Book and Signage, *with enhanced (larger) logo.*
- Your logo featured at GCA's website for a 6-month period.