

2020 GREAT AMERICAN GARDENERS AWARDS & BOOK AWARDS

Created in 1953, the American Horticultural Society's Great American Gardeners & Book Awards is an annual program that recognizes exemplary individuals, organizations, and garden books for their contributions to the field of horticulture. **Celebrating the successes of our award recipients highlights the important role plants play in the health and well-being of humans and the planet, as well as provides inspiration for young people seeking careers in the green industry.** Every year, it's our privilege to host a wonderful Awards ceremony at our River Farm headquarters to salute these horticultural champions. This year, however, due to extraordinary circumstances, we're pleased to honor our Award winners virtually on the web and across a variety of social media platforms. Renowned horticulturist and "The Victory Garden" host Holly Shimizu will provide opening remarks and introduce each award winner. Your support will help us pay tribute to America's best and brightest in the horticultural field and promote their important work. (The 2020 winners are listed on the back of this page.)

2020 AHS Awards Sponsorship Opportunities

PRESENTING SPONSOR \$25,000

- Social media posts across multiple platforms with links to sponsor's sites for all awardees*
- Formal Acknowledgement as Presenting Sponsor during Holly Shimizu's opening remarks
- Opportunity to create your own video message in support of one or more awardees to be shared across multiple social media platforms
- Two (2) full-page color ads in *The American Gardener* magazine
- Presenting Sponsor listing on Awards website
- Presenting Sponsor listing on video credits for all awardees
- Presenting Sponsor exclusive opportunity to share agreed-upon digital marketing/promotional message to 20,000+ AHS members
- Presenting Sponsor acknowledgement in the July/August issue of *The American Gardener* magazine

DIAMOND SPONSOR \$15,000

- Social media posts across multiple platforms with links to sponsor's sites for all awardees*
- Formal Acknowledgement as Diamond Sponsor during Holly Shimizu's opening remarks
- Opportunity to create your own video message in support of one or more awardees to be shared across multiple social media platforms
- Full-page color ad in *The American Gardener* magazine
- Diamond Sponsor listing on Awards website
- Diamond Sponsor listing on video credits for all awardees

PLATINUM SPONSOR \$10,000

- Social media posts across multiple platforms with links to sponsor's sites for up to five (5) awardees*
- Formal acknowledgement by Holly Shimizu in her introduction of the video for your designated awardee(s)
- 2/3-page color ad in *The American Gardener* magazine
- Platinum Sponsor listing on Awards website
- Platinum Sponsor listing on video credits for up to five awardees

GOLD SPONSOR \$7,500

- Social media posts across multiple platforms with links to sponsor's sites for up to five (5) awardees*
- Formal acknowledgement by Holly Shimizu in her introduction of the video for your designated awardee(s)
- 1/2-page color ad in *The American Gardener* magazine
- Gold Sponsor listing on Awards website
- Gold Sponsor listing on video credits for up to five awardees

SILVER SPONSOR \$5,000

- Social media posts across multiple platforms with links to sponsor's sites for up to three (3) awardees*
- Formal acknowledgement by Holly Shimizu in her introduction of the video for your designated awardee(s)
- 1/3-page color ad in *The American Gardener* magazine
- Silver Sponsor listing on Awards website
- Silver Sponsor listing on video credits for up to three awardees

BRONZE SPONSOR \$3,500

- Social media posts across multiple platforms with links to sponsor's sites for up to three (3) awardees*
- Formal acknowledgement by Holly Shimizu in her introduction of the video for your designated awardee(s)
- 1/4-page color ad in *The American Gardener* magazine
- Bronze Sponsor listing on Awards website
- Bronze Sponsor listing on video credits for up to three awardees

BENEFACTOR \$1,500

- Social media posts across multiple platforms without links to sponsor's sites for designated awardee only*
- Formal acknowledgement by Holly Shimizu in her introduction of the video for your designated awardee
- Name listing in Benefactor section of Awards website

PATRON \$500

- Social media posts across multiple platforms without links to sponsor's sites for designated awardee only*
- Name listing in Patron section of Awards website

*Sponsor can choose to make their support in honor of one or more Award winners (number depends upon the level of sponsorship).



Please complete the back of this form and return to:

2020 Awards Program, American Horticultural Society, 7931 East Boulevard Drive, Alexandria, VA 22308.
You may also scan and e-mail to ksomerville@ahsgardening.org or fax to (703) 768-8700.

SPONSORSHIP AGREEMENT

We would like to make the following commitment of support to the 2020 Awards Program:

- | | |
|------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Presenting Sponsor \$25,000 | <input type="checkbox"/> Silver Sponsor \$5,000 |
| <input type="checkbox"/> Diamond Sponsor \$15,000 | <input type="checkbox"/> Bronze Sponsor \$3,500 |
| <input type="checkbox"/> Platinum Sponsor \$10,000 | <input type="checkbox"/> Benefactor Sponsor \$1,500 |
| <input type="checkbox"/> Gold Sponsor \$7,500 | <input type="checkbox"/> Patron Sponsor \$500 |

We would like to make an in-kind donation valued at \$_____. (Must be mutually agreed upon.)

Please list items: _____

We wish to recognize the following awardee(s): _____

Responses must be received by June 5, 2020. All sponsors will be recognized on the AHS website. If applicable, please e-mail a high-res and low-res copy of your logo image to ksomerville@ahsgardening.org.

In the space below, please indicate how your sponsor name should appear for recognition:

2020 GREAT AMERICAN GARDENERS AWARD WINNERS

- Liberty Hyde Bailey Award** James P. Folsom, San Marino, CA
Jane L. Taylor Award Grow Dat Youth Farm, New Orleans, LA
Community Greening Award Blocks in Bloom, Rochester, NY
Emerging Horticultural Professional Award Jessica B. Turner-Skoff, Lisle, IL
Landscape Design Award Leslie Bennett, Oakland, CA
B.Y. Morrison Communication Award Ciscoe Morris, Seattle, WA
Professional Award Charles "Chipper" Wichman, Jr., Honolulu, HI
Teaching Award Barry Fugatt, Tulsa, OK
Paul Ecke Jr. Commercial Award Steve Castorani, Landenberg, PA
Meritorious Service Award J. Landon Reeve IV, Woodbine, MD
Frances Jones Poetker Award Nancy Ross Hugo, Ashland, VA
Dr. H. Marc Cathey Award Michael J. Balick, New York, NY
Horticultural Therapy Award Catharine McCord, Denver, CO
Luther Burbank Award Dan Heims, Canby, OR

2020 AHS BOOK AWARD RECIPIENTS

- Fruit Trees for Every Garden**
by Orin Martin with Manjula Martin
(Ten Speed Press)
- The Melon**
by Amy Goldman with photographs by Victor Schragar
(City Point Press)
- The Scentual Garden**
by Ken Druse
(Abrams)

SPONSOR CONTACT INFORMATION

Contact name _____
Title _____
Phone _____
E-mail _____
Address _____
City _____
State _____ Zip code _____

PAYMENT INFORMATION

- Check enclosed (made payable to AHS)
 Credit card (Visa, MC, AmEx or Discover)
Amount to be charged: \$ _____

Account number _____
Expiration date _____

Name on card (print) _____
Signature _____

The American Horticultural Society is a 501(c)(3) non-profit organization. Donations are tax-deductible.

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