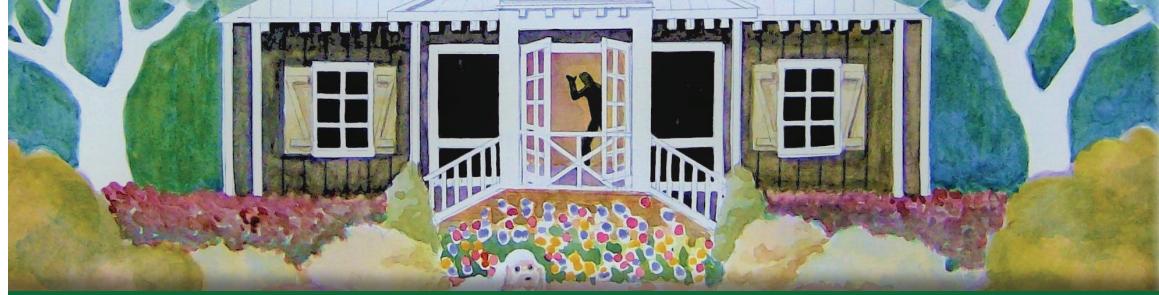




AMERICAN
HORTICULTURAL
SOCIETY



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AHS VIRTUAL GARDEN PARTY

Celebrating Together: Arriving Home

SUNDAY, NOVEMBER 8, 2020 • 4PM–5:15PM EST



Honorary Chair

James Farmer

Lifestyle expert, interior designer, speaker, and best-selling author



Event Host

Monte Durham

Star of TLC Network's "Say Yes to the Dress: Atlanta"

The American Horticultural Society (AHS)

will transform its annual fall fundraising gala into a live virtual “garden party” event — **“Celebrating Together: Arriving Home.”** Friends and supporters from around the country will join us for an afternoon of seasonal style and entertaining inspiration, fall gardening and home decorating tips and tricks. The virtual program will feature nationally (and internationally) known lifestyle experts — and a surprise celebrity guest with a royal connection. In addition, to launch the celebration, a mixologist will craft specialty cocktails with a seasonal flair.

Renowned style experts. This year’s Honorary Chair is celebrated interior designer, gardener, and best-selling author **James Farmer**, who will take us on a live tour of his beautiful south Georgia home and garden while sharing his favorite tips for seasonal entertaining, table design, and fall gardening — all served up with a large dose of his signature southern charm and style. **Monte Durham** — the witty style star of TLC’s *Say Yes to the Dress: Atlanta* — will host the festivities from AHS headquarters at historic River Farm in Alexandria, Virginia. The festivities will conclude with a **surprise guest appearance “from across the pond”** who will cap off the celebration with an uplifting message and lively repartee.

Special bonus gifts. All participants will receive an autographed copy of James Farmer’s newest book, *Arriving Home*. In addition to the live program, all guests will be invited to the pre-event reception and online auction as well as receive a virtual “gift bag” filled with recipes, gardening and flower arranging tips and special offers from event sponsors.

An invitation. We invite you to join us as a sponsor of this live virtual event, with an opportunity to reach not only the anticipated 1,000 participants in the live program but over 20,000 AHS supporters and members nationwide. **As a sponsor, your brand, logo and video** will be featured in our promotional and advertising work — in press coverage, on social media platforms, on the AHS website, in the official program guide and in upcoming issues of *The American Gardener*, our award-winning magazine. Sponsors at the premier level will enjoy additional benefits, including access to VIP chat rooms, exclusive prize raffles, bonus take-aways and opportunities to engage James Farmer, Monte Durham, and other high profile guests. Please see the included list of benefits and marketing opportunities provided in each sponsorship package.

A record of inspiration and achievement. Since 1922, AHS has been at the forefront of American horticulture. As the nation’s premier organization for promoting American gardens and gardening, AHS relies on private support from individuals and sponsors to fund our operations and carry out a wide range of educational programming. Through our programs, awards, and publications, AHS connects people to gardening, promotes earth-friendly gardening practices, introduces children to plants, brings together leaders to address important national issues, and showcases the art and practice of horticulture.

Now, more than ever, we need your support to help navigate the challenges and uncertainties that lie ahead and to continue to promote the benefits of bringing beauty — through gardens and nature — into all of our lives.

AHS VISION

A land of sustainable gardens, cultivated by a diverse population with a common passion for plants.

AHS MISSION

To share with all Americans the critical role of plants, gardens, and green spaces in creating healthy, livable communities and a sustainable planet.

As a 501(c)(3) national nonprofit, we rely entirely on membership dues, charitable contributions, and earned revenue to support our ongoing operations. Proceeds raised from the virtual “garden party” will support the Society’s mission.

#ahsvirtualgardenparty



#ahsvirtualgardenparty

Celebrating Together: Arriving Home

2020 AHS VIRTUAL GARDEN PARTY FUNDRAISING EVENT SPONSORSHIP OPPORTUNITIES

Please email all ad copy files to: Development@ahsgardening.org along with your name and contact information, no later than **October 9, 2020**.

(Ad specs are listed on the bottom right column of the 2020 Sponsorship Levels page.)

Confirmed Sponsors will receive a registration email to provide names and contact information for each of their guests so they may receive the autographed copy of James Farmer's book in the mail, and an emailed link to join the Virtual Garden Party, a few days ahead of the November 8 virtual event.

SPONSOR NAME (as it should appear on Virtual Garden Party program and signage):

CONTACT PERSON	BUSINESS NAME
ADDRESS	_____
PHONE	EMAIL
LEVEL OF SPONSORSHIP, AMOUNT	SPONSOR WEBSITE

CONTRIBUTION OPTION

Regrettably, I/we are unable to attend but would like to make a tax-deductible contribution in the amount of \$ _____ to support the American Horticultural Society.

IN-KIND SERVICE DONATION OPTION

We would like to donate the following service to support the Virtual Garden Party.

AHS WILL CONTACT YOU TO SECURE THE DONATION

IN-KIND AUCTION DONATION OPTION

We would like to donate the following item or service for the Auction.

AHS WILL CONTACT YOU TO SECURE THE ITEM

PAYMENT INFORMATION

Credit card payment information can be mailed, faxed or made online at: www.ahsgardening.org/gardenparty

Check is enclosed Visa MasterCard Amex Discover

NAME ON CREDIT CARD

CARD NUMBER

EXPIRATION DATE /

SIGNATURE

DATE

Thank you in advance for your support!

Please make checks payable to the American Horticultural Society

Return this form to: Susan D. Klejst, American Horticultural Society
7931 East Boulevard Drive, Alexandria, VA 22308-1300
Telephone: 703-768-5700 ext. 127 FAX: 703-768-8700
Email: sklejst@ahsgardening.org

All Sponsor donations to the Virtual Garden Party will be acknowledged in the Virtual Garden Party Program, AHS E-Newsletter, and as described in each Sponsor package.

The American Horticultural Society is a 501(c)(3) nonprofit organization; your contribution, less \$75 per guest participation, is tax deductible.

FEDERAL TAX ID# 53-0226408



#ahsvirtualgardenparty

Celebrating Together: Arriving Home

2020 AHS VIRTUAL GARDEN PARTY FUNDRAISING EVENT SPONSORSHIP OPPORTUNITIES

Sponsorship donations must be received by **October 9, 2020** to be acknowledged in the event program.

- ◆ **All sponsors** (and their designated guests) will receive an autographed copy of Honorary Chair James Farmer's new book, *Arriving Home*, access to a pre-event reception, a virtual gift bag, and additional special content focused on seasonal entertaining, gardening and design.
- ◆ **Premier Sponsorship** includes pre-event access to a VIP chat room featuring exclusive opportunities to interact with James Farmer, Monte Durham and other special guests as well as prize raffles.

PRESENTING SPONSOR: \$25,000

(1 available)

- ◆ **Premier Sponsor** access for thirty (30) Sponsor guests.
- ◆ Formal acknowledgement as Presenting Sponsor in opening remarks.
- ◆ Two-minute sponsor video on virtual platform, social posts and pre-event reception.
- ◆ Featured Presenting Sponsor recognition in one "boosted" Facebook Post (name and logo).
- ◆ Sponsorship announcement across Social media platforms with links to sponsor's sites.
- ◆ Banner logo on virtual platform with link to sponsor's website.
- ◆ Full-page color back cover ad in virtual program with link to sponsor's website.
- ◆ Two (2) full-page color ads of *The American Gardener* magazine, with circulation to over 20,000 national subscribers.
- ◆ Presenting Sponsor acknowledgement in *The American Gardener* magazine.
- ◆ Promotional item(s) placement for virtual gift bag (as provided by the sponsor).
- ◆ Recognition in the post-event thank you e-mail, AHS newsletter and on social media.

DIAMOND SPONSOR: \$15,000

(1 available)

- ◆ **Premier Sponsor** access for twenty (20) Sponsor guests.
- ◆ Diamond Sponsor recognition in event publicity.
- ◆ Sponsor recognition during pre-event reception with sponsor-provided 90 second video.
- ◆ Sponsorship announcement across Social media platforms with links to sponsor's sites.
- ◆ Banner logo on virtual platform with link to sponsor's website.
- ◆ Full-page color inside-front cover ad in virtual program with link to sponsor's site.
- ◆ Full-page color ad in one issue of *The American Gardener* magazine, with circulation to over 20,000 national subscribers.
- ◆ Promotional item(s) placement for virtual gift bag (as provided by the sponsor).
- ◆ Recognition in post-event thank you email, AHS newsletter and on social media.

PLATINUM SPONSOR: \$10,000

- ◆ **Premier Sponsor** access for twenty (20) Sponsor guests.
- ◆ Sponsor recognition during pre-event reception with sponsor-provided 70 second video.
- ◆ Sponsorship announcement across social media platforms with links to sponsor's sites.
- ◆ Banner logo on virtual platform with link to sponsor's website.
- ◆ Full-page color Platinum Sponsor ad in virtual program with link to sponsor's website.
- ◆ 2/3-page color ad in *The American Gardener* magazine, with circulation to over 20,000 national subscribers.
- ◆ Promotional item(s) placement for virtual gift bag (as provided by the sponsor).
- ◆ Recognition in post-event thank you email, AHS newsletter and on social media.

GOLD SPONSOR: \$7,500

- ◆ **Premier Sponsor** access for ten (10) Sponsor guests.
- ◆ Sponsor recognition during pre-event reception with sponsor provided 60 second video.
- ◆ Sponsorship announcement across Social media platforms with links to sponsor's sites.
- ◆ Banner logo on virtual platform with link to sponsor's website.
- ◆ Full-page color Gold Sponsor ad in virtual program with link to sponsor's site.
- ◆ 1/2-page color ad in *The American Gardener* magazine, with circulation to over 20,000 national subscribers.
- ◆ Promotional item(s) placement for virtual gift bag (as provided by the sponsor).
- ◆ Recognition in post-event thank you email, AHS newsletter and social media.



#ahsvirtualgardenparty

Celebrating Together: Arriving Home

2020 AHS VIRTUAL GARDEN PARTY FUNDRAISING EVENT SPONSORSHIP OPPORTUNITIES

Sponsorship donations must be received by **October 9, 2020** to be acknowledged in the event program.

SILVER SPONSOR: \$5,000

- ◆ **Premier Sponsor** access for ten (10) Sponsor guests.
- ◆ Sponsor recognition during pre-event reception with sponsor-provided 50 second video.
- ◆ Sponsorship announcement across Social media platforms with links to sponsor's sites.
- ◆ Banner logo on virtual platform with link to sponsor's website.
- ◆ Full-page color Silver Sponsor ad in virtual program with link to sponsor's site.
- ◆ 1/3-page color ad in *The American Gardener* magazine, with circulation to over 20,000 national subscribers.
- ◆ Promotional item(s) placement for virtual gift bag (items must be provided by sponsor).
- ◆ Recognition in post event thank you email, AHS newsletter and social media.

BRONZE SPONSOR: \$3,500

- ◆ **Premier Sponsor** access for ten (10) Sponsor guests.
- ◆ Sponsor recognition during pre-event reception with sponsor provided 40 second video.
- ◆ Sponsorship announcement across Social media platforms with links to sponsor's sites.
- ◆ Banner logo on virtual platform with link to sponsor's website.
- ◆ Full-page color Bronze Sponsor ad in virtual program with link to sponsor's site.
- ◆ 1/4-page color ad in *The American Gardener* magazine, with circulation to over 20,000 national subscribers.
- ◆ Promotional item(s) placement for virtual gift bag (items must be provided by sponsor).
- ◆ Recognition in post event thank you email, AHS newsletter and social media.

BENEFACTOR: \$1,500

- ◆ Sponsor access for four (4) Sponsor guests.
- ◆ Sponsor recognition on virtual event signage.
- ◆ Name listing in Benefactor section of virtual program on website.

PATRON: \$500

- ◆ Sponsor access for two (2) Sponsor guests.
- ◆ Sponsor recognition on virtual event signage.
- ◆ Name listing in Patron section of virtual program on website.

FAN: \$250

- ◆ Sponsor access for one (1) Sponsor guest.
- ◆ Sponsor recognition on virtual event signage.
- ◆ Name listing in "Fan" section of virtual program on the website.

- advertising only -

FULL PAGE AD: \$500

(Does not include event participation)

- ◆ Full-page color ad in virtual event program on website.
- ◆ Sponsor recognition on virtual event signage.
- ◆ Promotional item placement for virtual gift bag (item must be provided by sponsor).
- ◆ Ads can be a business ad or a personal greeting.

AD SPECS

WEBSITE FULL-COLOR SPECS: Color, 4.5" wide x 7.5" high (vertical format); File should be submitted as a PDF or JPG (300dpi at 100% size)

- ◆ Personal greeting submissions can also be submitted as a Word document for AHS to finalize for you

Please email all ad copy files to: Development@ahsgardening.org along with your name and contact information, no later than **October 9, 2020**.

For more information, please contact, Susan Klejst, vice president, development by email at: sklejst@ahsgardening.org or by phone: (703) 768-5700, ext. 127. All proceeds support the American Horticultural Society educational and outreach programs.

The American Horticultural Society is a 501(c)(3) nonprofit organization; your contribution, less \$75 per guest participation, is tax deductible. FEDERAL TAX ID# 53-0226408
