

2022 AMERICAN HORTICULTURAL SOCIETY AWARDS 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.** We're pleased to honor our Award winners virtually on the web and across a variety of social media platforms. Your support will help us pay tribute to America's best and brightest in the horticultural field and promote their important work.

New this year, AHS is introducing **Conversations with Great American Gardeners**. Renowned horticulturist and "The Victory Garden" host Holly Shimizu will lead conversations with a selection of inspiring past award winners. Twenty percent (20%) of all sponsorship levels will be applied in support of this new speaker series, featuring a selection of past award winners.

2022 AHS Awards Sponsorship Opportunities

PRESENTING SPONSOR \$25,000

- Social media posts across multiple platforms with links to sponsor's sites for all awardees and speaker series*
- Formal acknowledgement as Presenting Sponsor during winner announcement videos and the speaker series
- 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 and speaker series website
- Presenting Sponsor listing on video credits for all awardees and concluding each event in the speaker series
- 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 and speaker series*
- Formal acknowledgement as Diamond Sponsor during winner announcement videos and the speaker series
- 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 and speaker series 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 or for speaker series*
- Formal acknowledgement in the introduction of the video for your designated awardee(s) or speaker series event(s)
- 2/3-page color ad in *The American Gardener* magazine
- Platinum Sponsor listing on Awards and speaker series website
- Platinum Sponsor listing on video credits for up to five awardees or speaker series event(s)

GOLD SPONSOR \$7,500

- Social media posts across multiple platforms with links to

sponsor's sites for up to five (5) awardees or for speaker series*

- Formal acknowledgement in the introduction of the video for your designated awardee(s) or speaker series event(s)
- 1/2-page color ad in *The American Gardener* magazine
- Gold Sponsor listing on Awards and speaker series website
- Gold Sponsor listing on video credits for up to five awardees or for speaker series event(s)

SILVER SPONSOR \$5,000

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

BRONZE SPONSOR \$3,500

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

BENEFACTOR \$1,500

- Social media posts across multiple platforms without links to sponsor's sites for designated awardee only or for speaker series*
- Formal acknowledgement in the introduction of the video for your designated awardee or speaker series event
- Name listing in Benefactor section of Awards and speaker series website

PATRON \$500

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

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



Please complete the back of this form and return to:

2022 AHS Awards Program, American Horticultural Society, 7931 East Boulevard Drive, Alexandria, VA 22308
You may also scan and e-mail to development@ahsgardening.org or fax to (703) 768-8700.

SPONSORSHIP AGREEMENT

Yes! I would like to make the following commitment of support to the 2022 AHS Awards Program and understand that 20% of my sponsorship will support the new speaker series, **Conversations with Great American Gardeners**:

- | | |
|--|---|
| <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 March 15, 2022 for guaranteed inclusion in winner promotion. As soon as sponsorship is received, it will be included in speaker series promotion. 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 development@ahsgardening.org.

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

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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