



100
YEARS
1922-2022

The American Horticultural Society is proud to present its
2022 SPRING GARDEN MARKET

April 8 & 9 at River Farm 10 a.m. – 4 p.m.



This annual community event welcomes spring, drawing over 2,000 people to River Farm, a historic, 25-acre property overlooking the Potomac River. Shoppers have two fun-filled days to browse plants, garden-themed art, books, accessories and much more offered by over 30 garden-related retail vendors. Educational groups, event sponsors, and other organizations from across the Mid-Atlantic region will also be on hand to provide opportunities for learning on a wide range of topics.

2022 SPRING GARDEN MARKET SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR \$10,000

- Six one-year individual memberships to the AHS
- A total of 15 parking passes for the event
- 15% River Farm rental fee discount for corporate events
- Opportunity for Platinum Sponsor booth location
- Logo recognition on event postcard that is delivered to roughly 10,000 local residents
- Opportunity for on-site materials display or raffle items at Welcome Tent
- Social media live streaming sponsor promotion at mutually agreeable time
- Social media posts across multiple platforms with links to the sponsor's site(s)
- Recognition printed on event map
- Recognition as Platinum Sponsor on sponsor signage
- Full-color, quarter-page ad in one issue of *The American Gardener* magazine

GOLD SPONSOR \$7,500

- Four one-year individual memberships to the AHS
- A total of 15 parking passes for the event
- 15% River Farm rental fee discount for corporate events
- Opportunity for Gold Sponsor booth location
- Logo recognition on event postcard that is delivered to roughly 10,000 local residents
- Opportunity for on-site materials display or raffle items at Welcome Tent
- Social media posts across multiple platforms with links to the sponsor's site(s)
- Recognition printed on event map
- Recognition as Gold Sponsor on sponsor signage

SILVER SPONSOR \$5,000

- Two one-year individual memberships to the AHS
- A total of 12 parking passes for the event
- 15% River Farm rental fee discount for corporate events
- Opportunity for Silver Sponsor booth location
- Logo recognition on event postcard that is delivered to roughly 10,000 local residents
- Opportunity for on-site materials display or raffle items at Welcome Tent
- Social media posts across multiple platforms with links to the sponsor's site(s)
- Recognition printed on event map
- Recognition as Silver Sponsor on sponsor signage

BRONZE SPONSOR \$3,500

- One one-year individual membership to the AHS
- A total of 8 parking passes for the event
- 10% River Farm rental fee discount for corporate events
- Opportunity for Bronze Sponsor booth location
- Logo recognition on event postcard that is delivered to roughly 10,000 local residents
- Opportunity for on-site materials display or raffle items at Welcome Tent
- Social media posts across multiple platforms with links to the sponsor's site(s)
- Recognition printed on event map
- Recognition as Bronze Sponsor on sponsor signage

BENEFACTOR SPONSOR \$1,500

- A total of 5 parking passes for the event
- Opportunity for Benefactor Sponsor booth display for duration of event
- Name recognition on event postcard that is delivered to roughly 10,000 local residents
- Opportunity for on-site materials display or raffle items at Welcome Tent
- Social media posts across multiple platforms with links to the sponsor's site(s)
- Recognition printed on event map
- Recognition on sponsor signage
- This level can be fulfilled at a maximum of \$500 in-kind (mutually agreed upon)

PATRON SPONSOR \$500

- A total of 2 parking passes for the event
- Recognition printed on event map
- Recognition on sponsor signage
- This level can be fulfilled at a maximum of \$250 in-kind (mutually agreed upon)

FRIEND OF THE SPRING GARDEN MARKET \$250

- This level can be fulfilled as gift-in-kind (mutually agreed upon)
- Recognition printed on event map

(over, please)



SPONSORSHIP AGREEMENT

We would like to make the following commitment of support to the 2022 Spring Garden Market:

Platinum Sponsor \$10,000
Gold Sponsor \$7,500
Silver Sponsor \$5,000
Bronze Sponsor \$3,500
Benefactor Sponsor \$1,500
Patron Sponsor \$500
Friend of the Spring Garden Market \$250
Other \$ _____

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

Please list items: _____

Responses received by February 18, 2022, will be included in printed marketing materials as appropriate. All sponsors will be recognized on the AHS website. 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 _____ CSV _____ Expiration date _____
Name on card (print) _____ Signature _____ or initial here _____

The American Horticultural Society is a 501(c)(3) non-profit organization. Donations are tax-deductible. Tax ID 53-0226408



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Please return this completed form to:
2022 Spring Garden Market
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.

For more information about the American Horticultural Society, visit www.ahsgardening.org or call (703) 768-5700 ext. 127.