

Year of the Garden
Année du jardin



Invitation to be a 'PROMOTIONAL PARTNER' of Canada's Year of the Garden 2022

Canada's **Year of the Garden 2022** - from January to December 31, will celebrate the Centennial of the ornamental horticulture sector marked by CNLA's 100th Anniversary.

The Year of the Garden 2022 is an invitation to all Canadians to:

'Live the Garden Life' – 'Vivre la vie jardin'

Join the celebration, support and contribute to a once in a lifetime unique year-long celebration of:

- The Centennial of Canada's ornamental horticulture sector
- Canada's garden/horticulture heritage
- Our contemporary and vibrant garden culture
- The contribution of garden/horticulture to development of our country and the quality of life of our communities
- The positive impact of gardens/gardening on our environment, mental and physical health and the sustainable development of Canada
- Year of the Garden 2022 legacies for a sustainable future

We invite you to be a:

'Promotional Partner' of Canada's Year of the Garden 2022

It's all about supporting, growing and celebrating all the great work that Garden-Family members like you do to advance and grow our vibrant Canadian garden culture.

Benefits of Becoming a 'Promotional Partner'

- Right to identify as a **'Promotional Partner' of Canada's Year of the Garden**
 - We will provide you with a **'Year of the Garden 2022 Promotional Partner'** logo.
- Recognition on our dedicated **'Promotional Partner'** page on **Year of the Garden 2022** website
 - Logo/Name organization
 - Link to website

- Ongoing advertising on **Year of the Garden 2022** website
- Social Media positioning
 - 1 'Promotional Partner' post shared /week
 - 1 Year of the Garden post shared with Promotional Partner/week
 - **Year of the Garden 2022** will follow Promotional Partner social media platforms
- **Promotional Partner Year of the Garden 2022** Official Certificate

Promotional Partner Commitments:

- Promotional Partner Fee - \$5,000
- Participate when appropriate with the various **Year of the Garden 2022** promotions
- Share with your networks and followers the various **Year of the Garden 2022** promotions and initiatives
- Follow **Year of the Garden 2022's** various social media platforms
- Position the '**Year of the Garden 2022 Promotional Partner**' logo on your website with a link to the **Year of the Garden 2022** website.

For more information or to discuss, please contact us at:

marketing@gardencouncil.ca

Founding Partners

