



The Philadelphia International Flower Show

Simply stated, the Philadelphia International Flower Show is one of the nation's premier events. Originating in 1829, the Pennsylvania Horticultural Society's signature event is the nation's oldest (181 years) flower show with an annual average of 250,000 visitors coming to see acres of breathtaking gardens and participate in special events. This annual event at the Pennsylvania Convention Center will take place February 28 - March 7, 2010, and provide sponsors with tremendous national and regional exposure to an extraordinary audience.

PHS's mission is to *Motivate people to improve the quality of life and create a sense of community through horticulture.* PHS's award-winning **Philadelphia Green** program, supported by Show proceeds, brings vibrant green spaces to the city's downtown area and neighborhoods.

Sponsors of this blue-chip event distinguish themselves from all others through extensive exposure, as well as special promotions and activation activities.



www.theflowershow.com

SPONSORSHIP PROGRAM

Activating your sponsorship is one of our top goals. We do this by providing you with the maximum Return On Objectives. Each sponsorship package is custom tailored with an extensive menu of rights and benefits designed to provide an event marketing platform to meet your objectives.

In addition to branding your company as an Official Sponsor with the world-class Philadelphia International Flower Show, your sponsor package can include the following benefits:

ON-SITE PRESENCE

- Showcase your products in a garden display
- Promote your products or services to consumers in the Show's Marketplace
- Promote your products to PHS members and Show volunteers
- Promote your products through many Show venues including: Educational lectures or demonstrations; Culinary events, Garden Tea, Family Lounge, Members Lounge and Destination Showcase
- Have the opportunity to conduct product sampling during culinary demonstration times

BRAND ACKNOWLEDGEMENT

- Receive complimentary advertising in the **Official Schedule of Events** (published in 2009 by *Montgomery Newspapers, Inc.* as a special section) distributed to more than 39,000 subscribers and 50,000 attendees
- Receive complimentary advertising in PHS's *Green Scene* magazine, sent to 16,000 + members and subscribers

VIP TICKETS AND HOSPITALITY OPPORTUNITIES

- Receive complimentary tickets for clients and guests
- Entertain clients and guests in a beautifully appointed Hospitality Suite

PROMOTIONAL RIGHTS

- Create cross promotions with other Flower Show sponsors and media partners
- Receive Official Sponsor status in related Flower Show press kits and general news releases

LOGO RECOGNITION

Official Sponsor trademark recognition is provided in related collateral materials including:

- **Official Schedule of Events**
- **Official Flower Show Guide**
- Trademark ID on the Show website, with a link to your company's website. (The Flower Show website received more than 1.8M page views in the 10 weeks preceding the 2009 Show. (www.theflowershow.com))
- PHS's online newsletter sent to the Flower Show's *Green Team* e-news group
- "Official Bouquets to Our Sponsors" signs, 10 located throughout the Show

These additional quick facts point out some of the key reasons to invest in sponsorship of the Philadelphia Flower Show.

- 251,000 attendees in 2009 comprised a highly desirable profile (36-65; \$100,000+ HH Income; College-educated; Homeowners)
- World's preeminent show of its kind
- Located at the Pennsylvania Convention Center, located in Center City Philadelphia
- An amazing 10 acres of gardens; 33 acres of activities
- Marketplace provides opportunities for promotion
- Hospitality, including VIP access and behind-the-scenes opportunities
- Supported by \$1 M+ in paid and promotional advertising
- Special supplements in the **Official Flower Show Guide** and **Official Show Schedule of Events**
- Print, TV and radio promotional partners include: *Montgomery Newspapers, Inc.*, the *Philadelphia Inquirer* and WPVI-TV6 (ABC)
- 2009 PR generated more than 1,000 print clips, and 140 broadcasts, including an hour-long prime time television special aired by WPVI-TV6 (ABC)
- Use of the Philadelphia Flower Show's trademark for promotional purposes
- Year-round marketing benefits from PHS

**PHILADELPHIA INTERNATIONAL FLOWER SHOW
MAKES
PHILADELPHIA GREEN**

Proceeds from the Philadelphia International Flower Show, along with funding from foundations, corporations, and government agencies, help to support PHS's projects that include: Community Greening, Neighborhood Parks, Volunteer Plantings, Public Landscapes, Land Stabilization, Education and Special Events.

PHS's urban revitalization program, Philadelphia Green, is the largest and most comprehensive greening program in the nation. Started in 1974, Philadelphia Green works with community groups and residents throughout the city to plan and implement greening projects. The program also partners with private and public organizations to landscape and maintain public spaces in the city's downtown and gateways. Philadelphia Green, a consultant to the Keep America Beautiful organization, is now a model for greening efforts in communities around the country.



Sponsors of the 2009 Philadelphia Flower Show:

PNC Bank, Presenter
Subaru of America, Premier Sponsor

Official Sponsors

Acme Markets
Bartlett Tree Experts
Italia, Italian Government Tourism Board
EP Henry
Mantis
PECO
Philadelphia International Airport
Tourism Ireland

Media Partner

WPVI-TV6 (ABC)

Catering Partner

Aramark

To learn more about Sponsorship Programs, please contact:

Joanne Stretz
Corporate Relations Manager
Pennsylvania Horticultural Society
100 North 20th Street, Philadelphia, PA 19103
215-988-8888 • jstretz@pennhort.org