Corporate Vision 2021

Association Virtual Town Hall

Welcome!

Jamie Recio
Member Development Manager

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Director, External Relations

Corporate Membership

Corporate Gold

- $1,500 per year
- Provides benefits to your entire staff
- Includes one-time use of member email list per year

Corporate Associate

- $250 per year
- Provides benefits to a single individual within your company

Is this logo on your website? Get it from us!

Join here: https://www.publicgardens.org/corporate-membership

Benefits

- Your company listing and link on our website
- Network & share ideas via 20+ Professional Online Communities
- Unlimited access to the online Member Directory
- Benchmarking Study results summary
- Advertising discounts
- Subscription to Public Garden magazine
- Member pricing for the Annual Conference and Professional Development programs
- Subscription to the monthly e-newsletter

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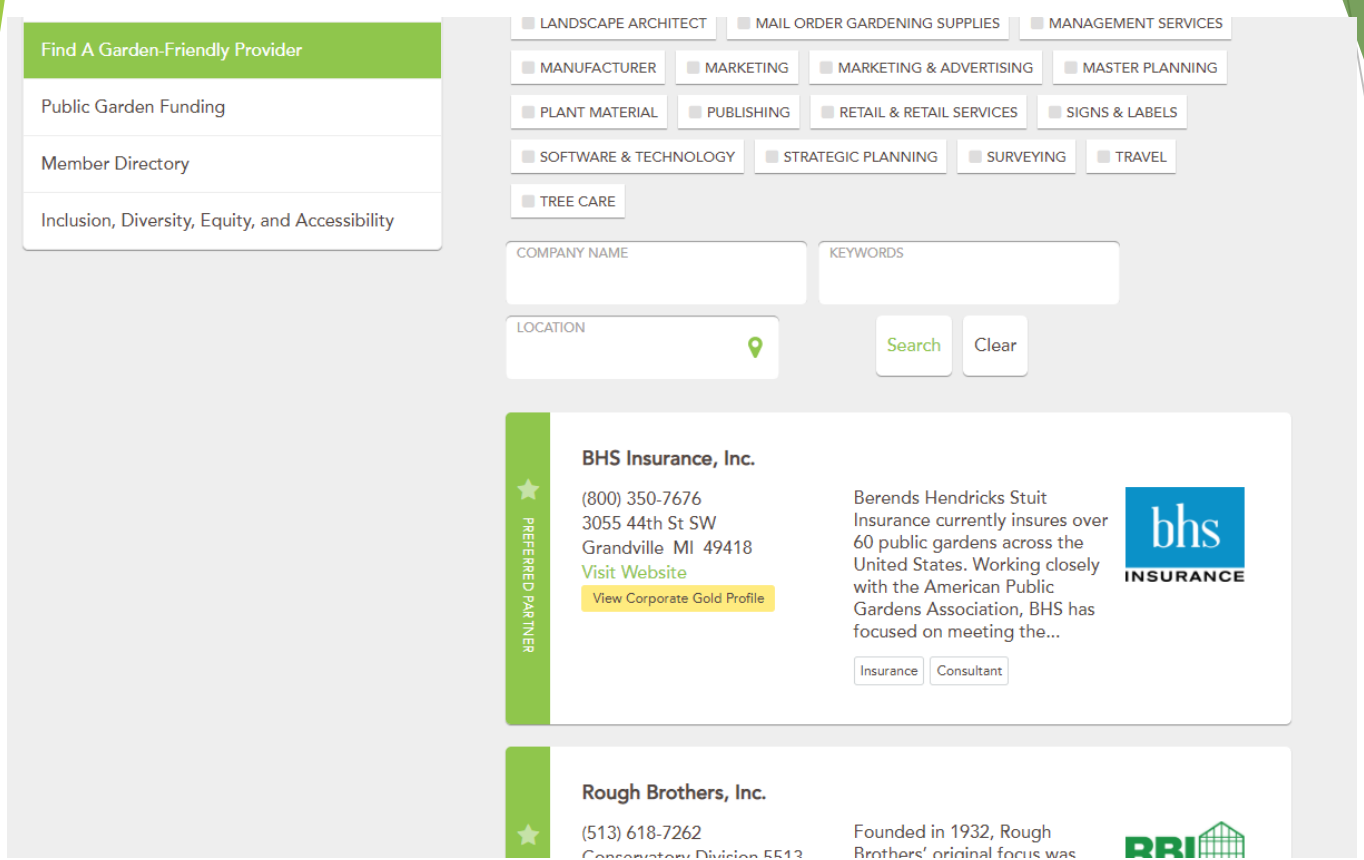

Find a Garden-Friendly Provider Directory: https://www.publicgardens.org/members/providers

Affinity Partnerships

Affinity Partner - Member Value-Added: A business partnership that provides pass-through member benefits to bring added value to Association or garden membership, use in exchange for lead generation access

Affinity Partner - Income: A business partnership that offers a special opportunity or service to Association members and/or their members. When people sign on with them, it generates a revenue stream for the Association (and sometimes the participating gardens)

Current Affinity Programs: https://www.publicgardens.org/member-affinity-programs

Annual Conference 2021

Save the date for June 7-10, 2021

- 2020 Virtual Conference had 1,300+ attendees and over 5,000 post-conference video views
- Sponsorship Opportunities ranging from $2k-$50k
- Exhibitors = Rapid Fire Presentations
- Attendee registration opens March 1

2022: Portland, OR
June 21-25

2023: Fort Worth/Dallas, TX
June 5-9

Annual Conference 2021 sponsorships: https://www.publicgardens.org/2021-annual-conference-sponsorships

Advertising

- Connect with more than 9,700 industry professionals through print and digital versions published quarterly
- Audience includes a vast group of garden professionals, from public horticulture students to seasoned industry veterans
- Advertise in 1 or all of our magazines each year (Feb, May, August, and November)
- Receive a discount on advertising if you're a Corporate Member or if you purchase multiple ads

Advertising:
https://www.publicgardens.org/news/public-garden-magazine/promote-your-business-public-garden

Virtual Professional Development - Sponsorship

- Association Lunch and Learn Sponsorship ($375)
- Association Webinar Sponsorship ($750)
- Sponsored Virtual Workshop ($1,500)
- Virtual Symposium Sponsorship ($750-$4,000)
- Industry Insights Presentation (starting at $2,500)
- Garden Scholar Fee Waivers for Workshops/Symposia/Conferences

Professional Development Sponsorship:
https://www.publicgardens.org/professional-development/events/professional-development-sponsorship

AMERICAN PUBLIC GARDENS ASSOCIATION

GO PUBLIC GARDENS

(formerly National Public Gardens Week)

Go Public Gardens Days: May 7-16, 2021

- The Association's ongoing, evergreen campaign to drive the public to **visit, value, and volunteer** at public gardens in their area and when they travel
    - PARTNERSHIPS to get your brand to consumers/garden visitors
    - GROW PUBLIC GARDENS – fundraising campaign cross-promotion by your business

GO! Public Gardens: https://www.publicgardens.org/programs/go-public-gardens

Program Initiatives – Be a Champion

- Sustainability Index Project – Achieving Excellence
- Disaster Planning Resources
- Leadership Development
  - Crisis Management
  - Change Management

Programs: https://www.publicgardens.org/programs

9700 STRONG

AMERICAN PUBLIC GARDENS ASSOCIATION

GROW PUBLIC GARDENS

- Broad-based campaigns running in conjunction with the May awareness campaign and Virtual Conference
- Be recognized as a Challenge Champion by challenging our members to match a designated portion of your gift
- Cross-post and encourage your clients to support the effort!

9700 STRONG: https://www.publicgardens.org/your-gift-matters

Website Redesign 2021

- Elevate the role of our corporate industry partners by looking at digital advertising options and enhancements to the provider directory

- Better social-impact positioning of our corporate and aligned partners demonstrating the impact of their investment.

What Now?

- You'll hear more about all these opportunities directly from us – we will reach out to you via email
- Link to Resources: https://www.publicgardens.org/marketing-and-promotional-opportunities
- Questions? Comments? Email Jamie Recio: jrecio@publicgardens.org
- Complete this survey: https://bit.ly/3ormV6M
- Open Discussion

Questions? Open Discussion

What opportunities that we just covered did you find most intriguing?

What are your goals for your business this year and how can the Association help you meet those goals?

What do you think is the most important thing the Association can do for corporate members over the next few years?

What other virtual conferences have you attended and what aspects did you like, or didn't like?

Complete this survey: https://bit.ly/3ormV6M