

SPONSORSHIP OPPORTUNITIES

Companies involved in the direct gardening industry, whether you are a retailer, wholesaler or support business, realize the importance of connecting with other businesses most interested in your products and services. As a sponsor of the DGA Summer and/or Winter Conference, you have the opportunity to promote directly to those businesses.

The DGA offers several sponsorship levels, which are outlined in the details below. On the following page, you'll find a chart of the different conference activities available to you as a sponsor. We believe our sponsorship program provides a win-win opportunity. Your company reaches your targeted audience and the DGA continues to help its conference attendees become better direct marketers.

ACT NOW! Reserve your sponsorship by completing this form.

Benefits	Diamond	Platinum	Gold	Silver
	\$4,000 +	\$2,000 - \$3,999	\$1,000 - \$1,999	\$500 - \$999
Recognition in all Conference promotional literature, the on-site program, the post convention newsletter, and emails.	✓	✓	✓	✓
Verbal recognition at the Conference	✓	✓	✓	✓
*Recognition on Conference banner displayed during the Conference at all times	✓	✓	✓	✓
All employees of the sponsoring company receive a special Conference ribbon showing their level of commitment	✓	✓	✓	✓
A list of all sponsoring companies will be on the website	Logo & Weblink	Logo & Weblink	Name & Weblink	Name
Complimentary Conference Registration (s)	2	1	0	0
Advertisement in the Conference Program	Full Page	1/2 Page	1/3 Page	1/4 Page
The opportunity to present a brief overview of the company's product or service	✓	✓	✓	✓
Complimentary table in the Networking/Registration room to display company information during the conference	✓	✓	✓	
Early Bird Pricing on all registrations	✓	✓	✓	
Signage at the event that is sponsored	✓	✓		
A table at your sponsored event to display your company information	✓	✓		
The opportunity for all representatives of your company to be introduced at the sponsored event	✓	✓		
No two sponsored events are scheduled at the same time, so your event includes all attendees	✓	✓		
1, 3' x 6' exhibit table	1 complimentary table	1 complimentary table		

**Recognition in publications and signage is dependent on when the company commits to the sponsorship.*

SPONSORSHIP OPPORTUNITIES

Day 1 of Conference	SPONSORSHIP LEVEL	SPONSORSHIP VALUE
Afternoon Break	Silver	\$750
Welcome Back Reception	Diamond	\$4,000
Day 2 of Conference		
Continental Breakfast	Platinum	\$2,000
Morning Break	Silver	\$500
Box Lunch for eating enroute to Spring Meadow	Gold	\$1,500
Bus Transportation to/from tour of Spring Meadow	Gold	\$1,500
Networking Reception at Spring Meadow	Diamond	Sponsored by Proven Winners
Day 3 of Conference		
Coffee & Juice Bar	Silver	\$750
Brunch and Presentation	Platinum -OR- Silver	Sponsored by Fine Gardening/ Taunton Press
OTHER OPPORTUNITIES		
Convention Giveaways	Gold	\$1,000
Name Badge Holders	Gold	Sponsored by Wiland
Attendee List	Silver	\$500
Conference Program, Banner & Save-the-Date Cards	Platinum	Sponsored by Curtis 1000
Conference Bags	Silver	\$500
Conference Programming	All levels	\$500 - \$4,000
Exhibitor Table in "Break with Exhibitors" area		\$395

General Sponsorships (Not dedicated to any specific event)

Companies are not required to sponsor a specific event. Your sponsorship can go towards the general sponsorship fund. The benefits of each sponsorship level are addressed on the previous page.

Diamond Sponsor (\$4000 each)

Platinum Sponsor (\$2000-\$3,999 each)

Gold Sponsors (\$1000-\$1,999 each)

Silver Sponsors (\$500-\$999 each)

SPONSORSHIP OPPORTUNITIES

Sponsorship Sign Up Form

Please complete the necessary information on these forms, with your requested level of support and payment information. Scan and email the forms to info@directgardeningassociation.com, or mail it to the Direct Gardening Association, P.O. Box 48, Pleasant Hill, IL 62366.

Day 1 of Conference	SPONSORSHIP LEVEL	SPONSORSHIP VALUE	I WANT TO SPONSOR
Afternoon Break	Silver	\$750	
Welcome Back Reception	Diamond	\$4,000	
Day 2 of Conference			
Continental Breakfast	Platinum	\$2,000	
Morning Break	Silver	\$500	
Box Lunch enroute to Spring Meadow	Gold	\$1,500	
Bus Transportation to/from Spring Meadow	Gold	\$1,500	
Networking Reception at Spring Meadow	Diamond	\$4,000	Proven Winners
Day 3 of Conference			
Coffee & Juice Bar	Silver	\$750	
Brunch and Presentation	Platinum -OR- Silver	\$2000 Exclusive - OR- 3 sponsors at \$700 each	Fine Gardening/ Taunton Press
Convention Giveaways	Platinum	\$4,000	
Name Badge Holders	Gold	\$1,000	Wiland
Attendee List	Gold	\$1,000	
Conf. Program, Banner, Save-Date Cards	Platinum	\$2,000	Curtis 1000
Conference Bags	Silver	\$500	
Conference Programming	All Levels	\$500 - \$4,000	
Exhibitor Table in "Break w/ Exhibitors" area		\$395	

General Sponsorships (Not dedicated to any specific event)

Companies are not required to sponsor a specific event. Your sponsorship can go towards the general sponsorship fund. The benefits of each sponsorship level are addressed on the previous page.

Sponsorship Level	Value	I Want to Sponsor
Diamond Sponsor	\$4,000 each	
Platinum Sponsor	\$2,000-\$3,999 each	
Gold Sponsor	\$1,000-\$1,999 each	
Silver Sponsor	\$500-\$999 each	

SPONSORSHIP ADVERTISING

Sponsor ads may be sent to Roberta Simpson-Dolbeare at info@directgardeningassociation.com

Company _____

Contact Name _____

E-mail _____

Phone _____

FAX _____

Advertising in our conference program

Available to our conference sponsors.

Full Color	Please check size
Full Page <i>(Diamond Sponsor Benefit)</i>	
Half Page <i>(Platinum Sponsor Benefit)</i>	
Third Page <i>(Gold Sponsor Benefit)</i>	
Quarter page <i>(Silver Sponsor Benefit)</i>	
Artwork enclosed <i>please circle</i> yes or no	
Artwork to follow <i>please circle</i> yes or no	

SPECIFICATIONS & REQUIREMENTS: Please follow specs noted below for ads.

Final publication trim size – 8.5" x 11", Final imaging area approx. 7.75"w x 10.25"h

STANDARD AD SPACE *(all standard ads are measured width x height)*

Full Page - 7.75"(w) x 10.25"(h) - *this ad is vertically oriented* ■

Half Page - 7.75"(w) x 5"(h) - *this ad is horizontally oriented* ■

Third Page – 7.75"(w) x 3.25"(h) - *this ad is horizontally oriented* ■

Quarter Page – 3.75"(w) x 5"(h) - *this ad is vertically oriented* ■

FILE FORMAT Prefer high res .pdf, (will accept .pdf, .eps, .jpg, .png, .gif, illustrator*, photoshop*)

** include all fonts and linked artwork*

If received artwork is not one of the above electronic formats, there may be additional charges. DGA reserves the right to reject any advertising considered non-conforming to DGA standards. Terms: No agency discounts given on quoted rates. All rates are payable at time of ad placement. Priority Placement: All ads will be placed on a "first come/first serve" basis. Cancellation/ Refunds: No refunds will be given once sponsorship order and/or registration packet insert order is submitted with payment.

Registration Packet Inserts

- For a fee of \$200, you may include your advertising materials in conference bags to be given out at registration. Please complete payment information on final page.
- Shipment of the inserts should be arranged with Roberta Simpson-Dolbeare, DGA Executive Director. Please contact Roberta at 217-248-7033 or e-mail info@directgardeningassociation.com.

SPONSORSHIP PAYMENT

Payment Information

Contact Person _____

Company Name (As it is to appear in promotions) _____

Address _____

City/State/Zip _____

Phone _____

FAX _____

Email _____

Check Enclosed for \$ _____ (payable to DGA)

Please charge my MC _____ VISA _____ Discover _____ Amex _____

Card # _____ Exp. Date _____ CW _____

Card Holder's Name: _____

Signature: _____

Credit card billing zipcode _____

Total Conference Sponsorship fee enclosed \$ _____

Total Registration Packet Insert fee enclosed \$ _____

For more information, please contact Roberta Simpson-Dolbeare, Executive Director, Direct Gardening Association at 217-248-7033 or e-mail info@directgardeningassociation.com.

To send materials by mail, please send to:
Direct Gardening Association
P.O. Box 48
Pleasant Hill, IL 62366