

**MAY 15-16-17, 2020**



## **Sponsor Prospectus 2020**

Garden Tourism is the second fastest growing  
tourism sector behind food tourism.  
Your support will make Memphis a premier  
garden tourist destination.

[CooperYoungGardenWalk.org](http://CooperYoungGardenWalk.org)

# About the Event

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## When

MAY 15 – 17, 2020

## Where

Cooper-Young Neighborhood, Memphis, TN

**80+**  
Private Gardens  
& Businesses

**19+**  
Mini Talks &  
Demos

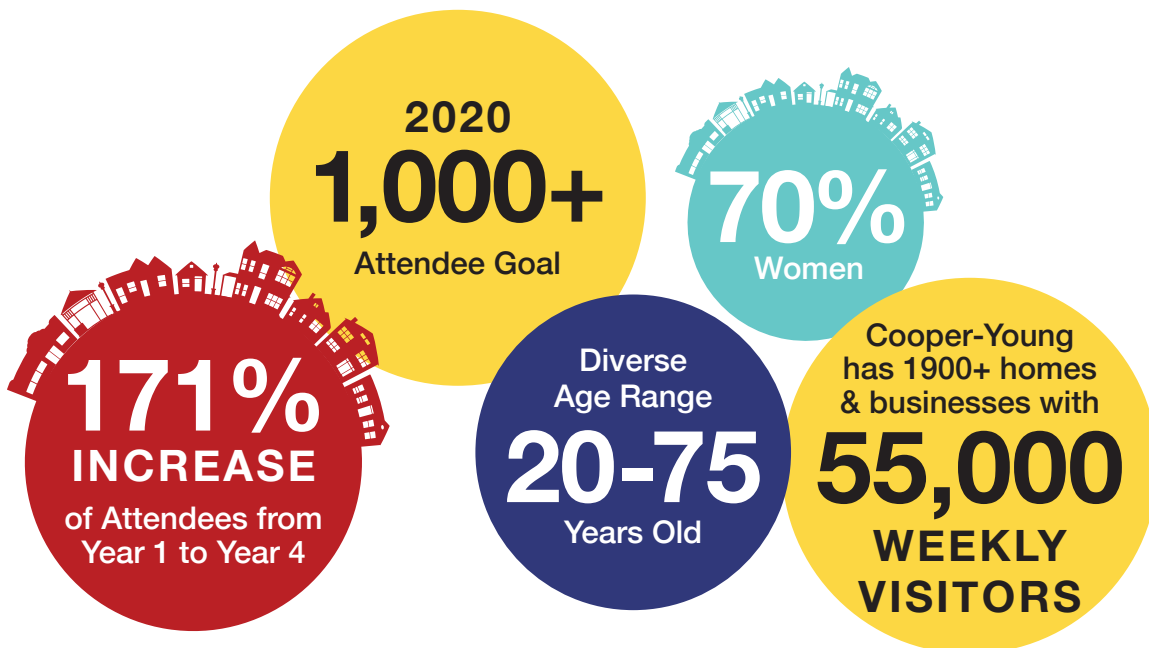
**12+**  
Educational  
Booths

**10+**  
Vendors  
& Artists

The Cooper-Young Garden Walk is a tour of 80+ urban, eclectic gardens and green businesses, created by novices, sophisticated gardeners and stylish landscapers. In five short years, the garden walk has grown to be the largest in the Mid-South.



Historically hip, and always on the cutting edge, the Cooper-Young Garden Walk showcases free-range chickens, beekeeping, water features, quirky she-sheds, artist studios, art and art vendors, educational booths, garden speakers and demos, a shuttle and a guided bike tour.

This year, we add a Friday night, “Moonlight Magic Garden Tour”, featuring canapés, cocktails, music, and magically lit specially selected gardens. Sponsors and press are our invited guests.



Attendees come from the Mid-South region, throughout Tennessee & Mississippi, other states including AR, CO, IL, MN, MO, NY, PA, and other countries including Austria & Germany.

# Sponsor Benefits

	<b>PRESENTING \$2,500</b>	<b>SIGNATURE \$1,000+</b>	<b>MAJOR \$500</b>	<b>SUPPORTING \$250</b>	<b>FRIENDS \$100</b>
Website Listing for One Year	Large Logo, Link & Description	Med Logo, Link & Description	Small Logo/Link	Small Logo/Link	Name
Featured in Social Media Posts, Emails, Newsletters					
Garden Walk Passes	35	20	10	5	2
Moonlight Garden Tour & Reception Invite					
Garden Walk Guidebook Newsprint + Online Version	Full Page Ad 10" x 12.3"	1/2 Page Ad 5" x 12.3"	1/4 Page Ad 5" x 6"	1/8 Page Ad 5" x 3"	Listing
Secret Garden Sponsor Sign					
Garden Walk T-Shirt Logo Inclusion	Naming Rights	Large Logo	Medium Logo		
Event Booth with Table					
Map, Banners, Posters, Flyers	Naming Rights	Large Logo	Medium Logo		
Custom Branded Social Media Content					
Customized Planter	Large	Medium			
Radio, TV & Press/Media Mentions					
Exclusive Naming Rights					

By committing early, your brand will be showcased across the entire event campaign to get maximum exposure for your sponsorship.

## Media Coverage

Mid-Atlantic AAA Travel Magazine April 2020 issue

Memphis Travel Bureau

TN Gardener Magazine

WKNO Kacky Walton

Memphis Magazine

Lamplighter Newspaper

Midtown Living Magazine

CH. 24 Morning Show

CH. 5 Weekend Edition

Commercial Appeal

ILoveMemphis.com

TN Fed. of Garden Clubs

Choose 901

Cooper-Young Garden Walk wants our sponsors to get the most from our sponsorship levels. Contact us if you have specific needs.



## SPONSOR FORM

Deadline Feb 15, 2020 for maximum exposure.

Promotion begins when form, check, art images are received.

Cooper-Young Garden Club is a non-profit 501(c)(3). A donation receipt will be mailed to you.

### SPONSOR INFORMATION

*Information may be displayed at the event or promotional materials.*

Sponsor Listing for Signage: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ Contribution: \$ \_\_\_\_\_

Sponsor Contact: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Referred By: \_\_\_\_\_

I wish to have my gift remain anonymous.

### PLEASE MAKE CHECKS PAYABLE TO

Cooper-Young Garden Club, Memo line: 2020 GW Sponsor

### PLEASE SUBMIT FORM

*via one of the following methods*

@ [Donorbox.org/cygw-donate](https://donorbox.org/cygw-donate)



(901) 922-5503



Cooper-Young Garden Club, C/O Bob Morrison, Treasurer  
987 River Breeze Drive, Memphis, TN 38103-8926

Please send (.eps or .ai) logo artwork and advertisement to: [jakefasano78@gmail.com](mailto:jakefasano78@gmail.com) by Feb. 15, 2020  
for inclusion in Garden Walk Booklet, T-shirt, and all printed materials.

Early submittal means maximum promotion opportunities.

## Thank you for supporting Cooper-Young Garden Walk!

Questions or suggestions, please contact:

Kim Halyak, CYGW Co-Chair | (901)299-5887 | [kimhalyak@me.com](mailto:kimhalyak@me.com)

Bob Morrison, CYGW Co-Chair | (901) 922-5503 | [bobmorrison0326@aol.com](mailto:bobmorrison0326@aol.com)