

May 21 - 22, 2022



Sponsor Prospectus 2022

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

CooperYoungGardenWalk.org

About the Event

When

MAY 21-22, 2022

Where

Cooper-Young Neighborhood, Memphis, TN

80+
Private Gardens
& Businesses

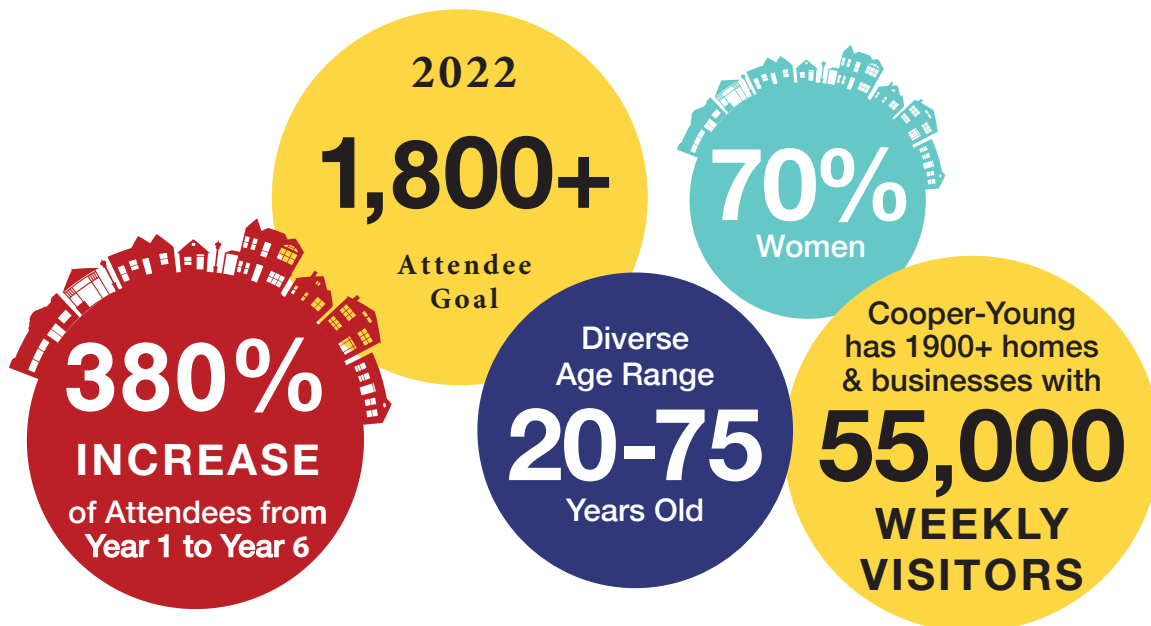
19+
Mini Talks &
Demos

12+
Educational
Booths

10+
Vendors
& Artists









The Cooper-Young Garden Walk is a tour of 90+ urban, eclectic gardens and green businesses, created by novices, sophisticated gardeners and stylish landscapers. In six 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, quirky she-sheds, water features, artist studios, vendors, educational booths, garden speakers and demos, a shuttle, and a guided bike tour. It's a Garden Extravaganza for the whole family to enjoy!



Attendees travel from the Mid-South region, throughout Tennessee & Mississippi, and other states including AL, AR, CO, IL, IA, KY, MN, MO, NY, OH, PA, and Virginia.

Sponsor Benefits

	PRESENTING \$2,500	SIGNATURE \$1,000+	MAJOR \$500	SUPPORTING \$250	FRIENDS \$100
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
Reception Invite					
Garden Walk Guidebook + 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

Memphis Travel Bureau
 TN AAA Travel Magazine
 TN Gardener Magazine
 WKNO Kacky Walton
 Memphis Magazine

TN Farm + Garden Magazine
 Focus Magazine
 Midtown Living Magazine
 CH. 24 Morning Show
 CH. 5 Weekend Edition

Commercial Appeal
 ILoveMemphis.com
 TN Fed. of Garden Clubs
 Choose 901
 Memphis Flyer

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 12, 2022 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 will be displayed at the event and on 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: 2022 GW Sponsor

PLEASE SUBMIT FORM

via one of the following methods

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



(901)299-5887



Cooper-Young Garden Club, C/O Kim Halyak, Co-Chair, 899 Blythe, Memphis, TN 38104.

Please send (.eps or .ai) logo artwork and advertisement to to: kimhalyak@me.com by **Feb. 12, 2022** 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

Sharron Johnson, CYGW Co-Chair | (901) 409-9752 | goddessharron@yahoo.com