

# area sponsorship agreement 2021



**Garden & Landscape Expo 2021**  
**February 12-14 Friday 12-7 / Saturday 9-6 / Sunday 10-4**  
**Exhibition Hall / Alliant Energy Center / Madison**

presented by PBS Wisconsin

**Kristin Korevec/Special Events Manager**  
**PBS Wisconsin**  
**821 University Avenue**  
**Madison, WI 53706**

**608. 262. 5256 telephone**  
**608. 890. 4571 facsimile**  
**gardenexpo@pbswisconsin.org**  
**wigardenexpo.com**

- sponsorship levels**
- demonstration stage at \$1,500**
  - seminar room at \$1,500**

**sponsoring business  
or organization**

business/organization name

**terms and conditions**

When fully executed, this document will establish an agreement between Friends of PBS Wisconsin Inc. herein after referred to as "Garden Expo" and the sponsoring business or organization referred to as "The Sponsor" in support of the 2021 Garden & Landscape Expo event in Madison, Wis.

The Sponsor agrees to pay Garden Expo as indicated above.

In consideration of the payment detailed above, The Sponsor shall receive appropriate acknowledgement as a sponsor of the 2021 Garden Expo at the level indicated. Garden Expo Area Sponsorship recognition and opportunities include but may not be limited to those items outlined on the Area Sponsorship Recognition and Opportunities page.

The final decision regarding placement and/or juxtaposition of sponsor(s) logo shall rest with Garden Expo.

When future Garden Expos are scheduled, The Sponsor shall have the right of first refusal on continuing its sponsorship of this event.

It is understood and agreed that the entire agreement between Garden Expo and The Sponsor is contained herein and that this document supersedes all previous written and oral agreements, and negotiations relating to the event sponsorship herein detailed. Any modification of this document shall be made in writing. The agreement is to be construed under the laws of the state of Wisconsin.

If this document correctly states your understanding of our agreement, please sign and date both copies, and return to Kristin Korevec (contact info above). A fully executed copy will be returned to you for your records.

**sponsor agreement**

**I agree to pay the following for the above-specified category at Garden & Landscape Expo, February 12-14, 2021.**

- demonstration stage at \$1,500**     **seminar room at \$1,500**
- payment enclosed**     **please invoice (10/1/20)**

name of authorized representative (please print)

title

address

city

state

zip

e-mail address

phone number

signature

date

**garden & landscape expo  
agreement**

Eric Greiling  
Executive Director  
Friends of PBS Wisconsin

date

**please fax or mail the signed agreement to Kristin Korevec/Special Events Manager (contact info above)**



## area sponsorship recognition and opportunities 2021

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### **demonstration stage or seminar room**

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#### **recognition and opportunities include:**

- Education Opportunity** Up to three guaranteed, 45-minute garden-related sessions (one per day) in sponsored area (instructor provided by sponsor; topic subject to approval by Garden & Landscape Expo management).
- Guest Passes** Five complimentary one-day general admission passes.
- Event Program** Logo recognition in the Garden & Landscape Expo event program, distributed with the Sunday *Wisconsin State Journal* before Garden & Landscape Expo (71,000 circulation) and on site at the event (15,000 distribution).
- On-Site Signage** Logo recognition on signage in sponsored area.
- Web** Logo recognition on event website (sponsored area page).

**If you have any questions, please contact Kristin Korevec at 608. 262. 5256 or [kristin.korevec@pbswisconsin.org](mailto:kristin.korevec@pbswisconsin.org).**