

event 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 level **premier level at \$7,500** **associate level at \$2,500**

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 Event Sponsorship recognition and opportunities include but may not be limited to those items outlined on the Event 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.

PREMIER LEVEL at \$7,500 **ASSOCIATE LEVEL at \$2,500**

payment enclosed **one invoice (10/1/20)** or **two invoices (10/1/20 & 1/1/21)**

name of authorized representative (please print) title

address city state zip

e-mail address phone number

signature date

garden expo & landscape agreement

Eric Greiling date
Executive Director
Friends of PBS Wisconsin Inc.

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

Premier Level at \$7,500 (3 available)

recognition and opportunities include:

| | |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Broadcast Promotion | Six months promotion on PBS Wisconsin (50-100 spots). Opportunity to align with gardening, home improvement and DIY content, reaching PBS Wisconsin's highly engaged and affluent audiences. |
| Exhibitor Booth | Complimentary 10' x 10' standard booth or 10' x 20' double booth with one eight foot table, two chairs, and a white fabric backdrop on metal piping (exhibitors subject to jury procedure). |
| Guest Passes | Twenty complimentary one-day general admission passes. |
| Education Opportunity | Up to three guaranteed, 45-minute garden-related demonstrations (one per day) and two guaranteed, 60-minute garden-related seminars (instructor provided by sponsor; topic subject to approval by Garden & Landscape Expo management). Opportunity to reach up to 400 gardening enthusiasts per session in an educational setting. |
| Event Program | Primary placement logo recognition in the Garden & Landscape Expo event program, distributed with the Sunday <i>Wisconsin State Journal</i> before Garden & Landscape Expo (71,000 circulation) and on site at the event (15,000 distribution). \$500 credit toward an advertisement in the Garden & Landscape Expo event program. |
| Print | Logo recognition in paid newspaper advertisements. Logo recognition on promotional pieces distributed to ticket vendors and libraries statewide (15,000 distribution). Text recognition in Garden & Landscape Expo press releases mailed statewide. Logo recognition in Airwaves, PBS Wisconsin's statewide program guide (60,000 circulation). |
| On-Site Signage | Primary placement logo recognition on event signage, including a rotating electronic kiosk. |
| Web | Primary placement logo recognition on event website (150,000 average impressions). |
| E-News | Logo recognition in promotional e-mails to PBS Wisconsin members and previous Garden & Landscape Expo attendees (50,000 average distribution). |

Associate Level at \$2,500 (5 available)

recognition and opportunities include:

| | |
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| Exhibitor Booth | Complimentary 10' x 10' standard booth with one eight foot table, two chairs, and a white fabric backdrop on metal piping (exhibitors subject to jury procedure). |
| Guest Passes | Ten complimentary one-day general admission passes. |
| Education Opportunity | Three guaranteed, 45-minute garden-related demonstrations (one per day) and one guaranteed 60-minute garden-related seminar (instructor provided by sponsor; topic subject to approval by Garden & Landscape Expo management). Opportunity to reach up to 400 gardening enthusiasts in an educational setting. |
| Event Program | Secondary placement logo recognition in the Garden & Landscape Expo event program, distributed with the Sunday <i>Wisconsin State Journal</i> before Garden & Landscape Expo (71,000 circulation) and on site at the event (15,000 distribution). \$250 credit toward an advertisement in the Garden & Landscape Expo Event Program. |
| On-Site Signage | Secondary placement logo recognition on event signage posted in key areas of the exhibition hall. |
| Web | Secondary placement logo recognition on event website (150,000 average impressions). |