2021 Sponsor Packet

Sponsorship Structure

We have both Year-Round Partner Sponsorships and A La Carte Sponsorships available. Sponsors may choose a Year-Round Partner Sponsorship and/or an A La Carte Sponsorship.

2021 PPA Events

In 2021, the Perennial Plant Association will be hosting a Hybrid National Symposium.

This event will include two components:
A Virtual National Symposium taking place July 27-29, 2021
and
Smaller, regional in-person PPA Pop-Up events

For more information on the Hybrid National Symposium, visit here (additional dates for Pop-Up events to be announced soon!)

Contact the Perennial Plant Association office with any questions.
888-440-3122 ext. 3
info@perennialplant.org
## 2021 Year-Round Partner Sponsorship Levels

<table>
<thead>
<tr>
<th></th>
<th>Root $5,000</th>
<th>Stem $3,000</th>
<th>Leaf $1,000</th>
<th>Rhizome $950</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>4 tickets to Virtual National Symposium</td>
<td>3 tickets to Virtual National Symposium</td>
<td>2 tickets to Virtual National Symposium</td>
<td>1 ticket to Virtual National Symposium</td>
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<td></td>
<td>2 tickets to PPA Pop-Up</td>
<td>1 ticket to PPA Pop-Up</td>
<td>Brand promotion in Virtual National Symposium</td>
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<td></td>
<td>Brand promotion in all Virtual National Symposium promotion</td>
<td>Brand promotion in all Virtual National Symposium promotion</td>
<td>Opportunity for attendee interaction at Virtual National Symposium</td>
<td>Brand promotion with Pop-Up events</td>
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<td>Opportunity to greet attendees to the Virtual National Symposium</td>
<td>*Thought leadership opportunity</td>
<td>*Brand promotion on PPA website year-round</td>
<td>*Brand promotion on Pop-Up regional webpage year-round</td>
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<tr>
<td></td>
<td>Advertisement on recorded Virtual National Symposium sessions</td>
<td>Opportunity for attendee interaction at Virtual National Symposium</td>
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<td></td>
<td>May include an item in the Virtual National Symposium gift box</td>
<td>May include an item in the Virtual National Symposium gift box</td>
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<td></td>
<td>Access to Virtual National Symposium event data</td>
<td>Physical brand promotion at 1 PPA Pop-Up</td>
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<td></td>
<td>*Thought leadership opportunities</td>
<td>*Brand promotion on PPA website year-round</td>
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<td>Physical brand promotion at 1 PPA Pop-Up</td>
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<td>*Brand promotion / collaboration on one Virtual Edition webinar</td>
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*2021 Brand promotion and thought leadership opportunities will run through February of 2022.
2021 ‘A La Carte’ Virtual National Symposium Sponsorships

**Education Sponsorship** - $2,000 (6 available)
Help PPA bring world-class education right to our attendees’ computers. We’ll promote your brand with any session promotion and will announce your support during the session introduction.

**New to the Market Session Sponsorship** – $3,000 (1 available) (No longer available!)
We’ll be delivering this ever-popular session virtually during the 2021 Virtual National Symposium. We will promote your brand with this session’s promotion and will announce your support during the session introduction. Includes entry for 3 new plant varieties to New to the Market.

**Tasting Event Sponsorship** - $800 (3 available)
Connect with colleagues and attendees virtually by sharing a fun tasting experience! Attendees will receive their selection of tasting items prior to the Virtual National Symposium and then will partake in a virtual guided tasting experience. Sponsorship of the Tasting Event will include brand promotion and an opportunity to speak to attendees for the first few minutes of the event.

**Game Break Sponsorship** - $500 (2 available)
Folks will need a brain break between virtual sessions. This sponsorship allows the sponsor access to the virtual platform during a scheduled break to connect with attendees! The sponsor will provide the game (and if you wish, prizes to thank attendees for playing!). Example games might include “Name that Plant!” or an in-home or in-office scavenger hunt.

**Mindfulness/Health Break Sponsorship** - $500 (2 available) (No longer available!)
With all of this time spent in front of screens, we know our attendees will appreciate a break that helps them relax and reset before beginning the next round of education sessions! This sponsorship gives the sponsor an opportunity to connect with attendees via a “restful” break, such as a mini guided yoga/meditation session, a recorded garden tour video, or perhaps a brief musical concert with guided hand sanitizer application!

**Gift Box Sponsorship**
Just because we are going virtual doesn’t mean our attendees won’t receive the goodies they look forward to each year at the Symposium! We will be sending registered attendees a gift box before the Virtual National Symposium. Items available for sponsorship include the following (1 available for each). In addition, you may include a small promotional item (such as a brochure) in the gift box.
- Tote Bag w/ logo - $5,500 (No longer available!)
- Cocktail Kit (alcohol not included) - $3,000
- Wine glass w/ logo - $2,000 (No longer available!)
- Bag of Popcorn w/ logo - $1,200
- Hand Sanitizer w/ logo - $750
2021 ‘A La Carte’ PPA Pop-Up Sponsorships

Name Badge Sponsorship - $2,000 (1 available)
Have your brand on everyone’s name badge at all of the in-person PPA Pop-Ups!

Pop-Up Display Sponsorship - $550 per regional Pop-Up event
Showcase your company’s product at one of our regional, in-person PPA Pop-Up events. A designated display area and a complimentary attendance ticket for 1 company representative will be provided at the event of your choice. *Availability of this sponsorship will vary at each regional Pop-Up event. Please inquire with PPA staff on better details for the event you are interested in sponsoring.
2021 Sponsorship Form

If you choose to sponsor, fill out the information below and return to the Perennial Plant Association by mail or fax (listed at the bottom of the form). Please do not email your credit card information. Thanks again for your sponsorship, you make our events great!

Sponsorship Selection(s): __________________________________________________________

Total Cost (USD): $____________________________________________________________

Company Name: ______________________________________________________________

Contact Person: __________________ Email Address: ____________________________

Phone: __________________ Fax: __________________________

Street Address: __________________________________ City: ______________________

State: ___________ Zip: ___________ Website: ___________________________________

Make Checks Payable To: Perennial Plant Association
PPA accepts Visa, Mastercard, Discover, and American Express.
Payment required to guarantee sponsorship. Please note, sponsorships are not tax deductible.

Name on Card: _____________________________________________________________ Amount (USD): $______________

Card Number: __________________________ Exp: _____/_______

3-digit Security Code: ____________ Billing Zip Code: ______________________

Signature: ________________________________

RETURN TO:
Perennial Plant Association
PO Box 6652, Raleigh, NC 27628
Fax: 888-440-3122
Please do not email your credit card information