



**PLANT  
SOMETHING™**

# SPONSORSHIP OPPORTUNITIES

**Thank you for your interest in sponsoring Plant Something MA!** This flyer outlines unique opportunities to be a major player in this consumer marketing campaign to promote the value of the green industry.

We've built these sponsorships with you in mind. From massive exposure to targeted engagement, we hope to create a win-win for you so that your support for Plant Something MA translates directly to positive impacts for your own effort.

With your support, we can increase awareness of the many benefits of gardening with Massachusetts landscapers, garden centers and growers.

## Advertisement on PSMA website \$200

- Ad on the homepage of PSMA website

## *This Week in the Garden* Sponsor \$200

- Logo with hyperlink included on four weekly *This Week in the Garden* posts on PSMA website
- A company mention on social media posts from your sponsored articles (could be in the range of 16-28 posts)

## Supporting Members \$500

- Announcement of joining campaign upon contribution
- Special mention in the MNLA membership directory
- A window cling decal (2 1/4" x 5") or magnetic decal (3 3/8" x 5 1/2")
- Profile webpage on PSMA's Member Locator, includes company logo, photo, website & description
- Second-tier placement of your logo on PSMA's monthly member newsletter to MNLA members and non-members
- 1 sponsored Facebook post

## Sustaining Members \$1,000

- Benefits of Supporting Members listed above
- 1 additional sponsored Facebook post
- Free quarter page ad in the MNLA membership directory
- Opportunity to provide guest articles for PSMA website and MNLA ProGrow News
- Recognition at MNLA event signage

## Benefactors \$1,500

- Benefits of Sustaining Members listed above
- Photo opportunities at MNLA Winter Forum and Summer Conference
- Presented a plaque recognizing you as a Benefactor
- Top-tier placement of your logo with a link on PSMA's monthly member newsletter
- Free advertising on PSMA website (a \$200 value)

## Plant Something Mission

Plant Something is working to improve the quality of life by encouraging people to get their hands dirty and plant something. Putting trees, flowers or shrubs in the ground doesn't just provide beauty and shade, it can also improve property values, lower energy costs, clean the air and water, and provide health benefits.

## Plant Something Accomplishments

- Developed the *2016 Resource Guide* that included links to downloadable 7"x5" bench card templates including formatted and blank options, "Pledge to Plant Something for Pollinators" flyer and postcard, and an event flyer template
- Online interactive pledge to "Plant Something for Pollinators"
- Weekly *This Week in the Garden Tips* posted on website
- Distributed 8,000 – 10,000 surprise plants annually at the 2014 - 2017 Boston Flower Shows
- Created a social media guide
- Developed marketing materials for the campaign (sign stake, bumper stickers, window clings, etc)
- Produced a drip irrigation educational brochure

## Our Fan Base

- Close to 800 consumers filled out a quiz to find out if s/he are about to "Get the Dirt" for the first time, already "Play with Dirt" or are truly "Down with Dirt"
- Monthly average of 1,500 visitors to our website during the 2016 garden season
- 185 Twitter followers
- 2,800 Plant Something MA Facebook followers with some posts reaching 25-50% followers
- 450 Instagram followers (almost a 2000% increase since the start of the 2016 gardening season)
- Over 900 MNLA Facebook followers

## Plant Something Goals

- Make Plant Something a household name
- Engage 30,000 new people at events across the state
- Reach 5,000 Facebook fans
- Increase monthly average website visitors by 20% or more

## Interested? Let's Talk

When you see an opportunity you like here, let's talk. Plant Something MA Project Coordinator Jessica Wozniak looks forward to working with you. We welcome your suggestions and thoughts on sponsorship, and would love to discuss any creative ideas you have. Send us an email [Contact@PlantSomethingMA.org](mailto:Contact@PlantSomethingMA.org) to get started.

Plant Something Massachusetts is a consumer marketing campaign to promote the value of the horticulture and landscape industry!

[www.PlantSomethingMA.org](http://www.PlantSomethingMA.org)  [contact@plantsomethingma.org](mailto:contact@plantsomethingma.org)

