

Sponsorship Opportunities

A Pacific Horticulture Symposium

Gardening Under Mediterranean Skies VIII: *Style & Whimsy in the Sustainable Garden*

September 23-26, 2010, Pasadena, California

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Symposium Website: www.pacifichorticulture.org/programs.php

The Pacific Horticultural Foundation is a 501(c)3 non-profit organization.

We invite you to become a sponsor of the *Gardening Under Mediterranean Skies* symposium in Pasadena this fall – we expect attendance of about 600-800 people. The symposium will inspire horticultural professionals and passionate amateurs from all over California and nearby states. The event is sponsored in association with the Los Angeles County Arboretum & Botanic Garden, the Association of Professional Landscape Designers Greater Los Angeles District, and the Mediterranean Garden Society. Since 1998 our series of symposia has fostered a greater understanding of the uniqueness of our mediterranean climate and encouraged people to create bold, colorful, and romantic gardens. Participants have included leading landscape architects, garden designers and opinion-makers, plus avid hands-on gardeners.

There is always room for fun and charm and joy in the garden, and this symposium will be a welcome break from the more serious-minded programs that are rarely focused on the lighthearted side of gardening in harmony with our climate. Nine engaging speakers will excite the participants with to increase the fun and style in gardens. Bus tours to nine exceptional private gardens will demonstrate how personal and artistic a garden can be without necessarily breaking the bank and while following sustainable garden practices. About 325 people will participate each day. The symposium will include plant vendors and book signings, bonus activities on September 23, and a twilight reception on September 24.

The handsome printed program given to all participants will have so much information they'll keep it and refer to it again and again.

The benefits to you: Your sponsorship of this event will bring increased visibility to your business and show your support for water-thrifty gardens in harmony with our climate. Plus, your contact information will be handy any time someone is trying to locate you. Attendees are coming from all over California, and they could be bringing *your* message home with them. The sooner you become a sponsor the sooner you'll enjoy the website recognition and other benefits below. We hope you'll choose to be a sponsor of this important symposium. There are many ways you may contribute to make the event a success. In-kind donations are gratefully accepted, as are direct donations at the following levels:

SPONSORSHIP LEVELS & BENEFITS

Sponsor (\$250 and above):

- link on the symposium website to your website
- indicate sponsorship above any program ad you place
- include your contact information in event program
- 25-word description of your products or services in event program

Contributing Sponsor (\$500 and above):

- all Sponsor benefits PLUS
- podium recognition
- list your name in *Pacific Horticulture* magazine
- recognition in newsletters and press releases distributed on the West Coast
- 50-word description in event program

Supporting Sponsor (\$1,000 and above):

- all Contributing Sponsor benefits PLUS
- \$15 discount for *each* employee attending
- 1/4-page program ad (black & white)
- 80-word description in event program

Associate Sponsor (\$2,500 and above):

- all Supporting Sponsor benefits PLUS
- \$30 discount for *each* employee attending
- 1/4-page program ad (color)
- 100-word description in event program

Principal Sponsor (\$5,000 and above):

- all Associate Sponsor benefits PLUS
- 1/2-page event program ad (color)
- FREE admission for one person
- 120-word description in event program

Presenting Sponsor (\$7,000 and above):

- all Principal Sponsor benefits PLUS
- **EXCLUSIVE** recognition as Presenting Sponsor

We look forward to your participation.

To become a sponsor or learn more about the symposium contact
Susi Torre-Bueno at (760) 295-2173 or storrebueno@cox.net