

# SPECIAL INVITATION

TO GARDEN-FAMILY MEMBERS

Year of the Garden  
Année du jardin

2022

## Support the Year of the Garden 2022 and Get Important Benefits:

- Promote your Garden-Family nursery, landscape or garden centre business
- National public garden awareness campaign drives traffic to a central website: [yearofthegarden.ca](http://yearofthegarden.ca)
- Reach, attract and engage locally targeted audiences
- Support the celebration of the Year of the Garden 2022: the Garden-Family's public celebration CNLA's 100th Anniversary
- Help grow the Canadian Garden ornamental horticulture industry
- Help inspire ornamental horticulture as a career choice

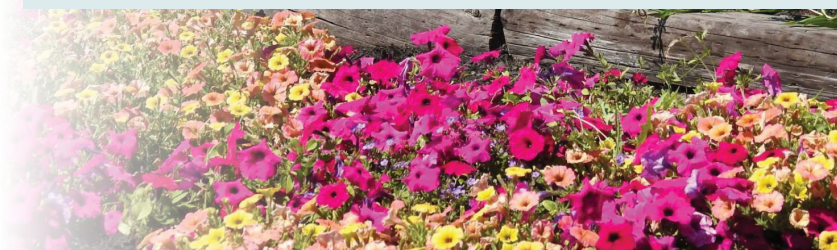
ADVERTISE WITH THE YEAR OF THE GARDEN 2022 AND

## Be Found:

- Get a geo-targeted ad space on the Year of the Garden website to drive consumer traffic to your business (ad design specs will be provided)
- Add your business to the 'Live the Garden Life' Directory. Visit [livethegardenlife.gardenscanada.ca](http://livethegardenlife.gardenscanada.ca)
- Feature your Year of the Garden 2022 Promotion(s) and / or activities on the 'Live the Garden Life' Agenda. Visit [livethegardenlife.gardenscanada.ca](http://livethegardenlife.gardenscanada.ca)
- Connect with local municipalities, garden clubs, events, and customers who want to "Live the Garden Life" during the Year of the Garden 2022. They'll be participating in programs like Plant Red for Canadian Pride and Create a Celebration Garden
- Receive shareable Year of the Garden 2022 communications assets for social media throughout the year
- Receive an analytics report about your advertising's reach and impact for AgriMarketing



**One-time fee to advertise with the Year of the Garden 2022: \$2,000**



**To Advertise, Contact: [Marketing@gardencouncil.ca](mailto:Marketing@gardencouncil.ca)**

PARTNER WITH THE YEAR OF THE GARDEN AND

# Be Recognized:

Businesses and organizations are invited to be recognized as a 'Promotional Partner' to support, grow and celebrate the work you do to advance and grow our vibrant Canadian garden culture, reach your clientele and grow new business.

Receive recognition on the Promotional Partner page on the Year of the Garden Website, with an opportunity to place a brief description and link to your website.

Advertise on the Year of the Garden website.

Your social media posts will be followed and shared on the Year of the Garden social media sites.

**One-time fee to partner with the Year of the Garden 2022:**  
\$5,000 (includes advertising)



**To Partner, Contact: [Marketing@gardencouncil.ca](mailto:Marketing@gardencouncil.ca)**

LET YOUR CUSTOMERS KNOW ABOUT YEAR OF THE GARDEN 2022 WITH

# Marketing Merchandise:

A series of Garden-Family quality Year of the Garden marketing merchandise/signage materials - Truck decals, T-Shirts, Fence banners, Indoor banners, Window decals, Table cards and more are available to let your customers know about your involvement, and help you create feature displays.

**For complete details please see the Marketing Merchandise/Signage Order Form.**

**Contact: [Sales@gardencouncil.ca](mailto:Sales@gardencouncil.ca)**



The Year of the Garden 2022 is made possible by the generous support and guidance of the Founding Partners, Founding Sponsors, Promotional Partners, Sponsors and Media Partners.

**For more information:**  
[Marketing@gardencouncil.ca](mailto:Marketing@gardencouncil.ca) | 613-301-4554

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