

Year of the Garden  
Année du jardin



## Invitation to be a Year of the Garden 2022 PATRON

Canada's ***Year of the Garden 2022*** - from January to December, will celebrate the Centennial of the ornamental horticulture sector marked by CNLA's 100th Anniversary.

The ***Year of the Garden 2022*** is an invitation to all Canadians to:

### 'Live the Garden Life' – 'Vivre la vie de jardin'

For companies looking to be part of the ***Year of the Garden 2022*** and wanting to support and contribute to a once in a lifetime and unique year-long Celebration of:

- The Centennial of Canada's ornamental horticulture sector
- Canada's garden/horticulture heritage
- Our contemporary and vibrant garden culture
- The contribution of garden/horticulture to development of our country and the quality of life of our communities
- Creating garden legacies for a sustainable future

We invite you to be a:

### "Year of the Garden 2022 Patron"

and join us in inviting Canadians to "Live the Garden Life"

**Patron** will be connected to a **National Marketing Campaign**, with a combined audience reach of more than **12,500,000 Canadian households across Canada**, highlighting the positive benefits of gardens and gardening and engaging Canadians to "Live the Garden Life".

### **Top Benefits of Becoming a Patron**

- Right to identify as a "**Patron of the Year of the Garden 2022**"
  - Access to a "Patron of the Year of the Garden 2022" logo.
- Positioning on Patrons page on website with:
  - Company Name/Brand
  - Linkable to your website
- Access to ***Year of the Garden 2022*** social media content and networks
- Highlight your contribution and support the ***Year of the Garden 2022*** success
- '**Year of the Garden 2022 Patron**' Official Certificate

**Patron Fee - \$5,000**

For more Information, please contact us at: [marketing@gardencouncil.ca](mailto:marketing@gardencouncil.ca)

# Founding Partners

