

## 2018 Sponsorship Levels

	SHUTTLE BUS SIGN	BOOKLET AD	GW MAPS	HQ TABLE	SIGNAGE	WEBSITE	eNEWSLETTER
<input type="checkbox"/> <b>\$7,500 Presenting Sponsor</b> (Exclusive to one sponsor) Estimated 402,200 impressions	One	Full-page  Back Cover	Yes	Yes	GW HQs	Logo/link	Logo
<input type="checkbox"/> <b>\$5,000 Signature Sponsor</b> Estimated 362,200 impressions	One-half	Full-page Inside Cover	Yes	Yes	GW HQs	Logo/link	Logo
<input type="checkbox"/> <b>\$3,000 Main Sponsor</b> Estimated 325,200 impressions	Shared	Full-page	Yes	Yes	GW HQs	Logo/link	Logo
<input type="checkbox"/> <b>\$2,000 Major Sponsor</b> Estimated 289,200 impressions	–	Half-page	Yes	–	GW HQs	Logo/link	Logo
<input type="checkbox"/> <b>\$1,000 Supporter</b> Estimated 250,200 impressions	–	Quarter-page	Yes	–	GW HQs	Logo/link	Logo
<input type="checkbox"/> <b>\$500 Contributor</b> Estimated 200,200 impressions	–	Eighth-page	Yes	–	GW HQs	List/link	Listing

BUSINESS NAME

CONTACT

WEB ADDRESS

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

### PAYMENT

Check Enclosed     Charge to the credit card:    Mastercard    VISA

CARD NUMBER

EXP. DATE

NAME AS IT APPEARS ON CARD

SIGNATURE

DATE

### Sponsorship deadline: May 15

Mail this form, along with your check or credit card information to:

**Gardens Buffalo Niagara, P.O. Box 296, Buffalo, NY 14213**

Please send (.eps or .ai) logo artwork to: **Marketing@GardensBuffaloNiagara.com**

**Shuttle Buses**

Free Hop-on, Hop-off buses continuously running for the two days of Garden Walk Buffalo  
(Estimated 75,000 impressions)



**Tours of Open Gardens Booklet**

2,500 5.5"x8.5" 80-page booklets (Estimated 5,000



Full color ads from full page to business card size, depending on sponsorship level. Only for sponsors committing before January 31 each year

**Garden Walk Buffalo Map**

18,000, 8-pages, newsprint and online versions  
Only sponsors have the ability to distribute Garden Walk Buffalo maps ahead of the Walk, if they're able. It is a reliable traffic-builder for retail locations. Maps will be available to distribute to a sponsoring organization's employees if desired..  
(Estimated 36,000 impressions)



**Garden Walk Buffalo HQ Signage**

(Estimated 32,000 impressions)

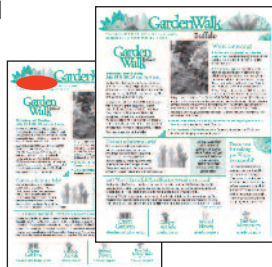


Logo Signage at all three Garden Walk Buffalo headquarters, and booth/table space, depending on sponsorship level.

**Other Collateral**



Garden Art Sale  
50 Posters  
100 Flyers  
(Estimated 2,000



600  
Donation Solicitation  
Newsletters  
(1,200 impressions)



2,500 Flyers  
(Estimated 5,000 impressions)

**Advertising**

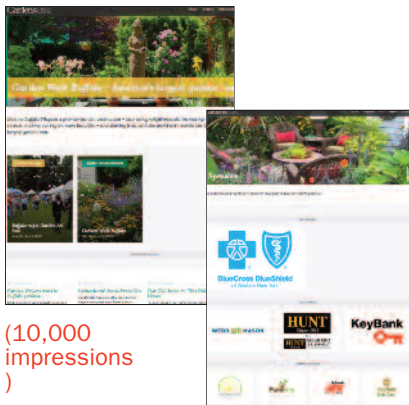


Buffalo Spree Magazine  
(136,000 impressions)

Uprate Gardener's Journal  
(40,000 impressions)

**Website, eNewsletters, Social Media**

Shown as presenting sponsor



(10,000 impressions)



4,477 followers

4,524 followers



eNewsletter: 9,800 emails  
Six+ times a year  
(60,000+ impressions)

# Why Support Gardens Buffalo Niagara?



## Beautifying Buffalo Niagara

Gardens Buffalo Niagara (GBN), through its grants, projects, and partnerships has made a discernable difference in neighborhoods throughout the region, adding to their beauty, restoring landscapes, and promoting community pride.

- Since 2005, Garden Walk Buffalo has granted more than \$80,000 in Lunenfeld Beautification Grants to block clubs and community groups for projects such as hanging baskets, streetside planters, community gardens, public garden restoration, and more on Buffalo's West side.
- Gardens Buffalo Niagara has awarded grants for projects to the Martin House Complex and ReTree WNY.
- With the Professional Landscape and Nursery Trades of WNY (PLANT WNY), The Buffalo Olmsted Parks Conservancy, Visit Buffalo Niagara, and the Master

Gardeners of the Cornell Cooperative Extension, GBN has facilitated in gardening projects benefiting residents:

- 59 private residences in Riverside, South Buffalo and East Side streets, along Olmsted Parks have been "made over" in the course of a week.
- South Buffalo's Dorrance Avenue Circle was replanted according its original Olmsted planting plan
- A new Healing Garden was created at The Buffalo & Erie County Botanical Gardens.

## Promoting exercise and education

GBN events encourage visitors to walk and bike the many tours throughout Buffalo Niagara. In addition, many educational opportunities are presented that inform participants about gardening and horticultural projects and practices. Motorcoach tours with different themes are presented each year. In the past, themes have included:

- Sustainability in Action tour
- East Side Momentum tour
- Herb Gardens and Pollinators tour
- Gardens and Architecture tours
- Plant Collectors tours
- Production Vegetable Gardens tour

## Showing Buffalo Niagara at its best

Garden tours bring visitors to discover the region's great neighborhoods and meet its gracious gardeners. No other event in the region has visitors walking through Buffalo's historic neighborhoods appreciating the architecture or scenic expeditions to lush gardens in towns and villages throughout both Erie and Niagara counties.

- 96% of visitors to Garden Walk Buffalo had an extremely favorable overall impression of Buffalo, with the average rating of 4.6, with 5 being excellent.\*

## The power of partners

GBN works with other area organizations with related missions in tourism, sustainability, community gardening, education, agriculture, and cultural groups. Partners for events and projects find GBN coordinating efforts with The Buffalo & Erie County Botanical Gardens, Visit Buffalo Niagara, Buffalo Olmsted Parks Conservancy, the Master Gardeners of the Cornell Cooperative Extension, the Eighth District Federated Garden Clubs of NYS, The Buffalo & Erie County Public Library, AAA of Western and Central NY, Buffalo Riverkeepers, GObike Buffalo, Forest Lawn Cemetery, Grassroots Gardens, and PLANT WNY, among others.

## Demographics

GBN's garden tourism events and activities attract approximately 100,000 attendees a year, with the following demographics:\*

- Average age: 55.5
- Average household income: \$83,903
- College educated: 73%
- Gender: 82% female, 18% male
- Married: 70%

In short, this means the vast majority of participants in garden-related events are also their families' primary decision-makers for all healthcare and household purchases.

## Economic impact of garden tourism

The events of Gardens Buffalo Niagara, including America's largest garden tour, Garden Walk Buffalo, have an economic impact on the local economy of more than \$4.5 million.\*\* Of the visitors from more than 50 miles away from Buffalo surveyed:\*

- 74% stayed overnight due to this visit.
- The average number of days of overnight lodging was 2.9. (46% stayed at a local hotel/motel).

Following are percentages of respondents who participated in activities, due to being in town for Garden Walk Buffalo:

- Eating at local restaurants: 98%
- Shopping at local shops/ stores/malls: 67%
- Visiting other sites/events: 48%
- The average number of dollars respondents estimated to spend in the area for their trip was \$248 (23% planned to spend over \$400).

\*2011 Ruth Diamond Market Research, Inc. intercept study commissioned by Visit Buffalo Niagara.

\*\* Based on 2,864 zip codes collected by Garden Walk Buffalo, the Visit Buffalo Niagara and interpreted by Dr. Richard Benfield, Professor of Geography and graduate students at Central Connecticut State University, 2010.