

MAY 20 - JULY 2, 2023



Sponsorship Packet 2023

Garden Tourism is the second fastest growing tourism sector behind food tourism. Your support will make Memphis a premier garden tourist destination.

ExperienceMemphisGardens.org

EXPERIENCE Memphis Gardens

MAY 20 - JULY 2, 2023



Experience Memphis Gardens immerses gardeners, farmers, and lovers of green in a feast of botanical brilliance!

It celebrates 150+ imaginative, private gardens as well as public spaces. Tour an aquaponics farm, a cut flower farm, a hemp farm, and edible farms all across the Greater Memphis area. You'll discover serene gems, quirky personal gardens, upcoming garden trends, and sustainable ideas.

The gardens will be open Thursdays - Sundays. Sample different gardens, in different neighborhoods on different weeks. Discover magical gardens and garden businesses throughout greater Memphis!

In seven short years, the Cooper-Young Garden Walk has grown to be the largest in the South. Tickets to our signature event, the Cooper-Young Garden Walk, serve as a passport for the remaining weeks of Experience Memphis Gardens. Get your business in front of thousands of garden lovers during this inaugural six week Garden Extravaganza!!! Thank you for your support making Memphis a premier garden tourist destination!

380%
INCREASE

**of Attendees from
Year 1 to Year 7**

3,000+
IN 2023

**Attendee
Goal**

AGE RANGE
20-75

**Years
Old**

70%
WOMEN

**Percent of
Attendees**
















We are bringing awareness and tourism!

Attendees travel from the Mid-South region throughout Tennessee, Mississippi & Arkansas, and other states including AL, CO, IL, IA, KY, MN, MO, NY, OH, PA, and Virginia.

Nationwide, 20 million new gardens emerged in the last two years during the COVID-19 pandemic.

SPONSORSHIP LEVELS



	Presenting \$5,000	Major \$2,500	Supporting \$1,000	Friends \$100
Website Listing for One Year	Large logo, link, description	Medium logo, link, description	Small logo, link	Small logo, link
Featured in Social Media Posts, Emails and Newsletters				
Garden Walk Passes	50	25	10	1
Citywide Garden Walk Guidebook + Online Version				
Reception Invite	4	2	1	0
Sponsor Sign at Secret Garden				
Garden Walk T-shirt Logo Inclusion	Naming Rights	Large Logo	Medium Logo	
Custom Branded Social Media Content				
Map, Banners, Posters, Flyers	Naming Rights	Large Logo	Medium Logo	
Radio, TV & Press/Media Mentions				
Custom Artwork	Large			

By committing early, your brand will be showcased across the entire event campaign to get maximum exposure for your sponsorship.

Press and Media Coverage

Memphis Travel Bureau
 TN AAA Travel Magazine
 American Garden Magazine
 CH. 3 Live at 9

CH. 5 Weekend Edition
 CH. 18-WYPL Art Scene
 CH. 24 Morning Show
 Choose 901
 City Current
 Focus Magazine

ILoveMemphis.com
 Memphis Flyer
 Memphis Magazine
 Midtown Living Magazine
 The Commercial Appeal
 TN Gardener Magazine

Neighbors of GT Magazine
 Neighborhood Newsletters
 Organization Newsletters
 WKNO Kacky Walton

Experience Memphis Gardens wants our sponsors to get the most from our sponsorship levels. Contact us if you have specific needs.



SPONSOR FORM

Deadline is March 1, 2023 for maximum exposure.
Promotion begins when the form, check, and images are received.
Cooper-Young Garden Club is a non-profit 501(c)(3). A donation receipt will be mailed to you.
Experience Memphis Gardens is a 501(c)(3) organization under the umbrella of CYGC.

Sponsor Listing for Signage: _____

Sponsorship Level: _____ Contribution: \$ _____

Sponsor Contact: _____

Business Phone: _____ Cell Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Website: _____

Referred by: _____

I wish to have my gift remain anonymous

PLEASE MAKE CHECKS PAYABLE TO:

Cooper-Young Garden Club, Memo line: 2023 GW Sponsor

PLEASE SUBMIT FORMS VIA:

Online: donorbox.org/cygw-donate • **Cell:** (901) 299-5887

Mail: Cooper-Young Garden Club, c/o Kim Halyak, Co-Chair, 899 Blythe, Memphis, TN 38104

*Please send (.eps or .ai) logo artwork and advertisement to: jakefasano78@gmail.com
Inclusion in Experience Memphis Gardens Booklet, T-shirt, and printed materials.
Early submittal means maximum promotion opportunities.*

THANK YOU FOR SUPPORTING EXPERIENCE MEMPHIS GARDENS!

Questions or suggestions, please contact:
Kim Halyak, Event Co-Chair, (901) 299-5887, kimhalyak@me.com
Sharron Johnson, Event Co-Chair, (901) 409-9751, sharroncygc@gmail.com

Experience Memphis Gardens | ExperienceMemphisGardens.org