

**MAY 18 - JUNE 30, 2024**



# **Sponsorship Packet 2024**

*"Garden Tourism is the fastest growing tourism sector, growing 7% annually." — Dr. Richard W. Benfield*

**[ExperienceMemphisGardens.org](http://ExperienceMemphisGardens.org)**

# EXPERIENCE Memphis Gardens

**MAY 18 - JUNE 30, 2024**

**“Experience Memphis Gardens”** invites garden enthusiasts, farmers, and nature lovers to immerse themselves in a captivating world of botanical wonder! We’re celebrating over 250+ unique private gardens and inviting you to explore public spaces. Take a tour of aquaponics farms, cut flower farms, hemp farms, and vegetable gardens across the Greater Memphis area. Prepare to uncover tranquil hidden gems, eccentric personal gardens, upcoming trends in gardening, and eco-friendly concepts.

Experience Memphis and beyond in a new way through our diverse neighborhoods of Cooper-Young, Central Gardens, Germantown, Idlewild, Buntyn, Soulsville, Frayser, Hein Park, Downtown, Eads, Somerville, Annesdale-Snowden, Bartlett, Lakeland, Evergreen, Berclair, High Point Terrace, Cordova, Collierville, and more!!

Our gardens are open from Thursdays to Sundays, offering a diverse range of gardens in different neighborhoods each week. Embark on a journey to discover enchanting gardens and garden-related businesses throughout Greater Memphis!

In just two short years, Experience Memphis Gardens has become the largest event of its kind in the South. Tickets for our signature event, the Cooper-Young Garden Walk, serve as your passport to enjoy the remaining weeks of Experience Memphis Gardens. Don’t miss this opportunity to showcase your business to thousands of people during this exciting six-week Garden Extravaganza! We sincerely appreciate your support in helping Memphis become a premier destination for garden tourism!”



**380%**  
**INCREASE**

**of Attendees from  
Year 1 to Year 8**

**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 \$2,500	Major \$1,000	Supporting \$500	Friends \$250
<b>Website Listing for One Year</b>	Large logo, link, description	Medium logo, link, description	Small logo, link	Small logo, link
<b>Featured in Social Media Posts, Emails and Newsletters</b>				
<b>Garden Walk Passes</b>	50	25	10	1
<b>Citywide Garden Walk Guidebook + Online Version</b>				
<b>Reception Invite</b>	5	3	2	1
<b>Logo on Cooper-Young Garden Walk Map</b>				
<b>Garden Walk T-shirt Logo Inclusion</b>	Naming Rights	Large Logo	Medium Logo	
<b>Custom Branded Social Media Content</b>				
<b>Map, Banners, Posters, Flyers</b>	Naming Rights	Large Logo	Medium Logo	
<b>Radio, TV &amp; Press/Media Mentions</b>				
<b>Custom Artwork</b>	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

Garden Communicators, Intl.  
 ILoveMemphis.com  
 Memphis Flyer  
 Memphis Magazine  
 Midtown Living Magazine  
 The Commercial Appeal

The Earle Farrell Show  
 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, 2024 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: \_\_\_\_\_

I want to offer a discount or coupon to ticket buyers.

I wish to have my gift remain anonymous.

**PLEASE MAKE CHECKS PAYABLE TO:**

**Cooper-Young Garden Club, Memo line: 2024 GW Sponsor**

**PLEASE SUBMIT FORMS VIA:**

**Online:** [donorbox.org/cygc-donate](https://donorbox.org/cygc-donate) • **Cell:** (901) 218-5142

**Mail:** Cooper-Young Garden Club, c/o Nancy Beard, Treasurer, 2196 Nelson Ave., Memphis, TN 38104

*Please send (.eps or .ai) logo artwork and advertisement to: [jakefasano78@gmail.com](mailto: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](mailto:kimhalyak@me.com)*

*Sharron Johnson, Event Co-Chair, (901) 409-9751, [sharroncygc@gmail.com](mailto:sharroncygc@gmail.com)*

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