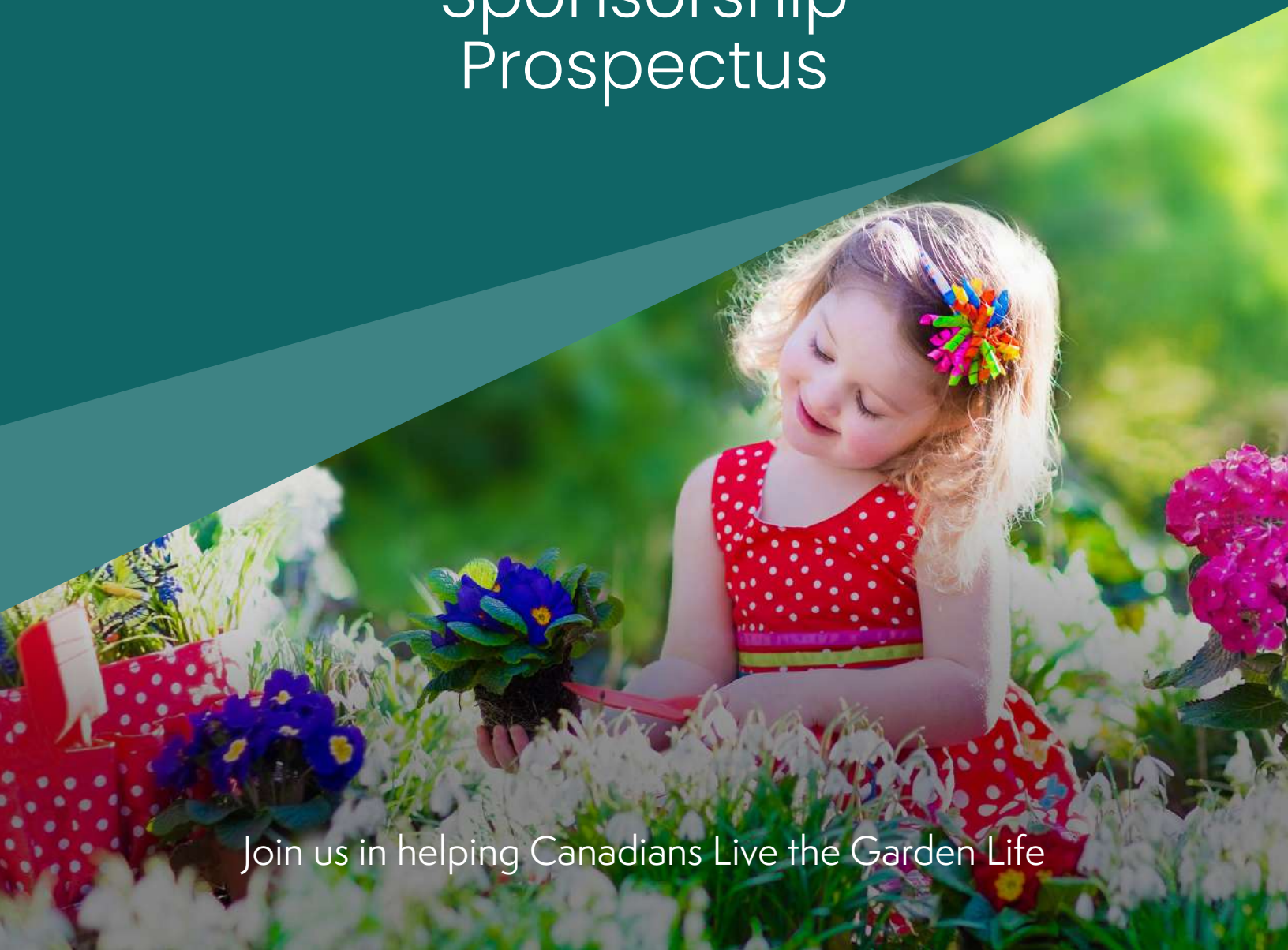


Year of the Garden
Année du jardin

2022

Sponsorship
Prospectus



Join us in helping Canadians Live the Garden Life

Year of the Garden 2022: Live the Garden Life

Celebrate - Engage - Remember

The Canadian Garden Council, in partnership with Canada's Garden-Family, have proclaimed 2022 Canada's "Year of the Garden" in honour of the centennial of the Canadian Nursery Landscape Association.

This national celebration - the world's first - will bring Canadians together to:



Celebrate

our contemporary and vibrant garden culture.

Engage

Canadians now and into the future with sustainable garden legacies.

Remember

our national garden heritage while celebrating the 100-year anniversary of our ornamental horticulture sector.

Most of all, we will extend an exciting invitation to every Canadian to

Live the Garden Life



Engage Canadians in 2022 and beyond

Reach new customers and connect your brand with nature and health

The Canadian Garden Council invites you to join **Year of the Garden 2022** as a Corporate Sponsor.

Our program will give your company the highest possible visibility

Before

2022 as we promote the upcoming celebration

During

the year-long **Year of the Garden 2022** celebrations

After

2023 through the legacy projects

Reach new customers and strengthen your connection to existing customers through our \$1.5 million marketing campaign. **Year of the Garden 2022** will reach **83% of Canadian households** who garden or are interested in gardening.

Build relationships with new gardeners. The global pandemic has and continues to increase the public's appetite for plants and gardening. This is an ideal opportunity to build relationships with the next generation of gardeners.

Achieve your corporate objectives to contribute to **environmentalism**, nature-based solutions to climate action, and programs to improve the mental and physical **health and well being** of Canadians.

Align your brand with gardening and its benefits, including **good nutrition, activity, and nature**. Become rooted in the minds of Canadians as a brand that celebrates the rich life experiences we enjoy through horticulture.



For companies looking to engage with Canadians from coast to coast, the Year of the Garden 2022 provides significant and lasting opportunities.

Welcome to our Garden Family.

A Growing National Movement

On June 21, 2021, Parliament officially recognized
2022 as Canada's **Year of the Garden**

"Gardens and gardening contributed to the development of our country as well as the lives of Canadians in terms of health, quality of life, reconciliation, inclusion, and environmental challenges. Members of all political parties have expressed support along with members of Canada's garden family from all parts of this great country."

- Vance Badawey, MP, Niagara Centre, ON

The Year of the Garden 2022 is welcoming a growing family of supporters - major cities like Montreal, Toronto, and Vancouver, national and provincial associations, and vibrant local organisations.



*"Canadians are showing a renewed passion for gardens and gardening not only for the beauty that they bring but also to address mental and physical wellbeing... We look forward to celebrating the wonderfulness of gardening and **inviting all Canadians to join Canada's garden-family.**"*

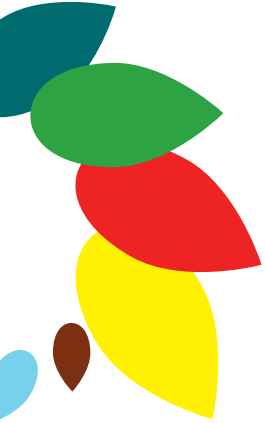
- Karen Stephenson, Director Regulatory Affairs & Stakeholder Relations, Scotts Canada Limited, Year of the Garden 2022 Founding Partner

*"Proven Winners North America is proud to be a founding partner of Canada's Year of the Garden 2022. We are especially proud because so much of our North American business takes place in Canada. **Consumers in Canada love to garden**, and we are fortunate to work with so many great retailers and partners in Canada that are passionate about creating beautiful gardens."*

- Marshall Dirks, Director of Marketing, Proven Winners, Year of the Garden 2022 Founding Partner

*"At **Premier Tech**, the horticultural and garden world is the cornerstone, the very essence of who we are, and we are proud to have contributed to the emergence and growth of this industry in Canada since its beginnings. At the dawn of our 100th anniversary, it is only natural for **Premier Tech** to be taking part in this celebration of Canada's horticultural heritage that will be the **Year of the Garden 2022.**"*

- Martin Pelletier, President, Premier Tech Growers and Consumers



*"Our members are dedicated to providing products and services that contribute to the quality of life of Canadians and a sustainable development of Canada. We also believe that gardening and gardens will be an important factor in the post-COVID recovery; **there could be no better time to celebrate Canada's garden culture.**"*

- Phil Paxton, President of the Canadian Nursery Landscape Association

*"Flowers and plants, gardens and gardening have greatly **helped us to face the challenges of the Covid-19 pandemic** and allow us to look to the future with optimism."*

- Tim Briercliffe, Secretary General of The International Association of Horticultural Producers

*"There is a need to educate and inspire Canadians of all ages to include gardens and gardening in their lives. Master Gardeners can attest to this as for example we have seen **our Facebook group explode from 2000 members to almost 14,000** since Covid started."*

- Pam Clarke, Durham Master Gardeners

Our Audience: All Canadians and Visitors

The **Year of the Garden 2022** provides a unique opportunity to be part of the world's first national effort to promote the relevancy of gardens and gardening for a sustainable future. A key objective of our program is to engage all Canadians and visitors to Canada with our country's garden culture. We will achieve this by building awareness about the many benefits of gardening:

- Environmental benefits of plants for carbon sequestration, O2 generation, living green infrastructure, tree canopies to mitigate the urban heat island effect, etc.
- Health and wellness benefits such as gardening as a stress reliever, growing food at home, school gardens, pollinator gardens, community gardens, green spaces and parks
- Economic benefits such as neighbourhood transformations
- Canada's tremendous contribution to the development of the world of horticulture

Four in five Canadians are in favor of designating 2022 as the Year of the Garden for the Centennial of the birth of Canada's Horticulture industry.

- source: Nanos Research poll (November 2020)

In November 2020, **Nanos Research** conducted a national survey on Canadians' views of gardens and gardening. Based on its findings, the **Canadian Garden Council** has been able to prepare a detailed profile of gardening in Canada. **We estimate that 12,629,280 million households participate in some form of garden activities across Canada each year.**

- **Up to 6,086,400 Households (40%) have Enthusiastic Gardeners**
 - Enthusiasts are people who have had an interest in gardening for some time and who already practice this activity.
- **Up to 3,956,160 Households (26%) have Promising Gardeners**
 - Promising Gardeners are people who are not yet heavy consumers of plants and garden products, but who have expressed interest and who plan to invest more in the future.
- **Up to 912,960 Households (6%) have Garden Decorators**
 - Although they may be buyers of plants, decorators are primarily interested in the choice of furnishings and exterior decoration for their yard, terrace or balcony.
- **Up to 1,673,760 Households (11%) have Garden Maintainers**
 - Garden Maintainers do not garden for enjoyment, but conduct some yard maintenance activities.

Leveraging a \$1.5 Million Marketing Campaign

The **Year of the Garden 2022** umbrella marketing national campaign will inspire the public to engage with plants and gardens generating important high level awareness of the benefits of gardening. It will leverage an innovative and efficient \$1.5 million digital marketing strategy with a combined audience reach of **more than 12,500,000 Canadian households** that includes the **Year of the Garden 2022** website, social media, traditional public relations, print and broadcast media. A complete list of planned marketing initiatives is presented below.

The Year of the Garden 2022 Website (yearofthegarden.ca)

Digital & Social Media

- Video Pre-roll - Programmatic
- Video Pre-roll - sponsor supplied
- Year of the Garden Instagram (organic & Paid)
- Year of the Garden Facebook (organic & Paid)
- Year of the Garden Twitter (organic & Paid)
- Other social channels (organic & paid)
- Website (French) (dujardindansmavie.com)*
- Consumer Digital Magazine (4 Seasonal Magazines)*
- Consumer Digital Magazine (French) (4 Seasonal Magazines)*
- Consumer Digital Newsletter (20 x 135,000 subscribers)*
- Consumer Digital Newsletter (French) (20 x 90,000 subscribers)*

Print Media

- National & Regional Newspaper Ads
- Consumer Print (4 Seasonal Magazines)*
- Consumer Print (French) (4 Seasonal Magazines)*
- Posters, Signage & Billboards
- Brochures & Flyers

Broadcast Media

- TV
- Radio

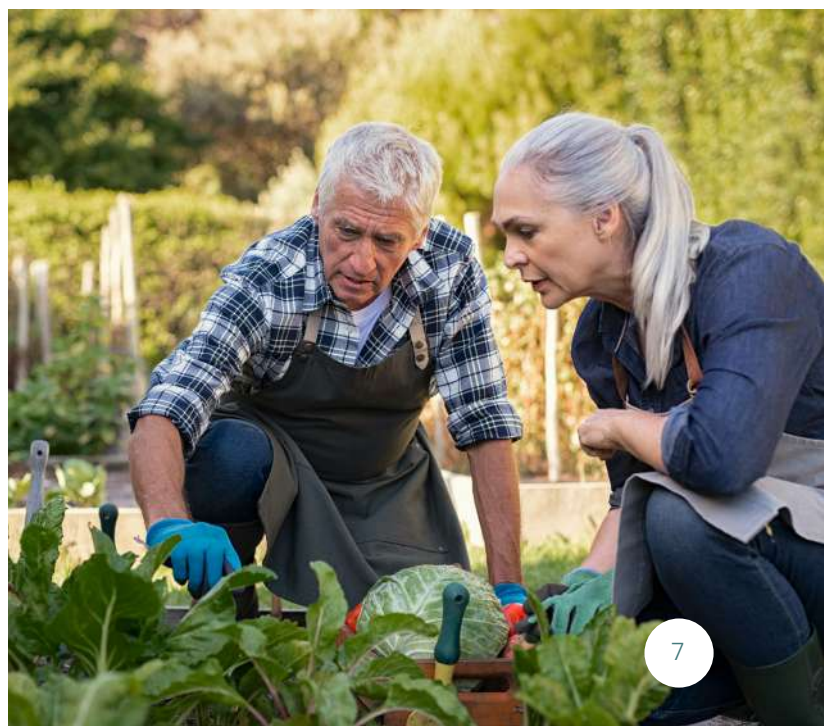
Public Relations

- Press Conference
- Press Releases

Promotional Events

- Garden Family events across the country
- Year of the Garden Receptions

* *Year of the Garden 2022 Partner channels*



Invitation to Sponsor

Join us in helping Canadians Live the Garden Life

The **Canadian Garden Council** and its partners are pleased to invite you to join our program as a Corporate Sponsor. We are committed to providing you and your company with the highest possible visibility leading up to and throughout the year-long celebration that is the **Year of the Garden 2022**.

Through our legacy projects we will also ensure that your brand will leave a lasting impression on the minds of Canadians (and visitors to Canada), reminding them of the rich life experiences we enjoy through horticulture, from coast to coast.

As a corporate sponsor, you recognize the importance of connecting your brand with initiatives that showcase the importance of being close with nature, staying active, practicing good nutrition, supporting strong mental health and nature base solutions to climate action. Your sponsorship of the **Year of the Garden 2022** is testimony to your company's commitment to the quality of life and well being of all Canadians.

Welcome to our Garden Family.



Corporate Sponsorship Benefits

Assigned Rights

🌿 Right to use Year of the Garden logo & Sponsor Designation in advertising

- Sponsor will have the right to use the **Year of the Garden 2022** logo
- Sponsor will have the right to use the following Sponsor Designations
 - > **Year of the Garden 2022** Presenting Sponsor - \$250,000
 - > **Year of the Garden 2022** National Sponsor - \$100,000
 - > **Year of the Garden 2022** Gold Sponsor - \$50,000
 - > **Year of the Garden 2022** Silver Sponsor - \$25,000
 - > **Year of the Garden 2022** Partner - TBD
 - > **Year of the Garden 2022** Media Partner - TBD
 - > **Year of the Garden 2022** Supplier - TBD

🌿 Right of Licensing

- Sponsor will have the right to use the **Year of the Garden 2022** logo for sales of products and services

🌿 Right of Category Exclusivity

- Sponsor will have exclusivity under a particular category of product/service/industry
 - > Note: Limited to non-horticultural sector sponsors

🌿 Right of Service

- Sponsor will have the right to provide products or services as part of official **Year of the Garden 2022** activities

🌿 Right of Entitlement

- Presenting Sponsor
 - > Sponsor will have the right to be positioned as the Presenting Sponsor, including the use of a Sponsor-**Year of the Garden 2022** composite logo in all marketing campaign activities and advertising

🌿 National Sponsor

- Sponsor will have the right to be positioned as a National Sponsor, including the use of a Sponsor-**Year of the Garden 2022** composite logo in the sponsor's marketing

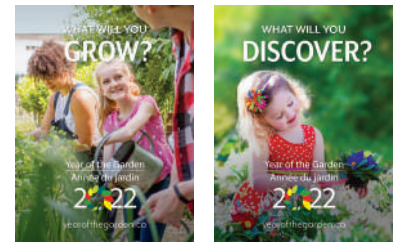


Visibility within the Year of the Garden 2022 Marketing Campaign

- 🌿 **Year of the Garden 2022 website**
 - Recognition as 'Corporate Sponsor' on the YOTG 2022 webpage until December 31, 2022
- 🌿 **Year of the Garden 2022 Digital & Social Media**
 - Recognition as 'Corporate Sponsor' in digital ads and social posts
- 🌿 **Year of the Garden 2022 Print Media Advertising**
 - Recognition as 'Corporate Sponsor' in print advertising
- 🌿 **Year of the Garden 2022 Public Relations**
 - Recognition as 'Corporate Sponsor' in press releases and during press conferences
- 🌿 **Year of the Garden 2022 Events**
 - Recognition as 'Corporate Sponsor' at **Year of the Garden 2022** hosted events

Visibility within the Year of the Garden 2022 Partner Marketing Campaigns

- 🌿 **Year of the Garden 2022 Partner websites**
- 🌿 **Year of the Garden 2022 Partner Digital & Social Media**
- 🌿 **Year of the Garden 2022 Partner Print Media Advertising**



Speak to our partnership consultant about opportunities to partner with an official 2022 **Year of the Garden** promotion. Our growing list of promotions include:

- 🌿 Year of the Garden Celebration Garden
- 🌿 Plant Red for the Year Of The Garden
- 🌿 Canadian Garden Heroes
- 🌿 Garden Days – June 11 to 19
- 🌿 Where's the Year of the Garden Gnome?
- 🌿 Garden Prescription of the Week
- 🌿 Official Year of the Garden Book
- 🌿 Year Of The Garden 2022 Marketplace
- 🌿 Climate Action Gardens
- 🌿 Truth and Reconciliation Gardens
- 🌿 "Live the Garden Life" Agenda
- 🌿 Live the Garden Life Map
- 🌿 A Garden for Every School
- 🌿 National Garden Day
- 🌿 Canada's Garden Route
- 🌿 International Garden Tourism Conference

*Younger
Canadians are
twice as likely to
say they expect
to spend more
time gardening
in 2021 than older
Canadians.*

*– source: Nanos
Research poll
(November 2020)*

Supporters and Stakeholders

To date, over one hundred and fifty organizations from across Canada have committed to supporting the **Year of the Garden 2022** and helping Canadians Live the Garden Life.

Gardens

- Annapolis Historic Garden
- Assiniboine Park Conservatory
- Beechwood Cemetery
- Butchart Gardens
- Château Ramezay
- Domaine Joly De Lotbinière
- Gannaiden Garden
- Garden Promenade
- International Peace Garden
- Jardin Daniel A. Seguin
- Jardins de Métis
- Kingsbrae Gardens
- Machal Gardens
- Maison Saint Gabriel
- Montréal Botanical Garden
- MUNN Botanical
- Niagara Parks Commission
- Nikka Yuko Japanese Garden
- Royal Botanical Garden
- Thunder Bay Conservatory
- Toronto Botanical Garden
- University of Alberta Botanic Garden
- University of Saskatchewan Garden
- Whistling Gardens
- Association des jardins du Québec
- Atlantic Rhododendron and Horticulture Society
- BCAIT
- BC Mastergardeners
- Beaverton Horticultural Society
- Campbellton Community Garden
- Canadian Flowers Week
- Canadensis Botanical Garden Society
- Canadian Association of Former Parliamentarians
- Canadian Horticulture Therapy Association
- Canadian Parks Council
- Canadian Wildlife Association
- Communities in Bloom
- Croquarium
- Dunnville Horticultural Society
- Durham Master Gardeners
- Echo Schools
- Fall River Garden Club
- Farm to Cafeteria Canada
- Fédération des sociétés d'horticulture et d'écologie du Québec (160 membres)
- Fondation Oublie Pour Un Instant
- Foodscape Calgary
- Friends of the MUN Botanical Garden
- Friends of the Halifax Public Garden
- Garden Cities
- Gardens BC
- Gardens Ottawa
- Green Cities Foundation
- Horticulture Educators Association
- Maplelawn Garden Volunteer
- Manitoba Hort Societies
- Master Gardeners of Ontario
- Master Gardeners Rideau 1,000 Island
- Nature Québec
- Newfoundland Horticultural Society
- North American Japanese Garden Association
- Nova Scotia Horticultural Society Association
- North Bay Heritage Gardeners
- Ontario Association of Agricultural Societies
- Ontario Horticultural Association
- Opération Tournesol
- Ottawa Field Naturalists Club
- PEI Horticultural Association
- Plant A Seed and See What grows
- Pugwash Communities in Bloom
- Rideau 1000 Islands Master Gardeners
- Sarnia Horticultural Society
- Saskatchewan Perennial Society
- SOS Trees Coalition
- Steinbach and Area Garden Club

Organizations and Associations

- AgrÉcoles
- Alberta Horticulture Association
- Arthur Horticulture Society

- Sudbury Horticultural Society
- Toronto Garden Club
- Toronto Master Gardeners
- Vancouver Master Gardeners
- Victoria Master Gardeners Association

Industry

- Association des architectes paysagistes du Québec
- BC Society of Landscape Architects
- Canadian Ornamental Horticulture Alliance
- Canadian Ornamental Plant Foundation
- Canadian Society of Landscape Architects
- Climate choices
- Green Infrastructure Ontario Coalition
- Green Thumb Garden
- Hodge River Nursery
- International Horticulture Producers Association - AIPH
- JBC & Associates
- Landscape Ontario Horticultural Trades Association
- Manitoba Association of Landscape Architects

- Nutrients for Life Foundation Canada
- Ontario Association of Landscape Architects
- Phoenix Perennials and Specialty Plants Ltd.
- Prairie Berry Farm
- PremierTech
- Pugwash Farmers' Market
- Québec Vert (FIHOQ)
- Rideau Woodland Ramble
- Soil Conservation Council of Canada
- Tree Canada
- Vanco Farms Ltd

Garden Media

- GardenComm 50
- Gardening Calendar
- Jardin Gratuit
- Les Jardins d'Albert inc.
- Pegasus Publications
- SavvyGardening

Museums

- Alliance of National History
- Museums of Canada
- Canadian Museum of Nature
- Canadian Museums Association

Tourism

- City of Charlottetown
- Culinary Tourism Alliance
- Destination Greater Victoria
- Discover Charlottetown
- Downtown Charlottetown Inc.
- House of Rose Winery
- Lethbridge Tourism
- Monika Schaefer Art Studio
- Tourism Industry Association of PEI

Zoos

- Canada's Accredited Zoos and Aquariums
- Toronto Zoo

95% of Canadians see gardening as a way to improve their mental and physical health.

- source: Nanos Research poll (November 2020)

Canada's Garden Family

In addition, our extensive network of partner organizations will play a key role in the promotion of this national celebration that will touch every business in the horticultural field and most Canadians

CNLA Sector Groups:

- Garden Centres Group
- Grounds Maintenance Group
- Growers Group
- Hardscapes Group
- Interior Plantscapes Group
- Irrigation Group
- Landscape Contractors Group
- Landscape Designers
- Lighting Group
- Turf Management Group

CNLA Affiliated Associations and Organizations:

- Canadian Garden Council
- Canadian Ornamental Horticulture Alliance
- Canadian Society of Landscape Architects
- Communities in Bloom
- Flowers Canada
- Québec Vert (FIHOQ)

Garden Experience:

- Garden Networks and Trails
- Garden, gardening and floral events and festivals
- Parks Canada
- Public Gardens: botanic, heritage, community
- The Royal Agricultural Winter Fair (celebrating its 100th Anniversary in 2022)

CNLA's Member Associations:

- British Columbia Landscape & Nursery Association
- Landscape Alberta Nursery Trades Association
- Landscape New Brunswick
- Landscape Newfoundland Horticultural Association
- Landscape Nova Scotia
- Landscape Ontario Horticultural Trades Association
- Landscape Saskatchewan
- Manitoba Nursery Landscape Association

Industry:

- Arborists
- City Farmer
- Distributors
- Equipment Manufacturers (ie Earth Moving Equipment)
- Garden Communicators
- Garden product manufacturers
- Greenhouse growers
- Landscape Architects
- Landscape Equipment manufactures
- Landscape professionals
- Nursery growers
- Resource companies (ie Peat Moss, Fertilizer, Seed Breeders)
- Retail garden centres
- Service providers (ie insurance, vehicle providers)

Organizations and Associations:

- Association des Architectes Paysagistes AAPQ
- Association des jardins du Québec
- Canadensis - The Garden of Canada
- Canadian Horticultural Council (celebrating its 100th Anniversary in 2022)
- Canadian Horticultural Therapy Association
- Canadian Wildlife Federation
- Collectif de recherche en aménagement paysager et agriculture urbaine durable (CRAPAUD)
- Come Alive
- Compost Canada
- Evergreen
- Fédération des Sociétés d'horticulture et d'écologie du Québec
- Fleurons du Québec
- Flowers Ontario
- Garden Cities
- Garden Clubs
- Gardens BC
- Horticultural Societies
- Master Gardeners
- Seeds of Diversity
- Société internationale d'arboriculture Québec
- Tree Canada
- Vineland Research

Affiliated Organizations and Associations:

- 4 H Canada
- Assembly of First Nations
- Association des Designers Urbains du Québec ADUQ
- Association of Universities and Colleges of Canada
- Canadian Art Council
- Canadian Feed The Children
- Canadian Museum Alliance
- Canadian School Boards Association
- Canadian University Boards Association
- Centre d'écologie urbaine de Montréal
- Colleges and Institutes Canada
- Conseil régional de l'environnement de Montréal
- Destination Canada
- EcoSchools
- Federation of Canadian Municipalities
- Future Cities Canada
- iNaturalist.ca
- Learning for a Sustainable Future/ L'éducation au service de la Terre
- Nature Action
- Nature Conservancy of Canada (celebrating its 60th Anniversary in 2022)
- Nature Québec
- NatureServe Canada
- Ordre des Urbanistes du Québec (OUQ)
- Régénération Canada
- Réseau environnement
- Soverdi
- The Canadian Historical Association (celebrating its 100th Anniversary in 2022)
- Ville en vert
- Vivre en ville

Four in five Canadians believe that gardening and gardens have a positive impact on climate change.

- source: Nanos Research poll (November 2020)

Contact Us

Walter Willett

Year of the Garden 2022 Sponsorship Consultant

email: partnerships@gardencouncil.ca

phone: (613) 715-9373

Year of the Garden
Année du jardin

2022

Join us in helping Canadians Live the Garden Life

