

2022 Presenting Sponsorship

Join us in helping Canadians to Live the Garden Life.



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.

Our Presenting Sponsor title allows your business to engage with Canadians coast to coast as our lead sponsor, while accessing year-long visibility through a 14-month integrated marketing campaign aimed at attracting, educating and inspiring Canadians to prioritize their well-being and "Live the Garden Life."



ENGAGE CANADIANS IN 2022 AND BEYOND

GROW YOUR AUDIENCE AND MAXIMIZE VISIBILITY

Access a projected 140 million impressions reaching 83% of 5.2 million Canadian households who describe themselves as gardeners through digital and analogue media, PR opportunities and earned media attention.

ACHIEVE YOUR CORPORATE OBJECTIVES

Contribute to environmentalism, nature-based solutions to climate action and programs that improve the mental and physical well-being of Canadians.

NURTURE A BETTER TOMORROW

Become rooted in the minds of Canadians as a brand that celebrates the rich life experiences we enjoy through horticulture.

MEET OUR FOUNDING PARTNERS



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PRESENTING SPONSORSHIP BENEFITS AT A GLANCE

ASSIGNED RIGHTS

Right to use Year of the Garden 2022 Logo & Sponsor Designation

Right of License (for sales & services)

Right of Category Exclusivity (limited to non-horticultural sector sponsors)

Right of Service (sale or use of product)

Exclusive Right of Entitlement (use of composite logo)

VISIBILITY WITHIN MARKETING CAMPAIGN

YOTG 2022 Website

YOTG 2022 Digital & Social Media

YOTG 2022 Print Media Advertising

YOTG 2022 Public Relations

YOTG 2022 Events

YOTG 2022 TV & Radio Advertising

VISIBILITY WITHIN YOTG 2022 PARTNER MARKETING CAMPAIGN

YOTG 2022 Partner Website

YOTG 2022 Partner Digital & Social Media

YOTG 2022 Partner Print Media Advertising

Ready to get started?

Click [here](#) to book a meeting with our sponsorship representative, Walter Willett to learn more.