

Presenting a year-around brand-building opportunity from the **Master Gardener Foundation of Kitsap County**, through its enhanced sponsorship program.



P.O. Box 3077, Silverdale, WA. 98383  
[www.kitsapgardens.org](http://www.kitsapgardens.org)

# Cultivate

Your Business

# Grow

Your Brand

# Nurture

Your Customer Relationships



Further your company's brand visibility throughout the year—before, during and after the non-profit organization's premier springtime event, the **Annual Plant Sale**.

**\*Gardening is booming throughout the country and Kitsap County.**

The most significant growth has been of **Millennial and Gen Z adults**. Reason for gardening's surge—'benefit to mental health' and 'good family activity,' as cited by new gardeners.

Over half (55%) of U.S. adults are now active gardeners and spend more than \$500 annually in gardening supplies, representing a **\$57M retail market in Kitsap County**.

Kitsap's gardeners also index **high in many retail spending categories**, from new pickups to patio furniture to pets to stocks, and much more.

Your sponsorship supports **children's education** and maintenance and supply of our four local community gardens, their healthy and bountiful **harvests of which support local food banks**.

For 2023, sponsorships are available in four budget-wise levels, from \$250 to \$1,500, with benefits actively fulfilled for **twelve full months**. Together, let's cultivate, grow and nurture your business and Kitsap gardening!

To initiate your sponsorship, or for further details, please contact  
Foundation  
Director-at-Large  
**Mike Stevens,**  
**360-271-9308**  
[mgfkc.sponsorships@gmail.com](mailto:mgfkc.sponsorships@gmail.com)

\*Sources: Axiom 2021 U.S. Gardening Insights; National Gardening Association, 2021, U.S. Census Bureau, 2020.

# Sponsor Benefits

Offering 12 months of brand-building visibility and awareness to area gardening enthusiasts, through select, popular events and communications of the Master Gardener Foundation of Kitsap County.

Sponsors at all package levels are eligible for all benefits, with tiered mention and logo placement made respective of a sponsor's chosen package level.

Sponsor levels: Bronze, Silver, Gold, Platinum (2 max)

- Brand exclusively recognized via quarterly digital acknowledgments (shoutouts) in scheduled Foundation Facebook posts, one per quarter, first as a 'welcome aboard' announcement and three subsequent acknowledgments. Formatted with your logo, our thank you and a brief description of your company/services.
- Logo on Our Sponsors page of Foundation website kitsapgardens.org
- Logo on Our Sponsors mounted signage displayed at Foundation events, including Plant Sale, Seminars and other events.
- Logo included in Annual Plant Sale poster.
- Sponsors recognized through live, scheduled mentions at events where practical, including Annual Plant Sale (4x), Seminars and other educational events.
- Sponsor-supplied banner to be displayed at Annual Plant Sale and returned.
- Acknowledgments to area Master Gardeners (200+) through varied means, including Annual Plant Sale post-event summary.
- Logo featured in November edition of West Sound Home & Garden magazine (print and digital replica).



## Also

- In gratitude of sponsor support, the added value of a scheduled, hosted V.I.P. tour of any one of four community gardens in Poulsbo, Silverdale (2) and Bremerton is offered.
- Sponsor's 12-month brand visibility is on a calendar-year basis, unless mutually agreed and arranged otherwise.
- Sponsor billing made during first month of brand visibility, unless mutually agreed and arranged otherwise.



## Sponsorship levels

(establishes the ranked prominence of logos and mentions)

☐ BRONZE (\$250)    ☐ SILVER (\$500)    ☐ GOLD (\$1,000)    ☐ PLATINUM (\$1,500)



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The Master Gardener Foundation of Kitsap County is recognized by the U.S. Internal Revenue Service as an independent 501 (c)(3) entity and is registered with the State of Washington with a mission in support of the WSU Master Gardener Program in Kitsap County.

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Foundation Director-at-Large

**Mike Stevens, 360-271-9308, [mgfkc.sponsorships@gmail.com](mailto:mgfkc.sponsorships@gmail.com)**

