



# The 2023 Vermont Flower Show

March 3–5, 2023  
Champlain Valley Expo

*Join Us as a Sponsor  
TODAY!*

Presented by



Nursery and  
Landscape Association  
Green Works

## SHOWCASE YOUR BUSINESS OVER 3 DAYS to 11,500 VISITORS!

The Vermont Flower Show is back! After nearly a four-year hiatus due to the pandemic, we return stronger, even more creative and ready to celebrate our 20th year. **Please, join us as a sponsor to welcome these avid gardeners and visitors** to step “Out of Hibernation” from Vermont’s long, fierce winter and step into the spring warmth, colors, fragrance and birdsong in our 15,000 square foot Grand Garden Display.

**Your participation makes all of this possible!** In addition to the Grand Garden Display, attendees can visit 100 garden/home and related exhibitors in our Flower Show Marketplace and Vermont Specialty Food & Spirits section. Plus 35 seminars, hands-on workshops, music, family/kids crafts and entertainment, a gallery of local artwork, plant and floral displays by the Federated Garden Clubs of VT and a café with local food vendors, mean that **visitors will spend much of a day** enjoying this inspiring experience at the Vermont Flower Show. A sale at the show’s end helps send the display plants and shrubs to new homes.

It’s no wonder that the Vermont Chamber of Commerce named our last Vermont Flower Show one of the state’s “Top Ten Events of Winter.”

*“You’re braver than you believe, stronger than you seem, and smarter than you think” –Christopher Robin*

[www.vnlavt.org](http://www.vnlavt.org)



# 2023 Vermont Flower Show

## Out of Hibernation!

### Spring Comes to the 100-Acre Wood

March 3–5, 2023

We've been working 18 months (and, well, almost four years) to plan and design this Vermont Flower Show. So we're especially delighted to translate our theme, Out of Hibernation! Spring Comes to the 100-Acre Wood, into irresistible reality. Thanks to the collaboration and hands-on, quick work of more than 350 volunteers – from the state's top certified professional landscape designers and tradespeople to beginning gardeners – in just three days they'll happily get their

hands dirty and move mountains (of mulch and stone). They'll build bridges and streams and plant trees, shrubs and flowers – **all to form a backdrop for the beloved characters of A.A. Milne's original world of Winnie-the-Pooh.** Volunteers also staff the show throughout the weekend, and Sunday evening, they completely disassemble and remove every trace, so that Pooh Corner will seem but a thing of the imagination. But oh the memories!

*"Sometimes, said Pooh, the smallest things take up the most room in your heart."*

*–A.A. Milne, Winnie-the-Pooh*



### FEEDBACK from Exhibitors

*"We had an amazing event. Even ran out of product. We were on a corner and this was perfect for us. Was a great way to tell our story and introduce people to our products. Really positive event for us."*

*"Best show we have had so far. We are a new company, in our 4th year."*

*"My expectations are always high for the Vermont Flower Show, which is one of my favorite events. And yet you still managed to exceed them."*

*"Keep doing everything that you are doing. You are incredible!!!"*

### FEEDBACK from Attendees

*It was a great show and much needed uplift of spring color! Thank you for all the hard work and energy that goes into creating an event like this!*

*"I loved the flower show. You folks do an incredible job. I look forward to the next one. The first time I attended was 2 yrs ago, right after the death of my son. I experienced such comfort from being there and I'm very grateful to have found you. At the end of the show, I was able to purchase his favorite hyacinths, which rebloomed last spring and my heart was glad. Thank you so much!"*

*Everything is beautiful!!! So nice to be transported to such a dream of spring on a Saturday afternoon in March!!*

*We loved the range of vendors, amenities, seminars – we had a great time!*



# Sponsorship Opportunities and Benefits

Pricing & Benefits	Presenting Sponsor \$6,500	Grand Garden Display Sponsor \$4,500	Out of Hibernation \$2,500	Seminar Sponsor \$1,500	Family Room Sponsor \$1,000	Supporting Sponsor \$750
Exhibit Space	10' x 20'	10' x 10'	10' x 10'			
Company Logo Presence	Poster, Website, w/Links Print Ads, Promotional Items	Website, w/Links Promotional Items	Website, w/Links	Website, w/Links	Website, w/Links	Website, w/Links
Print Materials at Show	Logo (Includes Recognition Boards & Signage)	Logo (Includes Recognition Boards & Signage)	Logo on Recognition Boards & Signage	Logo on Recognition Boards & Signage	Logo on Recognition Boards & Signage	Logo on Recognition Boards & Signage
TV Ads	Logo					
Radio Ads	Mention					
Social Media Platforms	Logo, Dedicated Posts, Links	Logo, Mention	Logo, Mention	Logo, Mention	Logo, Mention	Logo, Mention
Company Banner on Display	All 3 Days	All 3 Days		In Seminar Area (One Per Day)	Displayed in Family Room All 3 Days	
Complimentary Tickets	75	50	10	10	10	6

## ADDITIONAL OPPORTUNITIES INCLUDE:

**Vermont Specialty Foods & Spirits Pavilion:** (including your banner displayed all 3 days, limit 1) – \$1,000

**Tulip Sponsor:** (Includes logo recognition) 4 tickets – \$500

**Daffodil Sponsor:** (Includes logo recognition) 2 tickets – \$250

**The Vermont Flower Show** is produced by the Vermont Nursery and Landscape Association/Green Works (VNLA), a non-profit trade organization representing Vermont's green industry professionals since 1964. Our mission is to support and strengthen the horticultural industry of Vermont through programming, events, certification and community engagement while fostering greater awareness of the value of landscaping and promoting the professional products, plants and services of our members.

**The Vermont Flower Show**, the VNLA's signature biennial event, is an awe-inspiring public outreach project that depends solely on monetary and in-kind donations as well as more than 350 volunteers. It is a colossal volunteer collaborative effort to spread the horticultural/environmental word, which is more important than ever today!





Nursery and  
Landscape Association  
Green Works

## 2023 Vermont Flower Show Out of Hibernation!

Spring Comes to the 100-Acre Wood

March 3-5, 2023

### Sponsorship Registration Form

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

Sponsorship Options	Fee	Total
Presenting Sponsor	\$6,500	
Grand Garden Display Sponsor	\$4,500	
Out of Hibernation Sponsor	\$2,500	
Seminar Sponsor	\$1,500	
Family Room Sponsor	\$1,000	
Supporting Sponsor	\$750	
Additional Sponsorship Options	Fee	Total
Vermont Specialty Foods & Spirits Pavilion (Limit 1)	\$1,000	
Tulip Sponsor	\$500	
Daffodil Sponsor	\$250	
	<b>Total Amount Due</b>	

Payment  Check (Payable to VNLA)  Please send me an invoice  Credit Card

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CCV \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Mail to: VNLA/Green Works, P.O. Box 92, North Ferrisburgh, VT 05473

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Email: Kristina@vnlavt.org

Web: www.vnlavnt.org