Friends of the Port St. Lucie Botanical Gardens

2410 SE Westmoreland Boulevard
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772.337.1959

www.pslbg.org
info@pslbg.org

2019-2020
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Greetings…

The Friends of the Port St. Lucie Botanical Gardens ("Friends"), a 501(c)(3) non-profit public charity corporation, would like to ask you to become a sponsor of our **11th Annual Botanica Garden Festival Plant Sale Event**. This annual 2-day event is held the second weekend in February with our 2020 event happening on Saturday, February 8th and Sunday, February 9th.

Friends' mission is to create and maintain a beautiful, serene sanctuary in the center of Port St. Lucie that is environmentally sound and naturally diverse and to provide educational, cultural and recreational opportunities for all who visit. Additionally, Friends presents numerous and diverse events throughout each year such as our **Botanica Garden Festival Plant Sale**, Lectures, our Summer Plant Sale Series, Children's Activities, Music, Art Exhibits, and much more in an effort to promote public understanding and education in quality ecological stewardship.

The Gardens is managed and operated by Friends, which was founded in 2008 to help support the daily operations of The Gardens. Consisting of an All Volunteer Team, Friends' volunteers provide hands-on daily oversight of the facility, including staffing to handle the many visitors year round. Friends is committed to the growth and development of the Port St. Lucie Botanical Gardens as an educational and recreational destination in Port St. Lucie for all residents in the community and area and we cannot do that without your help and support.

The attached sponsorship package outlines the sponsor levels available and the benefits associated with each level. Please consider becoming a sponsoring our **Botanica Garden Festival Plant Sale**.

Should you have any questions or require further information, please feel free to contact me at 772.337.1959 or Info@PSLBG.org.

We look forward to your participation.

Mark Barnes
Sponsor Coordinator and
Botanica Committee Member

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BOTANICA 2020 SPONSORSHIP OPPORTUNITIES

INTRODUCTION

Thank you for your interest in supporting the **2020 Botanica Garden Festival Plant Sale**. The Friends of the Port St Lucie Botanical Gardens looks forward with appreciation to your financial support which will assist in making this a very successful event.

Over 6500 garden enthusiasts attend the **Botanica** 2-day event each year to purchase plants and outdoor/garden related items, seek gardening information, find new products and gather educational information.

The reverse side of this communique outlines your sponsorship opportunities.

Please feel free to contact our Sponsorship Coordinator, Mark Barnes at info@pslbg.org or 772.801.8800 with any questions. Information is posted on our website at www.pslbg.org/botanica.html.

We invite you to visit our website and explore the photo album of past **Botanica's** and we look forward to seeing you **February 8th & 9th, 2020.**



SPONSORSHIP LEVELS

The 11th Annual Botanica is an excellent opportunity for your company to become an active partner in hosting this event as a sponsor and exhibitor. As an active sponsor, your company will benefit by:

- Showcase your products/organization and enhance product/service knowledge
- Increase brand recognition and exposure
- Strengthen your prominence as a leader in the Treasure Coast & Florida community

SPONSOR LEVELS & BENEFITS (EXHIBIT A)	DIAMOND $2,500	GOLD $2,000	SILVER $1,000	BRONZE $500
Number of Sponsorship Opportunities at this Level	1	2★	5	10
20X10 Spaces at Botanica 2020	✓	-	-	-
10X10 Space at Botanica 2020	-	✓	✓	✓
Back Cover - Full Page Color Ad in Botanica Program	✓	-	-	-
Inside Front Cover - Full Color Ad in Botanica Program★	-	✓	-	-
Inside Back Cover - Full Color Ad in Botanica Program★	-	✓	-	-
1/2 Page - Full Color Ad in Botanica Program	-	-	✓	-
1/4 Page - Full Color Ad in Botanica Program	-	-	-	✓
Sponsor Mention in All Radio Advertising	✓	✓	-	-
Recognition in All Botanica Print Ads & Flyers (logo or Name)	✓	✓	✓	✓
Complimentary Annual Ad in our Gardens Gate Newsletter	✓	✓	✓	✓

ABOUT FRIENDS

Friends of the Port St. Lucie Botanical Gardens ("Friends"), is a 501(c)(3) non-profit public charity corporation committed to the growth and development of the Port St. Lucie Botanical Gardens as an educational and recreational destination in Port St. Lucie for all residents in the community and area. Incorporated January 16, 2008, Friends received its 501(c)(3) certification May 15, 2008.

Friends' mission is to create and maintain a beautiful, serene sanctuary in the center of Port St. Lucie that is environmentally sound and naturally diverse and to provide educational, cultural and recreational opportunities for all who visit. Additionally, Friends presents numerous and diverse events throughout each year including guest speakers, plant sales series, children's activities, music, art exhibits, and other activities in an effort to promote public understanding and education in quality ecological stewardship.

The Gardens is managed and operated by Friends, which was founded to help support the daily operations of The Gardens. Consisting of an all Volunteer Team, Friends' volunteers provide hands-on daily oversight of the facility, including staffing to handle the many visitors year round. Please consider Sponsoring **Botanica 2018** and becoming an individual, family or corporate annual member of Friends.

Thank you and we look forward to your participation.
Friends of the Port St. Lucie Botanical Gardens, Inc.

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BOTANICA 2020 SPONSORSHIP AGREEMENT

_____ (the Sponsor) hereby agrees to sponsor the 2020 BOTANICA GARDEN FESTIVAL PLANT SALE (BOTANICA 2020) event described in the SPONSORSHIP OPPORTUNITIES, a copy of which is attached hereto as Exhibit A and is incorporated herein by this reference. The Sponsor agrees to sponsor the following sponsorship level and corresponding fee to FRIENDS OF THE PORT ST. LUCIE BOTANICAL GARDENS, INC. (FRIENDS):

☐ **Diamond - $2,500** ☐ **Gold - $2,000** ☐ **Silver - $1,000** ☐ **Bronze - $500**

In consideration therefore, FRIENDS shall provide Sponsor with the benefits described in the Opportunities. FRIENDS may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

Payment: Payment in full is due with submission of this executed agreement.

Limitation of Sponsorship: Unless otherwise provided, the payment and Sponsor benefits described in this agreement are related solely to the BOTANICA 2020 to be held February 8th & 9th, 2018.

License and Usage: Sponsor hereby grants FRIENDS a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information [the "Proprietary Information"] owned by the Sponsor. FRIENDS agrees that the Proprietary Information will be used only in connection with the BOTANICA 2020 Event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and FRIENDS may agree. FRIENDS's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval will not be unreasonably withheld.

Sponsor Understandings: Sponsor understands the attendance numbers are based upon averages of previous BOTANICA 2020 attendance and actual attendance figures may vary. No portion of the sponsorship payment is subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Proposal.

Termination. FRIENDS may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, FRIENDS may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by FRIENDS. Sponsor shall not terminate this agreement without the approval of FRIENDS.

Amendments: This agreement may be amended only by a written agreement executed by both parties.

Miscellaneous: This agreement is governed by Florida law and is binding upon all of the parties' successors and assigns.

Dated:	_____	Dated:	_____
Sponsor:	_____	Event:	Botanica 2020
By:	_____	By:	_____

☐ If Checked - Please See Reverse Side.