



Elliot Lake



Bradford West Gwillimbury



Whitechurch-Stouffville



Dryden



Dryden



Central Elgin

Ontario

2008

Sponsorship Opportunities

Contains:

- ✍ Available Sponsorship Opportunities
- ✍ Participating Ontario Communities Since 1995
- ✍ Meet our Current Sponsors

Sponsorship Opportunities

Become a Sponsor!

Communities in Bloom Ontario is a Canadian non-profit organization committed to fostering civic pride, environmental responsibility, beautification and improving the quality of life through community participation and the challenge of friendly competition.

Benefits of Sponsorship

- ✍ Enhance your business or organization's goodwill with customers, associates and neighbours.
- ✍ Provide an excellent vehicle to showcase products and promote your business against a very positive backdrop, at little cost.
- ✍ Provide access to and visibility with a network of decision makers not only in your own community, but throughout Ontario – mayors, councillors, business leaders.
- ✍ Provide exposure to horticultural and municipal professionals at trade and association shows throughout the year such as: AMO (Association of Municipalities in Ontario), (OHA) Ontario Horticultural Association, etc.
- ✍ Affiliate your company with a positive initiative designed to promote and reward environmental awareness, tidiness, community involvement and civic pride.



Communities in Bloom Ontario Sponsors are afforded name, logo and other promotional visibility, together with additional rights and privileges according to their level of involvement. Opportunities include logo identification on newsletters, brochures and other communication materials, a display area at the Awards Ceremony, links to our website and any number of additional activities and benefits that might be negotiated.



Our goal is to work with our Sponsors in cross promotion of both your company and the **Communities in Bloom** program. Your company profile will be highlighted to our judges who will promote the community benefits of your products and services as the opportunity arises.



Sponsorship Rewards

Communities in Bloom Ontario Sponsors are provided name, logo and other promotional visibility, together with additional rights and privileges according to the level of their involvement. Opportunities include logo identification on newsletters, brochures and other communication materials, display opportunities, event signage, recognition at the Awards Ceremony and any number of additional benefits that may be negotiated.

Trillium Level



(5 Blooms) Major Sponsor of \$5000 and over

- ✍ Placement of Sponsor Name on **Communities in Bloom Ontario** printed materials for the duration of the program year including newsletters, letterhead, posters and promotional materials
- ✍ Link to the Provincial & National websites
- ✍ Participation in the **Communities in Bloom Ontario** Provincial Awards Ceremony including:
 - *The opportunity to distribute promotional materials/samples to attendees
 - *The opportunity to display signage
 - *An invitation to attend the Awards Ceremony Dinner
 - * Podium acknowledgement at the Awards Ceremony Dinner
 - * A complimentary display booth area at the Provincial Awards weekend
- ✍ Assisting with the presentation of Award(s), if desired, at the **Communities in Bloom Ontario** Provincial Awards Ceremony
- ✍ Sponsor will be provided with networking opportunities in local communities

Plus:

- ✍ Sponsor's business is given the opportunity to award a customized special recognition award under your company's name in Ontario, i.e. Home Hardware's Most Improved Award, etc.
- ✍ While out judging communities, the **Communities in Bloom Ontario** judges will mention the Sponsor's business in the press release provided and/or the press statement that is made
- ✍ Sponsor's business will be provided with the opportunity to create a "sponsor garden" displayed at the Canada Blooms show
- ✍ Other privileges and benefits negotiated with **Communities in Bloom Ontario**

Four Blooms

Sponsor of \$2500 up to \$5000

- ✍ Placement of Sponsor Name on **Communities in Bloom Ontario** printed materials for the duration of the program year including newsletters, letterhead, posters and promotional materials
- ✍ Link to the Provincial & National websites
- ✍ Participation in the **Communities in Bloom Ontario** Provincial Awards Ceremony including:
 - *The opportunity to distribute promotional materials/samples to attendees
 - *The opportunity to display signage
 - *An invitation to attend the Awards Ceremony Dinner
 - * Podium acknowledgement at the Awards Ceremony Dinner
 - * A complimentary display booth area at the Provincial Awards weekend

Plus:

- ✍ Assisting with the presentation of Award(s), if desired, at the **Communities in Bloom Ontario** Provincial Awards Ceremony
- ✍ Sponsor will be provided with networking opportunities in local communities

Three Blooms



Sponsor of \$1000 up to \$2500

- ✍ Placement of Sponsor Name on **Communities in Bloom Ontario** printed materials for the duration of the program year including newsletters, letterhead, posters and promotional materials
- ✍ Link to the Provincial & National websites
- ✍ Participation in the **Communities in Bloom Ontario** Provincial Awards Ceremony including:
 - *The opportunity to distribute promotional materials/samples to attendees
 - *The opportunity to display signage
 - *An Invitation to attend the Awards Ceremony Dinner
- ✍ Official **Communities in Bloom Ontario** certificate suitable for display

Plus:

- ✍ Podium acknowledgement at the Provincial Awards Dinner
- ✍ A complimentary display booth area at the Provincial Awards weekend

Two Blooms



Sponsor of \$500 up to \$1000

- ✍ Placement of Sponsor Name on **Communities in Bloom Ontario** printed materials for the duration of the program year including newsletters, letterhead, posters and promotional materials
- ✍ Link to the Provincial & National websites

Plus:

- ✍ Participation in the Communities in Bloom Ontario Provincial Awards Ceremony including:
 - *The opportunity to distribute promotional materials/samples to attendees
 - *The opportunity to display signage
 - *An invitation to attend the Awards Ceremony Dinner
- ✍ Official **Communities in Bloom Ontario** certificate suitable for display

One Bloom



Sponsor of up to \$500

- ✍ Placement of Sponsor Name on **Communities in Bloom Ontario** printed materials for the duration of the program year including newsletters, letterhead, posters and promotional materials
- ✍ Link to the Provincial & National websites

Gifts In-Kind & Exchange of Services

- ✍ Exposure negotiated with **Communities in Bloom Ontario**

Note: Criteria awards will be awarded & assigned on a yearly basis, as determined by the Communities in Bloom Ontario Board of Directors.

	One Bloom	Two Blooms	Three Blooms	Four Blooms	Trillium Level
Sponsor name on printed materials					
Provincial/National website links					
Distribute promotional material/samples					
Display signage					
Invitation to awards dinner					
CIB Ontario appreciation certificate					
Podium acknowledgement at awards					
Complimentary display booth area at awards					
Assist with award(s) presentation					
Networking opportunities in communities					
Customized special recognition award					
Press release and/or press statement					
"Sponsor garden" at Canada Blooms show					
Other privileges/ benefits as negotiated					

Contact Us at:

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MEET OUR 2007 SPONSORS

The Ontario Trillium Foundation (www.trilliumfoundation.org) is one of Canada's leading grantmaking foundations. It is an agency of the Ministry of Culture that distributes \$100 million of government funding each year generated through Ontario's charity casino initiative. The Ontario Trillium Foundation is a catalyst that enables Ontarians to work together to enhance the quality of life in their communities.

Association of Municipalities of Ontario (www.amo.on.ca) - Municipal associations in Ontario have a long history consisting of numerous amalgamations and mergers of separate organizations. The first meeting of an enduring municipal association was held in Hamilton on September 6, 1899. The association was created to enable both appointed and elected representatives of municipalities to discuss common concerns. A constitution for the organization was drawn up, officers elected and the mandate decided - to establish regular meetings between the association and the government to speak to, and to influence legislation.

Ontario Small Urban Municipalities (www.amo.on.ca) is the small urban municipal voice of the Province. OSUM is an integral part of the Association of Municipalities of Ontario and has a number of its Board members which serve on the AMO Board of Directors. Policy and research activities are undertaken by OSUM through the staff at AMO.

Landscape Ontario (www.landscapeontario.com) has a mandate to be the leader in representing, promoting and fostering a favourable environment for the advancement of the horticultural industry in Ontario. The vision of its founding members, to find strength in numbers by serving the needs of all sectors of the lawn and garden industry, has allowed them to become one of the largest and certainly one of the most vital and active trade associations in North America.

Trystan Site Furnishings (www.trystanproducts.com) - has been a manufacturer of quality site furnishings for the past 20 years with 40 years of foundry experience. Their experience gives them the unique ability to provide an extensive line of attractive and durable site furnishings, including new and unique products customized to the customer's specifications.

The Composting Council of Canada (www.compost.org) is a national non-profit, member-driven organization with a charter to advocate and advance composting and compost usage. It serves as the central resource and network for the composting industry in Canada and, through its members, contributes to the environmental sustainability of the communities in which they operate.

Niagara Parks School of Horticulture Alumni Association (www.niagaraparks.com) – For individuals with ability and interest in a career in ornamental horticulture, The Niagara Parks Commission offers a unique alternative to post-secondary education. The three-year School of Horticulture Program is a blend of academic and practical work experience offered at the Botanical Gardens located within Ontario's Niagara Parks.

All Treat Farms (www.alltreat.com) is a family owned and operated business approaching its 50th year of providing Canadians with quality garden and potted plants.

The International Society of Arboriculture – Ontario Chapter (www.isa-arbour.com) has served the tree care industry for over eighty years as a scientific and educational organization. ISA was founded in 1924 when a group of forty individuals, each engaged in a phase of tree work or research, were called together to discuss shade tree

problems and their possible solutions. It was during this meeting that the group identified a need for gathering tree care information and for providing a means for its dissemination.

Brookdale Treeland Nurseries Ltd. (www.btn.on.ca) is a Canadian owned company that has been in operation since 1983. BTN operates on 800+ acres and is a nursery and tree producer.

Bearskin Airlines (www.bearskinairlines.com) offers more than 100 departures daily to 16 destinations in Ontario and Manitoba. No other airline offers more service between Northern Ontario's key cities. Thunder Bay and Sudbury combined feature more than 25 departures daily and act as Bearskin's major hubs, linking Northern Ontario's 5 largest cities to Winnipeg, Ottawa and a number of smaller communities.

Fernlea Flowers (www.fernlea.com) is an owner operated North American grower and supplier of high quality garden and potted plants.

Horizon Utilities (www.horizonutilities.com) is the third largest municipally owned electricity distribution company in Ontario and provides electricity and related utility services to over 231,000 residential and commercial customers in Hamilton and St. Catharines. Horizon's 360 employees are committed to delivering a safe and reliable supply of electricity, providing unparalleled customer value and helping to create a culture of energy conservation in Ontario.

Master Gardeners of Ontario Inc. (www.gardenontario.org) is an organization dedicated to providing horticultural information to the public. It began in 1985 as a program of the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) but it became an independent nonprofit organization in February 1998. The Master Gardeners of Ontario Inc.(MGOI), was formally incorporated. At the time of incorporation there were 38 Master Gardener groups with over 800 active volunteers who were contributing nearly 35,000 hours of volunteer time to the program. Currently there are 41 groups in Ontario.

Ontario Horticultural Association (www.gardenontario.org) Since 1906, the Ontario Horticultural Association (OHA) has led Ontarians in all things horticultural. Our organization is an integral part of this province's cultural fabric. The OHA network is a well-rooted tree with many branches (19 Districts); twigs (277 autonomous local societies) and leaves (over 40,000 members)!

Rural Ontario Municipal Association (www.amo.on.ca) is the rural municipal voice of the Province. They have, for decades, ensured that matters which affect rural communities are brought to the attention of the provincial and federal governments. Issues which are currently before ROMA include, intensive livestock operations, nutrient management, rural schools, commodity prices, farm taxation, economic development, roads, bridges and infrastructure, a new Municipal Act, and ambulance services in rural Ontario.

Thank you to our Sponsors & Partners!

