



FLORIDA  
WILDFLOWER  
FOUNDATION

# FLORIDA WILDFLOWER SYMPOSIUM

SEPT. 22-23, 2017  
ORANGE COUNTY UF/IFAS EXTENSION, ORLANDO

## SPONSORSHIP OPPORTUNITIES



Every day, the pressure to produce food for our growing population increases. Yet, while more people depend on crop pollinators, the wildflowers that sustain them are vanishing.

## JOIN US IN MAKING A DIFFERENCE

Since 2001, the Florida Wildflower Foundation has nurtured the awareness, understanding and enjoyment of Florida's native wildflowers through conservation, restoration and stewardship. Whether through education projects, sponsored research, or advocacy that reduces roadside mowing, we are restoring biodiversity, creating beauty, and immersing people in nature while feeding the crop pollinators that feed us.



## HOW YOUR SPONSORSHIP CREATES CHANGE

As a Florida Wildflower Foundation sponsor, you'll be helping to protect Florida's unique environment. You'll also help the pollinators vital to the success of Florida's multi-billion-dollar agriculture industry and the health of our natural plant communities.

## YOUR SPONSORSHIP SUPPORTS...

- Advocacy that keeps beautiful roadside wildflowers flourishing for miles and miles while saving taxpayers' money through reduced mowing.
- Life-giving habitat for Florida's honey bees, native bees and butterflies.
- Materials for school classrooms and adult education.
- Programs that encourage homeowners to use beneficial native wildflowers and plants.
- School gardens that get kids outside to explore "real" Florida.
- Research that explores pollinator-wildflower relationships and develops wildflower cultivation methods.

## THE FACTS

- Each year, 175,000 acres of natural and agricultural land in Florida is developed.
- More than 1,000 people per day move to our state, taxing our natural resources.
- Millions of wildflowers along thousands of miles of roads vanish each year due to a lack of knowledge of how to maintain them.

## OUR ACCOMPLISHMENTS

- Saving Florida's environment with sensible strategies that save taxpayers money and deliver a strong return on investment.
  - By working collaboratively with local officials and organizations, we have helped put in place resolutions that are saving wildflowers in 33 counties and three cities.
  - Working with the Florida Department of Transportation, we helped mold a new policy that has reduced mowing and created dozens of wildflower areas, with more to come.
- Immersing adults and children alike in nature.
  - We've worked extensively with educators to develop elementary school lessons that gets kids outside to discover wildflowers and the creatures that depend on them.
- Shaping the public perceptions that inadvertently damage Florida's environment.
  - We've teamed with schools, nature centers, botanical gardens, and city, county and state parks to establish hundreds of wildflower plantings that help connect people with native, natural Florida.



## SPONSORSHIP LEVELS



### BLAZING STAR

Investment: \$5,000

- Acknowledgment in social media posts and in e-newsletter (3,000 subscribers).
- An introduction as host of the event, attended by about 200 participants\* from throughout Florida.
- Your company or organization logo on table tents.
- Logo prominently displayed on printed materials, including program.
- Logo inclusion, link and recognition on Florida Wildflower Foundation website, including event registration page.
- Banner ads on Florida Wildflower Foundation website.
- Top tier logo inclusion at event: on-stage screen and all signage.
- Your company ambassador introduces keynote speaker.
- Your promotional materials prominently distributed in your company's "goodie bag" throughout entire event.
- Recognition with logo in FWF annual report and symposium media releases.
- Symposium admission for 6 people, including Friday social.
- Event table for display of your literature or promotional items.
- Sponsors the entire FWF Education program, which each year distributes thousands of handouts and brochures, develops new publications, and provides speakers for numerous events throughout the state.



### COREOPSIS

Investment: \$2,000

- Acknowledgment in social media posts and in e-newsletter (3,000 subscribers).
- An introduction as co-host of the event, attended by about 200 participants\* from throughout Florida.
- Your company or organization logo on table tents.
- Logo prominently displayed on printed materials, including program.
- Logo and link to website on event registration page.
- Logo inclusion at event: on-stage screen and all signage.
- Your company ambassador introduces one presentation.
- Your promotional materials inserted in participants' take-home bags.
- Recognition with logo in FWF annual report and symposium media releases.
- Symposium admission for 4, including Friday social.
- Event table for display of your literature or promotional items.
- Sponsors a large-scale wildflower demonstration garden for thousands of people to enjoy.



### PASSIONFLOWER

Investment: \$1,000

- Acknowledgment in social media posts and in e-newsletter (3,000 subscribers).
- An introduction as a sponsor of the event, attended by about 200 participants\* from throughout Florida.
- Logo prominently displayed on printed materials, including program.
- Logo and link to website on event registration page.
- Logo inclusion at event: on-stage screen and all signage.
- Your company ambassador introduces one presentation.
- Your promotional materials inserted in participants' take-home bags.
- Recognition with logo in FWF annual report, and symposium media releases.
- Symposium admission for 2, including Friday social.
- Event table for display of your literature or promotional items.
- Your sponsorship supplies environmental lessons and worksheets to 25 elementary schools.



### GOLDENROD

Investment: \$500

- Name prominently displayed on printed materials, including program.
- Name and link to website on event registration page.
- Name inclusion at event: on-stage screen and all signage.
- Your promotional materials inserted in participants' take-home bags.
- Name recognition in FWF annual report and event media releases.
- Event admission for 2, including Friday social.
- Event table for display of your literature or promotional items.



### SUNFLOWER

Investment: \$250

- Name and link to website on event registration page.
- Name inclusion at event: on-stage screen and all signage.
- Name recognition in FWF annual report and event media releases.
- Event admission for 1, including Friday social.

## SPECIAL OPPORTUNITIES



### SOCIAL BUTTERFLY (1 opportunity)

Investment: \$1,000

- Introduction as exclusive host of the social.
- Logo prominently displayed on printed materials, including program.
- Logo and link to website on event registration page.
- Your promotional materials inserted in participants' take-home bags.
- Logo inclusion at social: on-stage screen and all signage.
- Logo recognition in FWF annual report and event media releases.
- Event admission for 2, including Friday social.
- Table display your promotional materials at Friday social.



### HUMMINGBIRD (1 opportunity)

Investment: \$750

- Introduction as exclusive boxed lunch host.
- Logo prominently displayed on printed materials, including program.
- Logo and link to website on event registration page.
- Logo inclusion on signage accompanying boxed lunches.
- Your promotional materials inserted in participants' take-home bags.
- Your employees pass out boxed lunch to participants.
- Logo recognition in FWF annual report and event media releases.
- Event admission for 2, including Friday social.



### BUSY BEE (1 opportunity)

Investment: \$500

- Name and link to website on event registration page.
- Name inclusion on signage accompanying snack baskets.
- Name recognition in FWF annual report and event media releases.
- Event admission for 2, including Friday social.

*\* Registrants typically have household incomes of \$60,000 or more. They care deeply about Florida's environment and list outdoor activities, travel and gardening among their interests. Questions? Contact Lisa Roberts at 407-622-1606; info@flawildflowers.org.*



# SPONSORSHIP FORM

Apply and pay online in one easy step! Visit [flawildflowers.wufoo.com/forms/florida-wildflower-symposium-sponsorship/](http://flawildflowers.wufoo.com/forms/florida-wildflower-symposium-sponsorship/). Or, fill out the following form and return to: Florida Wildflower Foundation, 225 S. Swoope Ave., Suite 110, Maitland, FL 32751. The Foundation is a 501(c)3 organization. Sponsorships must be paid in full by Sept. 1, 2017, to be included in the event program.

## CONTACT INFORMATION

---

Company name

Contact name

---

Contact email

Contact phone number

---

Company address

City / State / Zip

### SPONSORSHIP PACKAGES

(choose one)

- Blazing Star (\$5,000)
- Coreopsis (\$2,000)
- Passionflower (\$1,000)
- Goldenrod (\$500)
- Sunflower (\$250)
- Social Butterfly (\$1,000)
- Hummingbird (\$750)
- Busy Bee (\$500)

### PAYMENT INFORMATION

- Please send me an invoice.
- I have enclosed a check made payable to the Florida Wildflower Foundation.
- Please charge my credit card.
  - Visa    Mastercard    Amex    Discover

---

Card number

---

Expiration date

Security code (3 or 4 digits)

---

Signature

Date

### Thank you for your support!

Once we've received your completed sponsorship form, a Florida Wildflower Foundation representative will contact you to discuss sponsorship benefits and recognition.

Please send your high-resolution (300 dpi) logo (jpeg preferred) to [smatrazzo@flawildflowers.org](mailto:smatrazzo@flawildflowers.org).