



Sponsorship and Support Opportunities

Why Support? 9 Reasons

Exposure and opportunity!

- 1 Market to one of the largest volunteer groups in the US: **86,000** highly trained, committed and community involved EMG volunteers who directly reach over 8 million consumers.
- 2 **Market your brand and lawn and garden products** directly to avid gardeners who are early adopters, thought leaders and influencers.
- 3 Exhibit and sell your products at the **Trade Show**.
- 4 Gain exposure with product donations for silent auction.
- 5 **Ongoing recognition before, during and after the conference.**
- 6 Receive a **tax-deduction benefit** -we are an IRS501(c)(3) nonprofit organization for cash and in-kind donations.
- 7 Support passionate people and a hobby that consumes your products.
- 8 Nurture love and passion for gardening with those in the community who have discretionary income for gardening interests.
- 9 Align your mission with a highly visible and recognizable program.

What is IMGC 2023?

- A biannual conference that brings together **Extension Master Gardeners** - or **EMGs** - from the United States, Canada, England, and South Korea.
- Expected attendance: **1,000 dedicated gardeners**
- Date: **June 18 – 22, 2023** at the **Overland Park, Kansas Convention Center** in the Kansas City metropolitan area.

How can I support?

Please complete the attached form on the last page.

Please give this request the utmost consideration. We'd love to have you join us as an integral component of IMGC 2023!

Who are EMGs?

EMGs

Extension Master Gardeners are volunteers highly trained in basic horticulture and horticulture education by their state's local land grant university.

All 50 states have EMG organizations.

Johnson County EMGs are t

Mission

- Provide research-based education on lawn and garden information in our communities.
- Help create resilient landscapes, promote food gardening, sustainability, and enhance community well-being.



Conference and Marketing Highlights

Multifaceted marketing and advertising of your brand and products

Promotional exposure to over 100,000 gardeners in the United States and abroad

- IMGC attendees come from across the United States, Canada, England and South Korea.
- Direct marketing to **86,000 EMGs** in the United States.
- Promotion in regional and national garden publications.

Promotional exposure to the public at large

- Nationwide promotion through EMG channels.
- Local and regional promotion across the Kansas City metro area and throughout the Midwest.
- Conference registration is open to the public.
- Trade show marketplace is open and marketed to the public.

5 days!

- 5 dynamic keynote speakers
- Over 40 sessions on research-based and sustainable gardening methods
- Hands-on and interactive workshops
- Tours
 - ▶ Gardens, arboretums, and vineyards
 - ▶ Urban and community garden projects
 - ▶ Kansas City culture, art and architecture
 - ▶ Overnight tour of Kansas prairie and gardens
 - ▶ Local and regional sites showcasing Kansas and the Kansas City metro area
- Networking
- Trade Show
- And just plain fun!

Keep up to date with the latest conference happenings at www.imgc2023.com

Fun facts

- The 400+ EMG volunteers in Johnson County are the first county program to host this event. *We are excited to host the 2023 conference!*
- This is a conference planned by EMGs and for EMGs and the gardening public.
- It's the first time this bi-annual conference is held in Kansas City since it started in 1987.
- Because of Covid, the 2023 conference is the first in-person conference in 4 years.
- All onsite conference sessions are at the award winning Overland Park Convention Center rated as the Best Small B. Lodging is at the adjacent Sheraton hotel.
- Kansas City's state-of-the-art airport opens in Spring 2023, making travel even easier.

IMGC2023

International Master Gardener Conference



CELEBRATE • EDUCATE • GROW

June 18 - 22, 2023

Overland Park, Kansas

imgc2023.com

Sponsorship Levels

	Titanium \$25,000 and above	Platinum \$15,000 – \$24,999	Gold \$10,000 – \$14,999	Silver \$5,000 – \$9,999	Bronze \$2,500 – \$4,999
Name and logo prominently displayed					
<ul style="list-style-type: none"> • Conference bag or name badges • Other promo items • Conference mobile app • IMGC website 	●	●	●	●	●
Exhibitor booth at Trade Show	●	●	●	●	●
	10 x 10 Booth or 20 x 10 Corner booth	10 x 10 Booth or 20 x 10 Corner booth	10 x 10 Booth	10 x 10 Booth	10 x 10 Booth OR 1 Conference Registration
Ad in conference brochure	● Full page	● Full page	● ½ page	● ¼ page	
Recognition during General Sessions	●				
Sponsorship of Events	3 Events	2 Events	1 Event		
<ul style="list-style-type: none"> • Opening dinner • Breakfast OR lunch OR break • Tour • Concurrent session • Workshops 	●	●	●		
Name on conference signage	●	●	●	●	●
Full registration conference tickets	4	3	2	1	10 x 10 Booth OR 1 Conference Registration

Sponsorship Levels (cont.)

Titanium - \$25,000 and above

- Name and logo prominently displayed on items given to each attendee
 - ▶ Conference bag OR Name badge
 - ▶ Conference brochure as Titanium sponsor
 - ▶ Water bottle OR other promo item (your choice)
- Name and logo prominently displayed on conference app and IMGIC website as Titanium sponsor
- Exhibitor booth at Trade Show - 10 x 10 or 20x10 corner booth
- Full-page ad prominently displayed in conference brochure
- Recognition during General Sessions
- Sponsorship of three conference events (your choice)
 - ▶ Opening dinner (premiere event)
 - ▶ Breaks, lunch, breakfast, social hours
 - ▶ Concurrent Sessions
 - ▶ Workshops
- Name on printed and digital conference signage
- Four conference registrations

Platinum - \$15,000 – \$24,999

- Name and logo prominently displayed on items given to each attendee
 - ▶ Conference brochure as Platinum sponsor
 - ▶ Water bottle or journal (your choice)
- Name and logo prominently displayed on conference app and IMGIC website as Platinum sponsor
- Exhibitor booth at Trade Show - 10 x 10 or 20x10 corner booth
- Full-page ad in conference brochure
- Sponsorship of two conference events (your choice)
 - ▶ Breaks, lunch, breakfast, social hours
 - ▶ Session speakers
 - ▶ Workshops
- Name on printed and digital conference signage
- Three conference registrations

Gold - \$10,000 – \$14,999

- Name and logo prominently displayed as Gold Sponsor
 - ▶ Conference brochure
 - ▶ Conference app
 - ▶ IMGIC website
- Exhibitor booth at Trade Show - 10x10 booth
- Half-page ad in conference brochure
- Sponsorship of one conference event (your choice)
 - ▶ Breaks, lunch, breakfast, social hours
 - ▶ Session speakers
 - ▶ Workshops
- Name on printed and digital conference signage
- Two conference registrations

Silver - \$5,000 – \$9,999

- Name and logo prominently displayed as Silver Sponsor
 - ▶ Conference brochure
 - ▶ Conference app
 - ▶ IMGIC website
- Exhibitor booth at Trade Show - 10x10 booth
- Quarter-page ad in conference brochure
- Name on printed and digital conference signage
- One conference registration

Bronze - \$2,500 – \$4,999

- Name and logo prominently displayed as Bronze sponsor
 - ▶ Conference brochure
 - ▶ Conference app
 - ▶ IMGIC website
- Exhibitor booth at Trade Show - 10x10 booth OR One conference registration
- Opportunity to interact with conference attendees and the public

IMGC2023

International Master
Gardener Conference



CELEBRATE • EDUCATE • GROW

June 18 – 22, 2023

Overland Park, Kansas
imgc2023.com

Sponsorship Form

The International Master Gardener Conference 2023 is anticipating to attract over **1,000** avid gardeners from throughout the United States and internationally for five days of:

- Garden-related tours
- Workshops
- Educational sessions
- Tours of private gardens
- Networking
- Celebrating their love of gardening
- Local and regional tours

There is ample time for attendees to support local businesses and view trade show booths at the conference!

Sponsorship Level

Please indicate your level of support by checking the appropriate box below.

<input type="checkbox"/> Titanium \$25,000 and above	<input type="checkbox"/> Platinum \$15,000 – \$24,999	<input type="checkbox"/> Gold \$10,000 – \$14,999	<input type="checkbox"/> Silver \$5,000 – \$9,999	<input type="checkbox"/> Bronze \$2,500 – \$4,999
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Count us in with a sponsorship of \$ _____ I want an exhibitor booth Yes No

Payment

We will gladly work with you on a payment schedule to best fit the financial needs of your company. Opportunities are available for any budget. The more you give, the more recognition and benefits you will receive. The sooner you join us, the more opportunities we have to market your name in all of our print and digital promotional materials.

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|--|---|
| 1 Please fill out the form below. | 4 Please return form and check to: |
| 2 Make checks payable to IMGC 2023 . | IMGC 2023 |
| 3 Contact us for any questions:
913-715-7000, sponsor@imgc2023.com | c/o Johnson County K-State Research and Extension
11811 South Sunset Drive, Suite 1500
Olathe, Kansas 66061 |

Name (for listing in promotional materials) _____

Address _____

City, State, Zip _____

Phone Number _____ Email (Please print) _____

Contact Person (Please print) _____