

16<sup>th</sup> edition

# THE GARDEN SHOW & SPRING FESTIVAL

5 - 8 June, 2019

4 - 11 pm, Beirut Hippodrome

## SPONSORSHIP OPPORTUNITIES

SUPPORTED BY



Beirut  
Municipality



Ministry of  
Agriculture



HIPPODROME DE  
PARC DE BEYROUTH

# SPONSORSHIP OPPORTUNITIES

The Garden Show & Spring Festival provides the ideal platform to promote your products and services to a targeted audience of landscapers, amateur gardeners, architects, designers, horticulturists, municipalities, press, enthusiasts and outdoor lovers.

## PARTNER USD 24,000

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*\* For one sponsor only. Includes exclusive positioning of company logo "In partnership with".*

### Media communication \*

- Logo on billboards
- Logo on magazine ads
- Logo on newspaper ads
- Announcement on social media
- Logo on all newsletters related to the event
- 1 Video/interview post on social media platforms
- Mention (tag and hashtag) in every post related on social media

### Logo on printed materials \*

- Logo on invitation cards
- Logo on entrance tickets

### Advertisement

- Ad in pocket guide

## GOLD SPONSOR USD 13,500

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### Media communication

- Logo on billboards
- Logo on magazine ads
- Logo on newspaper ads
- Announcement on social media
- Logo on all newsletters related to the event
- 1 Video/interview post on social media platforms
- Mention (tag and hashtag) in every post related on social media

### Logo on printed materials

- Logo on invitation cards
- Logo on entrance tickets

### Advertisement

- Ad in pocket guide

### Web visibility

- Logo on homepage linked to your website
- Your banner on website with a link to your homepage

### On-site visibility

- Logo on all banners related to the event
- 50 sqm stand

### Extra visibility

- 75 free invitations
- 15 VIP passes allowing your clients to attend the four-day show for free



### Web visibility

- Logo on homepage linked to your website
- Free e-mail shot to a 30,000-name database
- Your banner on website with a link to your homepage

### On-site visibility \*

- Logo on all banners related to the event
- 100 sqm stand

### Extra visibility

- Documents distribution in visitors' bags
- 100 free invitations
- 30 VIP passes allowing your clients to attend the four-day show for free

## SILVER SPONSOR USD 10,000

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### Media communication

- Logo on billboards
- Logo on magazine ads
- Logo on newspaper ads
- Announcement on social media
- Logo on all newsletters related to the event

### Logo on printed materials

- Logo on invitation cards
- Logo on entrance tickets

### Advertisement

- Ad in pocket guide

### Web visibility

- Logo on homepage linked to your website

### On-site visibility

- Logo on all banners related to the event
- 25 sqm stand

### Extra visibility

- 50 free invitations

# EVENTS & ACTIVITIES

## TASTE LEBANON

Taste Lebanon gives visitors the opportunity to have a tasty bite and a drink from a selection of well-known restaurants and cafés while enjoying live music and entertainment under the iconic pine trees of the Hippodrome.

### PARTNER

USD 6,000

#### Media communication

- Announcement on social media
- Logo on Taste Lebanon newsletter

#### Logo on printed materials

- Logo on invitation cards (where applicable)

#### Web visibility

- Logo on Taste Lebanon page linked to your website

#### On-site visibility

- 25 sqm stand
- Flyers distribution in visitors' bags

#### Extra visibility

- 50 free invitations



### SPONSOR

USD 3,700

#### Media communication

- Announcement on social media
- Logo on Taste Lebanon newsletter

#### Web visibility

- Logo on Taste Lebanon page linked to your website

#### On-site visibility

- 18 sqm stand

#### Extra visibility

- 25 free invitations

### PARTICIPANT

USD 1,900

- 9 sqm stand including tent

## MASTERCLASSES

Garden enthusiasts will be given handy tips by industry experts through a series of daily workshops and masterclasses.

Foodies and drink lovers will have the opportunity to meet chefs and experts to learn about the latest trends in cocktails and get fun new recipes for their outdoor celebrations.

### PARTNER

USD 5,000

#### Media communication

- Announcement on social media
- Logo on all newsletters related to the event

#### Logo on printed materials

- Logo on invitation cards (where applicable)
- Logo on pocket guide

#### Advertisement

- Ad in pocket guide
- Full page advert in Taste & Flavors magazine

#### Web visibility

- Logo on Masterclasses page linked to your website
- Banner in section page (Masterclasses page)

#### On-site visibility

- Logo on main event banner
- Product display
- Promotional items and gifts distribution
- Logo on Masterclasses screens
- 20 second ad on Masterclasses screens

#### Extra visibility

- 50 free invitations

### SPONSOR

USD 3,000

#### Media communication

- Announcement on social media
- Logo on all newsletters related to the event

#### Logo on printed materials

- Logo on invitation cards (where applicable)

#### Advertisement

- Half page advert in Taste & Flavors magazine

#### Web visibility

- Logo on Masterclasses page linked to your website

#### On-site visibility

- Logo on main event banner
- Product display
- Promotional items and gifts distribution
- Logo on Masterclasses screens

#### Extra visibility

- 50 free invitations



# FLOWER COMPETITION

Florists will compete for the best flower arrangements under a specific theme allowing visitors to discover the finest creations.

**PARTNER** **USD 3,000**

**Media communication**

- Announcement on social media
- Logo on all newsletters related to the event

**Logo on printed materials**

- Logo on invitation cards (where applicable)
- Logo on pocket guide

**Advertisement**

- Ad in pocket guide

**Web visibility**

- Logo on Flower Competition page linked to your website
- Banner in section page (Flower Competition page)

**On-site visibility**

- 9 sqm stand
- Logo on main event banner
- Distribution of prizes on stage for competition winners

**Extra visibility**

- 50 free invitations



**SPONSOR** **USD 1,500**

**Media communication**

- Announcement on social media
- Logo on all newsletters related to the event

**Web visibility**

- Logo on Flower Competition page linked to you website

**On-site visibility**

- Logo on main event banner
- Distribution of prizes on stage for competition winners

**Extra visibility**

- 25 free invitations

# KIDS' VILLAGE

Over the years, The Garden Show & Spring Festival has become a great destination for children. Spending the afternoon outdoors and being entertained in the Kids' Village is a fun experience, offering families a safe and happy environment. A playground, gardening workshops and inflatable games are just a few of the activities available for little ones.

**PARTNER** **USD 4,800**

**Media communication**

- Announcement on social media
- Logo on all newsletters related to the event

**Logo on printed materials**

- Logo on invitation cards (where applicable)

**Web visibility**

- Logo on Kids' Village page linked to your website

**On-site visibility**

- 25 sqm stand inside or at the Kids' Village entrance
- Logo on all banners related to the Kids' Village

**Extra visibility**

- 75 free invitations

**SPONSOR** **USD 3,200**

**Media communication**

- Announcement on social media
- Logo on all newsletters related to the event

**Logo on printed materials**

- Logo on invitation cards (where applicable)

**Web visibility**

- Logo on Kids' Village page linked to your website

**On-site visibility**

- 18 sqm stand inside or at the Kids' Village entrance
- Logo on all banners related to the Kids' Village

**Extra visibility**

- 50 free invitations



## EFFECTIVE ADVERTISING

- Garden sponsorship..... USD 5,000
- Visitors' bags (20,000 bags) ..... USD 4,700
- Exhibitors' lanyards (excluding production)..... USD 3,700
- VIP lounge ..... USD 3,700
- Ushers and hostesses dress branding..... USD 3,700
- Musical stage branding ..... USD 3,700
- Brochure distribution at the main entran ..... USD 3,500
- Banner at the entrance (excluding production) ..... USD 2,900
- Banner at the parking area (excluding production).. USD 2,300
- Banner on website homepage ..... USD 2,300
- Product display station ..... USD 2,300
- Product display at the VIP Lounge ..... USD 2,300
- Shuttle cart branding (per cart) ..... USD 1,600
- Side banner on website ..... USD 1,200
- Logo on the main entrance floor plan ..... USD 800
- Ad in pocket guide ..... USD 500