



P.O. Box 3525 • Greenville, Delaware 19807

www.wilmingtonflowermarket.org

Sponsorship Packages

Orchid Level Sponsor - \$15,000

- Full page color ad, with prime placement, in the Supplement*
- Presenting Sponsor listed on 3' x 8' Banner at Rockford Park during Flower Market
- Premier Sponsorship listing on the Board of Recognition** during Flower Market
- 10' x 20' tent space (Tents provided by Sponsor) for three days at the Flower Market***
- Logo on Home Page of WFM website with link to Sponsor's website for six months
- Live radio interview with WDEL/WSTW during Flower Market & your logo will appear on the WDEL/WSTW website page for WFM with a large viewership along with link to your website****
- Name and logo will appear regularly on Wilmington Flower Market Facebook Page
- Twenty-Four Single-Day Parking Passes
- Framed Limited Edition Flower Market Print, signed by artist
- Partnership for your marketing during Flower Market allowing for use of Wilmington Flower Market name and logo in your community advertising with WFM approval

Rose Level Sponsor - \$10,000

- Full page color ad in the Supplement*
- Presenting Sponsor listed on 3' x 8' Banner at Rockford Park during Flower Market
- Premier Sponsorship listing on the Board of Recognition** during Flower Market
- 10' x 10' tent space (Tent provided by Sponsor) for three days at the Flower Market***
- Logo on Home Page of WFM website with link to Sponsor's website for six months
- Live radio interview with WDEL/WSTW during Flower Market & your logo will appear on the WDEL/WSTW website page for WFM with a large viewership along with link to your website****
- Name and logo will appear regularly on Wilmington Flower Market Facebook Page
- Twelve Single-Day Parking Passes
- Framed Limited Edition Flower Market Print, signed by artist

Lily Level Sponsor - \$5,000

- Half page color ad in the Supplement*
- Presenting Sponsor 3' x 8' Banner at Rockford Park during 3 days of Flower Market
- 10' x 10' tent space (Tents provided by Sponsor) for 3 days at the Flower Market***
- Sponsorship listing on the Board of Recognition** during Flower Market
- Logo on inside page of WFM website with link to Sponsor's website for six months
- Six Single-Day Parking Passes
- Name and logo will appear regularly on Wilmington Flower Market Facebook Page
- Limited Edition Flower Market Print, signed by artist

Beer Garden Presenting Sponsor - \$2,500

- One quarter page color ad in the Supplement*
- Presenting Sponsor Prominently listed on WFM 3' x 8' Banner at Beer Garden
- 3' x 8' Company banner provided by sponsor hung on perimeter fence
- Sponsorship listing on the Board of Recognition** during Flower Market
- Acknowledgement in Supplement
- Three Single-Day Parking Passes
- Logo on inside page of WFM website with link to Sponsor's website for six months
- Name and logo will appear on Wilmington Flower Market Facebook Page

Beer Garden Sponsor - \$1,000

- Sponsor listed on WFM 3' x 8' Banner at Beer Garden
- 2' x 3' Company banner provided by sponsor hung on perimeter fence
- Sponsorship listing on the Board of Recognition** during Flower Market
- Acknowledgement in Supplement
- One Single-Day Parking Pass
- Logo on inside page of WFM website with link to Sponsor's website for six

Daffodil Level Sponsor - \$1,000

- Choice of Apple Watch Series 2 Giveaway, or Raffle / Silent Auction Sponsorship
- Acknowledgement in Supplement
- Sponsorship listing on the Board of Recognition** during Flower Market
- One Single-Day Parking Pass
- Logo on inside page of WFM website with link to Sponsor's website for six months

Daisy (Page) Level Sponsor - \$600

- Logo displayed prominently on a Flower Market Editorial page in the Supplement*
- Acknowledgement in Supplement
- Sponsorship listing on the Board of Recognition** during Flower Market
- One Single-Day Parking Pass
- Logo on inside page of WFM website with link to Sponsor's website for six months

Tulip (Tent) Level Sponsor - \$500

- Acknowledgement in Supplement*
- A 2'x3' Banner on a Sponsored Tent at Flower Market
- Sponsorship listing on the Board of Recognition** during Flower Market
- One Single-Day Parking Pass
- Logo on inside page of WFM website with link to Sponsor's website for six months

*The supplement will be published and inserted into the **News Journal on Friday, May 4, 2018**; Delaware circulation of over 80,000; and published on delawareonline.com for a full year!

**The Board of Recognition is a 4'x3' sign placed in the middle of Rockford Park during Flower Market, listing our sponsors

***Giveaways require prior approval of the Wilmington Flower Market

****Subject to approval by WSTW



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Sponsorship Contract for Wilmington Flower Market, Inc.

For inclusion in Wilmington Flower Market Supplement to be
distributed in **The News Journal on Friday May 4, 2018:**

Deadline for contracts: **April 4, 2018** – Deadline for copy & pictures: **April 9, 2018**

Deadline for digital ad files: **April 13, 2018**

Sponsorship Packages and Rates

- | | |
|---|---|
| <input type="checkbox"/> Orchid Level* \$15,000 | <input type="checkbox"/> Daffodil Level \$1,000 |
| <input type="checkbox"/> Rose Level* \$10,000 | <input type="checkbox"/> Daisy Level \$600 |
| <input type="checkbox"/> Lily Level* \$5,000 | <input type="checkbox"/> Tulip Level \$500 |
| <input type="checkbox"/> Iris Level* \$2,500 | |
- *****NEW*****
- | |
|---|
| <input type="checkbox"/> Beer Garden Presenting Sponsor \$2,500 |
| <input type="checkbox"/> Beer Garden Sponsor \$1,000 |

*Advertisement in Supplement included in Sponsorship Package

Please Check All That Apply

- Advertising Copy To Be Supplied by Advertiser
- Advertising Copy To Be Supplied by WFM
- Photo Image To Be Supplied by Advertiser
- Photo Image To Be Supplied by WFM Photographer
- Advertiser Will Supply Print Ready File

Specifications For Electronic Files

PDF – PDFX1a or Press Quality PDF (CMYK with fonts embedded)
TIF – All images flattened (EPS – NOT RECOMMENDED)

Business Name _____

Name _____

Signature _____

Address _____

Phone _____

Email _____

Conditions of Contract

Photography taken by our professional photographer is for publication in the Wilmington Flower Market Supplement only. Advertisers may purchase their digital photo for additional use directly from the photographer. Contact Shelby Hamm for more information.

Photography services are offered Mon – Fri from 9:00am to 4:30pm. Earlier or later times are available for an additional fee. A \$75 fee will be charged for all appointments cancelled without 24-hour notice.

The Supplement Committee reserves the right to reject any and all advertisements not within its standards of publication. A penalty will be charged for cancellations. No cancellations allowed after March 23, 2018.

The undersigned authorizes the insertion of the advertisement according to size included in their Sponsorship Level as listed in Sponsorship Packages details. The advertiser agrees to accept all the conditions of the contract.

Payments & Contracts

Please make all checks payable to:
Wilmington Flower Market, Inc. and mail to:
Wilmington Flower Market
Sponsorships
P.O. Box 3525
Greenville, Delaware 19807

Please also send a copy of contract electronically to:
sponsorships@wilmingtonflowermarket.org

Ad Materials

Email digital ad files to: gethamm@comcast.net

For more information on Sponsorship, contact Richard Klumpp: 302-561-5258 | sponsorships@wilmingtonflowermarket.org

For more information on Advertising, contact Shelby Hamm: 302-475-9960 | gethamm@comcast.net

BALANCE TO BE PAID IN FULL BY APRIL 20, 2018 FOR INCLUSION IN SUPPLEMENT