



1311 Butterfield Road, Suite 310 Downers Grove, IL 60515-5625  
PH: 630.963.0770 FX: 630.963.8864  
www.ngb.org  
Founded in 1920

## 2011 Member Benefits and Membership Options

### **PLATINUM - \$5,000**

#### NEW Benefits for 2010:

- 12 New Varieties promoted
- 12 Facebook mentions/links/year
- 12 Newsletter links
- 1 Monthly Ad on NGB.org
- Opportunity to author tips and stories, with author credit

#### Existing Benefits:

- Referrals to garden writers
- Company listing on NGB.org
- Recognition as major industry supporter

### **GOLD - \$3,500**

#### NEW Benefits for 2010:

- 9 New Varieties promoted
- 9 Facebook mentions/links/year
- 9 Newsletter links
- 1 Monthly Ad on NGB.org
- Opportunity to author tips and stories, with author credit

#### Existing Benefits:

- Referrals to garden writers
- Company listing on NGB.org
- Recognition as major industry supporter

### **SILVER - \$2,000**

#### NEW Benefits for 2010:

- 6 New Varieties promoted
- 6 Facebook mentions/links/year
- 6 Newsletter links
- 1 Monthly Ad on NGB.org
- Opportunity to author tips and stories, with author credit

#### Existing Benefits:

- Referrals to garden writers
- Company listing on NGB.org
- Recognition as major industry supporter

### **SPONSOR - \$1,000**

#### NEW Benefits for 2010:

- 3 New Varieties promoted
- 3 Facebook mentions/links/year
- 3 Newsletter links
- 1 Monthly Ad on NGB.org
- Opportunity to author tips and stories, with author credit

#### Existing Benefits:

- Referrals to garden writers
- Company listing on NGB.org
- Recognition as major industry supporter

### **MEMBER - \$500**

#### NEW Benefits for 2010:

- 1 New Variety promoted
- 1 Facebook mention/link/year
- 1 Newsletter link

#### Existing Benefits:

- Company listing on NGB.org
- Recognition as major industry supporter



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## 2011 National Garden Bureau Member Benefits

**NGB Website** -- [www.ngb.org](http://www.ngb.org) -- Over 4 million hits estimated for 2010!

\* Revamped and relaunched September 2010

- **Outstanding Website Promoted in the New York Times** -- The NGB Website was recognized as one of the sites that can be "the basis of your cyber library" on gardening. The article was published in the business section of the New York Times and reached over 1.1 million readers.
- **Member Company Recognition** – There is a direct link to your website with your logo usage, mission statement and contact information, where desired.
- **Media Recognition/Publicity** -- The National Garden Bureau promotes your New Varieties to garden media and consumers.
- **Photo Library** -- The NGB website has an extensive library of digital images of the new varieties. We also have recently tripled our photo library to include a wide assortment of gardening images available to garden media. We request that photo credits be given to NGB.
- **Image Download** -- New programming has made it much easier to download either high res or low res photos.
- **Today's Garden** -- NGB provides on-line tips and techniques to increase gardening knowledge and usage of selected flowers and vegetables.
- **"Year Of The"** -- New marketing plan and website design provides more information about the 'NGB Year Of The' flowers, vegetables and, coming in 2012, perennials.
- **Press Room** -- Now all print and electronic publicity will be duplicated in the NGB online Press Room. Plus, all press releases can be found here for any garden writers looking for news and story ideas.
- **Gardening Links** – The links section of the NGB website offers reliable gardening information links to a wide variety of specific gardening and horticulture sites.
- **Shopping List** -- Consumers can create their own shopping list of favorite flowers and plants found on the NGB site.
- **New Varieties** – The front page of the NGB website will have a constantly rotating slide show of new variety photos. No where else on the web is there such an extensive listing of new varieties readily available to consumers and the media.
- **Member Spotlight** – This new area on the NGB home page provides a spot where where each member's business will be highlighted throughout the year.

**NGB Social Media** – An absolute must in today's strategic marketing efforts. Social Media isn't a fad—it's a fundamental shift in the way we communicate. By using social media tools such as Facebook and Twitter, NGB is reaching a ever-expanding audience in a new and "hip" way.

- **Facebook Fan page** – We have over 400 fans in only three months and our wall posts feature garden tips and links/mentions to member companies.  
[www.facebook.com/nationalgardenbureau](http://www.facebook.com/nationalgardenbureau)
- **Twitter** – Over 1,500 followers reading similar posts to the Facebook wall posts as well as sharing posts from other "Twitterers".  
[@dblazekNGB](https://twitter.com/dblazekNGB)



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**NGB E-newsletters** – These present a publicity program to increase consumer gardening interest. We are actively building our consumer database so we can promote gardening and our member companies to more potential gardeners. Each newsletter consists of brief easy-to-read gardening tips and techniques and includes links to member companies when possible. A sidebar has a common gardening question answered in simple layman's terms. Below the Q&A we feature three or four new varieties. The 2010 e-newsletters topics included:

- March
  - Year of Squash and Marigold
  - Seed Starting Basics
- April
  - Gardening for Gourmets
  - Color Me Hungry (Uniquely colored vegetables)
- May
  - Successfully Transplanting Annuals
  - Patio Gardening
- June
  - June is for Planting!
  - Wildflowers
- July
  - Edible Flowers
  - Herbs in Small Spaces
- August
  - Native Plants for your Garden
- September
  - Bulb Planting Tips

**Annual Membership Meeting** -- Come together with other NGB members in an atmosphere of camaraderie, collaboration and excitement during the ASTA Conference.

- Hyatt Regency Huntington Beach, Huntington Beach, CA, Jan. 22-25, 2011

**AAS Summer Meeting** – Members can keep current on a wide variety of gardening trends, tour flower and vegetable trials and network with suppliers and host companies by attending the annual AAS Summer Meeting.

- Monterey, CA, August 9-11, 2011

**Industry Support and Partnerships** – NGB will seek out, explore and collaborate on any possible partnerships and programs that will help promote the horticulture industry.

**Leadership Opportunities** – Members serve on our Board of Directors.

**Community Service** -- Donations to Plant A Row for the Hungry and America In Bloom