



Cultivating Communities, One Native Garden at a Time.

# 2020 Speaker Series Sponsorship Packet

Saturday, March 7, 2020  
Woods Memorial Presbyterian Church  
10am -1pm

### *Presenting*

**Barbara W. Ellis**  
**Greener Gardens, One Step at a Time**

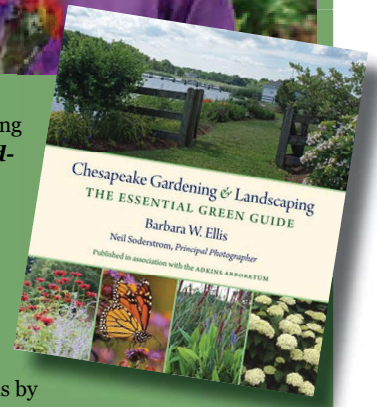
Have you ever wanted a garden teeming with life? A native paradise with butterflies, bees, and berries for birds? In this talk, Barbara Ellis will discuss a range of options—from simple steps to ambitious projects—that gardeners and homeowners can take to create beautiful, more sustainable gardens and landscapes that are attractive and healthy for humans, wildlife, pets, and the environment as a whole—including the Chesapeake Bay and all its tributaries.

### **Tickets**

\$60 On sale December 1  
\$70 After February 1  
\$75 At the door (until sold out)  
For tickets, visit [www.unitygardens.com](http://www.unitygardens.com)



Barbara W. Ellis is the author of a number of gardening books, including **Chesapeake Gardening & Landscaping: The Essential Green Guide**. Writing this book, she had the ambitious goal of becoming a resource for Eastern Shore gardeners present and future, with plenty of lessons applicable to those of us on the Western Shore. The book makes use of wonderful photographs by Neil Soderstrom, many of them taken at the Adkins Arboretum, a showcase for the 400-acre Chesapeake native plant education center and nursery in Maryland's Caroline County.



**Sponsorship Levels:**  
Milkweed Sponsor **Exclusive Presenting Sponsor: \$1000**  
Black Eyed Susan Sponsor: \$500  
Aster Sponsor: \$250  
Goldenrod Sponsor: \$100  
Bee Balm: \$50  
*Sponsor benefits can be found on the following pages*

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

For Goldenrod sponsors and above, please submit full color logo as a jpeg or pdf to [unitygardensaa@gmail.com](mailto:unitygardensaa@gmail.com). Checks can be sent to Unity Gardens, Inc., P.O. Box 6310, Annapolis, MD 21401. Unity Gardens, Inc. is a 501(c) (3) not for profit organization. Contact Joni Miller, Executive Director, [@unitygardensaa@gmail.com](mailto:@unitygardensaa@gmail.com) or 410.703.2616 for more information.

## SPONSORSHIP BENEFITS

### Milkweed Sponsor: \$1000

- Exclusive Lead billing on all posters and invitations as "Unity Gardens 2020 Speakers Series Presented by ...."
- Logo on event posters shared in public locations
- Facebook and Instagram posts before and after event (minimum 5 posts)
- Logo prominently displayed on on-site signage and on event slide show
- Verbal mention during the event
- Logo on Unity Gardens website
- Sponsorship table where representatives can display promotional material and collect business cards/contact info for networking
- 4 event tickets (or you may donate them back so a Unity Gardens grantee can attend for free)
- Special participation event for your employees: Hands-on volunteering at a community gardening event or a special presentation on gardening with natives for your next staff meeting or retreat (or another customizable option).
- Signed copy of Barbara W. Ellis' book, "Chesapeake Gardening & Landscaping: The Essential Green Guide"

### Black Eyed Susan Sponsor: \$500

- Facebook and Instagram posts before and after event (minimum 3 posts)
- Logo included on on-site signage and on event slide show
- Verbal mention during the event
- Logo on Unity Gardens website
- 2 event tickets (or you may donate them back so a Unity Gardens grantee can attend for free)
- Signed copy of Barbara W. Ellis' book, "Chesapeake Gardening & Landscaping: The Essential Green Guide"

### Aster Sponsor: \$250

- Facebook and Instagram posts before and after event
- Logo included on on-site signage and on event slide show
- Verbal mention during the event
- Logo on Unity Gardens website
- 1 event ticket (or you may donate it back so a Unity Gardens grantee can attend for free)

### Goldenrod Sponsor: \$100

- Facebook and Instagram posts before and after event
- Logo included on on-site signage and on event slide show
- Logo on Unity Gardens website

### Bee Balm: \$50

- Facebook and Instagram posts before and after event
- On-site signage
- Listing on Unity Gardens website

### In-kind Sponsors

Sponsorship level equivalent to the value of service or materials.

**Final deadline for inclusion of logo in event materials: February 1, 2020**

Contact: Joni Miller, Executive Director  
unitygardensaa@gmail.com, 410-703-2616  
UNITY GARDENS ANNUAL SPEAKER SERIES EVENT  
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## FAQ's about SPONSORSHIP

### What will my sponsorship support?

We'll use your sponsor dollars to support native gardening projects in Anne Arundel County. Each spring and fall, we accept grant applications for citizen-initiated native gardening projects around the county. Since 2001, we have awarded \$500,000 to over 400 organizations like scout troupes, school groups, HOA's, places of worship, and other nonprofits.

### Are gardening projects really worth my sponsorship?

These are not just gardening projects. These are grassroots efforts where common citizens are the first step toward positive environmental change. Our grants bring communities together to plant natives that promote cleaner water and air, reduce runoff, foster thriving eco-systems, and create natural beauty. This type of gardening, also called conservation landscaping, is ground zero for environmental awareness and action toward a cleaner Bay, and a cleaner world.

### And you use native plants?

We admire and promote the value of natives; it's in our mission. These plants are adapted to local environmental conditions. They require far less water, which saves time, money, and ultimately, water. In addition, they provide vital habitat for birds, wildlife, and declining pollinator populations.

### How much of my donation goes to overhead?

Very little. We are almost entirely volunteer, with no brick and mortar location and only one part-time paid employee, so we are able to channel almost all our funds into purchasing native plants for our grantees.

### Where will the event be held?

This year our event is at Woods Memorial Presbyterian Church. This location is special because members of the church used Unity Gardens grant funds to help plant extensive conservation landscaping around the church grounds and throughout the parking area. At the event, the church's environmental committee will speak about how they went about tackling this project, inspiring others to do the same.

### Who will attend?

Local gardeners for sure, but local activists, engaged citizens, and thought leaders, who help shape the climate of conservation in our community. We expect about 100 participants that day, but will reach many others through social media.

### I'm not able to sponsor, but I'd like to donate product for the event.

That's great-- we need donations of food, drink, raffle items, and plants for door prizes and event decor. Please talk with Joni Miller to design a custom in-kind sponsor package.

### This lecture sounds great! Can I attend?

Several sponsor levels include tickets. Or you can purchase them online (after December 1) at [www.unitygardens.org](http://www.unitygardens.org)

### Unity Gardens sounds great! How I can I keep up with you?

Facebook [www.facebook.com/unitygardensaacounty/](http://www.facebook.com/unitygardensaacounty/)

Instagram @nativesofannearundel

[www.unitygardens.org](http://www.unitygardens.org)



Master Gardener volunteers used grant funds to plant a native garden at South County Senior Center in Edgewater.

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