



City of New York
Parks & Recreation

2007 NYC GROWS GARDEN FESTIVAL

INFORMATION & OPPORTUNITIES

*Co-presented by the National Gardening Association & the New York City Department of Parks & Recreation
Local support by Union Square Partnership*

ON SATURDAY, APRIL 28, 2007, the New York City Department of Parks & Recreation and the National Gardening Association (NGA) will host the second annual **NYC GROWS Garden Festival**. Open to the public, the festival will take place in **Union Square Park South Plaza** at 14th Street.

14th Street-Union Square is where the best of New York City comes together. This area is a popular residential neighborhood with more leading restaurants than any other area of the city. It serves as a cultural destination, business center, and academic focal point as well. Union Square is one of NYC's most accessible locations, a true transportation hub with 14 bus routes, 14 subway lines, and PATH access to New Jersey. Considered NYC's premiere outdoor market, the **Greenmarket Farmers Market** on the North Plaza of Union Square Park attracts more than 50,000 pedestrians on a spring Saturday.

The 2007 Garden Festival will attract more people, generate broader media coverage, and produce greater exposure for our sponsors and exhibitors in a socially relevant context. Opportunities are available for national, regional, and local companies to demonstrate their social responsibility to, and create brand awareness among, consumers interested in making their lives more "green."

PRESS EVENT

On **Friday, April 27, 2007**, a press event will bring together NYC dignitaries, gardening celebrities/experts, and the media. This will provide interview and photo opportunities for sponsors to promote their company mission. The press packet distributed that day will include sponsor information and a list of **NYC GROWS Garden Festival Events** to be held the following day at **Union Square Park South Plaza**.

INVITATION-ONLY RECEPTION

On **Friday evening, April 27, 2007**, there will be a **Garden Party** on the rooftop of the historic Arsenal Building in Central Park. Built in 1848, the Arsenal serves as headquarters for the New York City Department of Parks & Recreation. This networking event is an extraordinary opportunity to meet the other national, regional, and local groups participating in the festival the following day, as well as staff from the New York City Department of Parks & Recreation and the Mayor's office. A special treat for **NYC GROWS Garden Festival** participants will be a horticultural art exhibit on the third floor, where regular painting, sculpture, and photography exhibits take place throughout the year.



*The 2006 NYC GROWS Garden Festival was a huge success. More than 300 banners were displayed throughout New York City promoting the festival and our sponsors. More than 100,000 people visited the exhibits. Media coverage generated more than 500 million impressions among consumers. Forty-five organizations—youth, educational, business, and environmental—interacted with the public. To see a video recap of the 2006 festival go to www.nycgrows.org, then select **GROW 2007 Video** at the top of the left navigation bar. A DVD is also available upon request.*

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PARTICIPATION OPPORTUNITIES

A limited number of companies and organizations will have an opportunity to sponsor or exhibit at the **NYC GROWS Garden Festival**. Your company may display products, conduct sampling, and present special promotions at the booth. No direct sales are permitted.

FEATURED EXHIBITOR OPPORTUNITY: \$10,000

- Stand-alone 10'x10' overhead tented space in presenting exhibitor area adjacent to the Main Presentation area, with an 8'x30" table and two chairs
- Logo placement within NYC GROWS Garden Festival Event Program
- As-space-available opportunity for demonstrations during limited time slots at Main Presentation area
- Dedicated pre-event press release co-branded with NGA to be coordinated with sponsor PR contact
- Right to use NGA and NYC GROWS Garden Festival logos
- Four (4) invitations to the Garden Party at the Arsenal, Central Park
- Online promotion on NYC GROWS and NGA Web sites

EXHIBITOR OPPORTUNITY: \$3,000

- Stand-alone 10'x10' overhead tented space on the perimeter of the presentation area with an 8'x30" table and two chairs
- Recognition (text listing) NYC GROWS Garden Festival Event Program
- Press release prepared by sponsor, NGA-reviewed and distributed through NGA distribution channels
- Right to use NGA and NYC GROWS Garden Festival logos
- Two (2) invitations to the Garden Party at the Arsenal, Central Park



Speakers to date

- Mayor Michael Bloomberg
- NYC Parks & Recreation Commissioner Adrian Benepe
- TV Gardening Host, Rebecca Kolls
- NGA Senior Horticulturist, Charlie Nardozzi

Participating organizations to date

- American Community Gardening Association
- American Rose Society
- British Memorial Garden Trust
- Brooklyn Botanic Garden
- Camden Children's Garden
- Composting Council of Canada
- Horticultural Society of New York
- Kitchen Gardeners International
- Les Dames d'Escoffier
- National Audubon Society
- National Gardening Association
- National Wildlife Federation
- NYC Dept. of Environmental Protection
- NYC Dept. of Parks & Recreation
- NYC Dept. of Urban Rangers
- P.S. 41, Greenwich Village
- Plant Health Alternatives
- Remember Me Rose Garden
- U.S. Environmental Protection Agency, Region 2
- Union Square Hospitality Group
- Union Square Partnership
- Washington Irving High School

NYC GROWS 2007 GARDEN FESTIVAL EXHIBITOR APPLICATION FORM

Saturday, April 28, 2007 • Union Square Park • New York City • 9:00 a.m. - 3:00 p.m.

Exhibiting Company: _____

Address: _____

Contact name: _____

Billing name if different from above: _____

Contact e-mail address: _____

Contact office phone number: _____

Contact cell phone number: _____

Please describe products and promotions you will present at the NYC Grows event.

If interested in presenting a workshop as part of educational program, please describe topic:

(Note: Sponsors may present in the main tent area; Exhibitors may only present at their own exhibit area.)

Will your exhibit require electricity? (Available to Featured Exhibitors only.) ___yes ___no

Payment:

NGA will send an invoice in January 2007 for NYC GROWS 2007 Garden Festival Sponsor and Exhibitor fees to the contact/address above. Please check your level of participation:

Featured Exhibitor (\$10,000) Exhibitor (\$3,000)

Booth Setup Times: Booth setup is from 7:00 – 8:30 a.m.; breakdown is from 3:00 – 4:00 p.m. You will receive complete details regarding exhibit setup, parking, promotions, etc., in mid-March.

Please send your completed application to:

Fax: 802-864-6889 – Attention Sue

E-Mail: SueA@garden.org.

FOR MORE INFORMATION, PLEASE CONTACT:

Featured Exhibitors

Mary Jo Reale, 802-863-5251, ext 141, MaryJo@garden.org

Tom Wilson, 802-863-5251, ext 128, TomW@garden.org

Exhibitors

Sue Dzula Adams, 802-863-5251, ext 108, SueA@garden.org