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**PW**  
PROVEN  
WINNERS<sup>®</sup>  
The #1 Plant Brand<sup>®</sup>

# the OUTDOOR LIVING EXTRAVAGANZA

RETREAT AND SEMINAR WITH PROVEN WINNERS



## Becoming a Sponsor!

Your garden center can also become a sponsor of the events by providing gifts for the 300 people that attend or a number of raffle prizes for our drawing. For further details, please let [Sandy](#) know you would like to sponsor and she will send you the flyer regarding benefits of sponsoring.



## ✧ Get Involved ✧

*Retailers are able to participate in these fun and inspirational events by helping Proven Winners spread the word to their customer base. These events not only help to educate gardeners on new varieties, but also help retailers see what varieties get the most reaction from the crowd, which helps you to know which plants to carry next year.*

### How to Participate

There are several ways that retailers can participate in these spring events from listing it on their events calendar to doing a ticket raffle online with their social media outreach. Here are several ways to participate:

- Send an email newsletter out to your customer base inviting them to attend and [link to our event webpage](#).
- Plus add the Outdoor Living Extravaganza in your area to your event calendar on your website
- Add a small advertisement to your website homepage [linking customers to the event webpage](#).
- Display in-store signage or hand out flyers, if you have traffic during the months of promotion.
- Buy tickets and have a raffle online or give them to your best customers.

Artwork and examples of each of these opportunities is available upon request. We are also interested in any ideas that you may have to promote the events locally. Please contact [Sandy Wentworth](#) or [Danielle Ernest](#) to participate.

### In Return:

In exchange for your help getting the word out about these events, we would like to send the 300 people back to your retail location by including a coupon in each gift bag pictured below. In the past, garden centers have provided a discount or even given a free Proven Winners plant away, whichever is best for your business.

Past Retailers:

