

THE GARDEN SHOW & SPRING FESTIVAL

8 - 11 June 2022 . Beirut Hippodrome

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OPPORTUNITIES

The Garden Show & Spring Festival provides the ideal platform to promote your products and services to a targeted audience of landscapers, amateur gardeners, architects, designers, horticulturists, municipalities, press, enthusiasts and outdoor lovers.

PARTNER

USD 24,000

* For one sponsor only. Includes exclusive positioning of company logo "In partnership with".

Media communication *

- Logo on billboards
- Logo on magazine ads
- Logo on newspaper ads
- Announcement on social media
- Logo on all newsletters related to the event
- 1 Video/interview post on social media platforms
- Mention (tag and hashtag) in every post related on social media

Logo on printed materials *

- Logo on invitation cards
- Logo on entrance tickets

Advertisement

- Ad in pocket guide

Web visibility

- Logo on homepage linked to your website
- Free e-mail shot to a 30,000-name database
- Your banner on website with a link to your homepage

On-site visibility *

- Logo on all banners related to the event
- 100 sqm stand
- Documents distribution in visitors' bags
- 100 free invitations
- 30 VIP passes allowing your clients to attend the four-day show for free



GOLD SPONSOR

USD 13,500

Media communication

- Logo on billboards
- Logo on magazine ads
- Logo on newspaper ads
- Announcement on social media
- Logo on all newsletters related to the event
- 1 Video/interview post on social media platforms
- Mention (tag and hashtag) in every post related on social media

Logo on printed materials

- Logo on invitation cards
- Logo on entrance tickets

Advertisement

- Ad in pocket guide

Web visibility

- Logo on homepage linked to your website
- Your banner on website with a link to your homepage

On-site visibility

- Logo on all banners related to the event
- 50 sqm stand
- 75 free invitations
- 15 VIP passes allowing your clients to attend the four-day show for free

SILVER SPONSOR

USD 10,000

Media communication

- Logo on billboards
- Logo on magazine ads
- Logo on newspaper ads
- Announcement on social media
- Logo on all newsletters related to the event

Logo on printed materials

- Logo on invitation cards
- Logo on entrance tickets

Advertisement

- Ad in pocket guide

Web visibility

- Logo on homepage linked to your website

On-site visibility

- Logo on all banners related to the event
- 25 sqm stand
- 50 free invitations

EVENTS & ACTIVITIES

TASTE LEBANON

Taste Lebanon gives visitors the opportunity to have a tasty bite and a drink from a selection of well-known restaurants and cafés while enjoying live music and entertainment under the iconic pine trees of the Hippodrome.

PARTNER

USD 6,000

Media communication

- Announcement on social media
- Logo on Taste Lebanon newsletter

Logo on printed materials

- Logo on invitation cards (where applicable)

Web visibility

- Logo on Taste Lebanon page linked to your website

On-site visibility

- 25 sqm stand
- Flyers distribution in visitors' bags
- 50 free invitations



SPONSOR

USD 3,700

Media communication

- Announcement on social media
- Logo on Taste Lebanon newsletter

Web visibility

- Logo on Taste Lebanon page linked to your website

On-site visibility

- 18 sqm stand
- 25 free invitations

PARTICIPANT

USD 1,900

- 9 sqm stand including tent

MASTERCLASSES

Garden enthusiasts will be given handy tips by industry experts through a series of daily workshops and masterclasses. Foodies and drink lovers will have the opportunity to meet chefs and experts to learn about the latest trends in cocktails and get fun new recipes for their outdoor celebrations.

PARTNER

USD 5,000

Media communication

- Announcement on social media
- Logo on all newsletters related to the event

Logo on printed materials

- Logo on invitation cards (where applicable)
- Logo on pocket guide

Advertisement

- Ad in pocket guide
- Main Banner on Taste & Flavors Website home page for one month

Web visibility

- Logo on Masterclasses page linked to your website
- Banner in section page (Masterclasses page)

On-site visibility

- Logo on main event banner
- Product display
- Promotional items and gifts distribution
- Logo on Masterclasses screens
- 20 second ad on Masterclasses screens
- 50 free invitations

SPONSOR

USD 3,000

Media communication

- Announcement on social media
- Logo on all newsletters related to the event

Logo on printed materials

- Logo on invitation cards (where applicable)

Advertisement

- Side banner on Taste and Flavors website inside page

Web visibility

- Logo on Masterclasses page linked to your website

On-site visibility

- Logo on main event banner
- Product display
- Promotional items and gifts distribution
- Logo on Masterclasses screens
- 50 free invitations



FLOWER COMPETITION

Amateur will compete for the best flower arrangements under a specific theme allowing visitors to discover the finest creations.

PARTNER USD 3,000

Media communication

- Announcement on social media
- Logo on all newsletters related to the event

Logo on printed materials

- Logo on invitation cards (where applicable)
- Logo on pocket guide

Advertisement

- Ad in pocket guide

Web visibility

- Logo on Flower Competition page linked to your website
- Banner in section page

On-site visibility

- 9 sqm stand
- Logo on main event banner
- Distribution of prizes on stage
- 50 free invitations

FLOWER DISPLAY

This section showcases floral arrangements inspired by the theme "Greater Lebanon's Centenary".

SPONSOR USD 1,500

Media communication

- Announcement on social media
- Logo on all newsletters related to the event

Web visibility

- Logo on Flower Competition page linked to your website

On-site visibility

- Logo on main event banner
- Distribution of prizes on stage (when applicable)
- 25 free invitations



KIDS' VILLAGE

Over the years, The Garden Show & Spring Festival has become a great destination for children. Spending the afternoon outdoors and being entertained in the Kids' Village is a fun experience, offering families a safe and happy environment. A playground, gardening workshops and inflatable games are just a few of the activities available for little ones.

PARTNER USD 4,800

Media communication

- Announcement on social media
- Logo on all newsletters related to the event

Logo on printed materials

- Logo on invitation cards (where applicable)

Web visibility

- Logo on Kids' Village page linked to your website

On-site visibility

- 25 sqm stand inside or at the Kids' Village entrance
- Logo on all banners related to the Kids' Village
- 75 free invitations

SPONSOR USD 3,200

Media communication

- Announcement on social media
- Logo on all newsletters related to the event

Logo on printed materials

- Logo on invitation cards (where applicable)

Web visibility

- Logo on Kids' Village page linked to your website

On-site visibility

- 18 sqm stand inside or at the Kids' Village entrance
- Logo on all banners related to the Kids' Village
- 50 free invitations

EFFECTIVE ADVERTISING

• Garden sponsorship	USD 5,000
• Visitors' bags (20,000 bags)	USD 4,700
• Exhibitors' lanyards (excluding production)	USD 3,700
• VIP lounge	USD 3,700
• Ushers and hostesses dress branding	USD 3,700
• Musical stage branding	USD 3,700
• Brochure distribution at the main entrance	USD 3,500
• Banner at the entrance (excluding production)	USD 2,900
• Banner at the parking area (excluding production)	USD 2,300
• Banner on website homepage	USD 2,300
• Product display station	USD 2,300
• Product display at the VIP Lounge	USD 2,300
• Shuttle cart branding (per cart)	USD 1,600
• Side banner on website	USD 1,200
• Logo on the main entrance floor plan	USD 800
• Ad in pocket guide	USD 500



The Garden Show & Spring Festival's 2020 image has been created by Nadim Karam, internationally acclaimed Lebanese architect and artist.

@ nadim.karam

SUPPORTED BY



AN EVENT BY



&



T: + 961 1 480081 | E: garden@the-gardenshow.com | the-gardenshow.com