

Sponsor Our Home & Garden Show!



At Berg Productions we strive to sell beyond our sponsors expectations by taking the time to understand what our sponsors want to achieve through our events. We focus on the key success factors that make sponsoring our events so successful for our partners.

1. We will tailor a sponsorship to your marketing goals or objectives. So, we begin with a few questions, and tailor the sponsorship opportunities to achieve your branding objectives.
2. We know what we have to offer and we know the measurable metrics of these offerings.
3. We are available, communicate clearly and efficiently.
4. We are organized and detail oriented and design turnkey solutions – exhibits to contests.
5. We are flexible - understanding that sponsors needs require creative flexibility.
6. We make our partners stand out – by limiting the number of sponsorships in our events we assure that your brand will be visible and memorable to attendees.
7. We don't over promise & under deliver - we pride ourselves on value added benefits.
8. We will create measurable and documented ROI on your investment in our events.
9. We provide written post-show sponsor documentation – providing metrics and a plan for future activation.
10. We want long term partnerships with a limited number of a select group of sponsors.

Currently we are in the tenth year of sponsorships with two national partners for our spring show: American Family Insurance as the Official Show Sponsor and DISH Network as the Official Satellite Provider.

Available Turnkey Sponsorships 2019-2020 Show Season

We can also customize the following sponsorships to meet your marketing objectives at our shows.

\$5,000 – Good Earth Product Pavilion, Seminar Stage, or Garden Showcase Sponsorship

Sponsor logo on Pavilion or Garden Showcase banners, signage, and promotions. This sponsorship includes a 10'x20' exhibit space along with branding at the show on the area of said sponsorship.

\$5,000 – Information Booth “Meet & Greet” Sponsorship

Your company will be front and center in the lobby where we assist our attendees. Sponsor rights include at information booth literature distribution. Sponsor logo on our approved welcome messaging at the information booth. 10'x10' static display abutting the information booth can include sampling, literature distribution, marketing and branding opportunities. This sponsorship is ideal for beverage, pharmaceuticals and media outlets.

\$7,500 - Official Show Bag Sponsorship - Excellent branding and frequency on every aisle!

Lobby rights for distribution of premium cloth or paper bags with sponsor logo, messaging, and stuffers if desired. Included is a premium 10x20' corner premium exhibit space corner in the show. The show provides: 2,000 paper or cloth bags, five lobby distribution stands, branded topper signage customized to drive traffic to your exhibit or business, and the staff to restock bags hourly throughout the show. Design and cost of the sample/coupon/credit application stuffers shall be the responsibility of the sponsor. Be the brand that goes home with thousands of guests!

\$15,500 - Celebrity Headliner Sponsorship – Embed your brand in our media blitz, and at the show.

Sponsor given credit for presenting headline speakers at the show. Included is a premium 10x20' corner premium exhibit space corner in the show. Sponsor name wherever the celebrity is promoted including radio, TV, print, social media, and during all live interviews with headliner pre-show. Sponsor logos on the keynote stage signage, all seminar schedules print and digital. Benefits include distribution rights in seminar stage of sponsor literature, coupons, samples or giveaways as desired. Rights include at stage rights, and mentions in all press kits. Five related social media posts provided. Sponsor input on headline speaker selection six months in advance of show.

Higher level Title Sponsorships, Presenting Sponsorships can include category exclusivity on the show floor. We look forward to creating a custom sponsorship for your company!

Contact: Karen Ramus, Show Director **Phone:** 541-484-9247 **Email:** Karen@EugeneHomeShow.com