

April 16, 2015


HEATHER DE KOK
FLORAL DESIGN

Dear Business Owners and Managers,

Heather de Kok Floral Design is presenting Edmonton's first *Art in Bloom* event from July 9-12, 2015 in the 124 Street Business district, and we are currently seeking event supporters who would like to get involved with this exciting event!

About Heather...For 20 years, Heather de Kok has dedicated herself to her industry. Her work has earned her places in the American Institute of Floral Design (2007; the only Canadian of 150 applicants), the American Academy of Floriculture (2008), and the Professional Floral Communicators International (PFCI) (2008; first Canadian in 126 worldwide members). When it comes to flowers and the floral industry, Heather is a leader, and it is with that spirit that Heather is now launching Edmonton's first *Art in Bloom* event.

Heather is no stranger to floral events either. In 2008, she contributed to two award-winning floats at the Tournament of Roses parade in Pasadena California. She has twice represented Canada in the Gateway to the Americas Cup, most recently in 2014, where she won first place for the Table Scape competition. In 2014, Heather was also chosen by Canadian Florist Magazine as one of Canada's top 10 florists under 40.

The vision for *Art in Bloom* for 2015 is to work with a group of commercial galleries and a variety of talented floral designers to produce an event that will get Edmonton buzzing.

However, an event of this nature requires resources. Heather has recruited Piccadilly PR & Events to assist in the project management and execution of *Art in Bloom*. With 13 years of experience in communications, public relations and event management, I have the experience and contacts to not only produce a highly organized and exciting event, but also the marketing and PR background to gain lots of exposure in advance.

In order to make *Art in Bloom* a great success, we are seeking the support of the community. We are pleased to offer a variety of sponsorship benefits, as well as advertising opportunities in our program, and we are open to proposals from any organizations interested in supporting us.

To make a sponsorship commitment, or for more information, please contact me by phone at 780-695-8850 or email at rosemary@piccadillypr.ca.

Best regards,


Rosemary Malowany
Event Coordinator, Art in Bloom



Art in Bloom Sponsorship Opportunities

	Co-Presenter \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Full-page program ad	★	--	--	--
Half-page program ad	--	★	★	--
Quarter-page program ad	--	--	--	★
Co-presenter rights on the event	★	--	--	--
Opportunity to host an event or tie into the event	★	★	--	--
One floral installation for the duration of the event	★	★	--	--
Logo recognition on event website or web page	Top level ★	2nd level ★	3rd level ★	4th level ★
Spokesperson opportunities with media	★	--	--	--
Inclusion in the media release, including a quote	★	--	--	--
Sponsor mention in the media release	--	★	★	★
Logo recognition on sponsor signage	★	★	★	★
Logo recognition on event poster	★	★	★	★
Acknowledgement as donor in the event program	★	★	★	★



Program Advertising Rates

In addition to the variety of sponsorship opportunities available, ads are available for purchase in the *Art in Bloom* program:

	Price	Payment deadline	Art deadline
Inside front cover (full-page ad - 1 available)	\$1,500	May 29, 2015	June 12, 2015
Inside back cover (full-page ad - 1 available)	\$1,250	May 29, 2015	June 12, 2015
Full-page program ad	\$1,000	May 29, 2015	June 12, 2015
Half-page program ad	\$500	May 29, 2015	June 12, 2015
Quarter-page program ad	\$250	May 29, 2015	June 12, 2015

*prices do not include GST

Design Specifications

Please send all final artwork for the program by June 12, 2015. The technical specifications for the program are:

	Size	Colour	Specs
Inside front cover (full-page ad - 1 available)	5.5" wide x 8.5" high, plus 1/4" bleeds	4-colour process; no spot colours	Press-ready (300 ppi) .pdf with fonts embedded or converted to outlines
Inside back cover (full-page ad - 1 available)	5.5" wide x 8.5" high, plus 1/4" bleeds		
Full-page program ad	5" wide x 8" high, no bleeds		
Half-page program ad	5" wide x 3 7/8" high, no bleeds		
Quarter-page program ad	2 3/8" wide x 3 7/8" high, no bleeds		