



Dear Community Member,

United Way of Milton's vision is to lead in building a strong, healthy and inclusive community. All donations stay in Milton, and fund programs that help:

- develop happy, healthy children
- mentor teens to reach their full potential
- create stronger families and safe neighbourhoods
- sustain senior independence
- support people rebuilding their lives

United Way of Milton is pleased to announce the launch of its newest special event; Milton Community in Bloom ~ Garden Tour.

The event will be held on Saturday August 21, 2010, including a self-guided garden tour featuring public and private gardens in Milton, followed by a BBQ lunch and opportunity to view the annual and perennial trial gardens at Landscape Ontario.

I am pleased to offer you the opportunity to highlight your business in the *Milton Community in Bloom* Garden Tour booklet and either become an event sponsor or place an advertisement in the booklet.

A full-colour, 5¼" x 8½" booklet, professionally printed, will highlight the public and private gardens selected for the Garden Tour. This booklet also acts as the event ticket, and will be read by over 500 individuals,

Enclosed are the sponsorship and advertising options, including the pricing and confirmation form. Kindly confirm your participation and submit your graphics and/or logo by June 7, 2010 to the email address listed below.

Please contact the office at 905-878-2550 or email campaign@miltonunitedway.com if you require further information.

United Way of Milton thanks you in advance for your consideration.

Sincerely,
Landscape Ontario



MILTON COMMUNITY IN BLOOM GARDEN TOUR

Saturday August 21, 2010

Take this opportunity to support United Way of Milton and its work in our community.

In partnership with Landscape Ontario and Milton & District Horticultural Society, select Milton public and private gardens will be showcased. Attendees will visit the gardens at their own leisure for the exclusive self-guided Saturday tour. They will view hundreds of new annuals and perennials at Landscape Ontario's trial gardens, and enjoy a BBQ lunch and mini-workshops.

To highlight your company, the following sponsorship and advertising opportunities are available.

Sponsorship Opportunities



WILD ORCHID - \$750

- ~Corporate Logo on event signage
- ~Corporate Logo on event booklet/ticket
- ~Weekend Shopping Promotion at your location
- ~Two tickets to event
- ~Featured "Gardening Tips" page inside booklet/ticket
- ~Website recognition

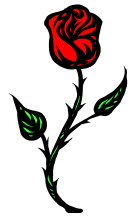
HERITAGE ROSE - \$550

- ~Corporate Logo on event signage
- ~Corporate Logo on event booklet/ticket
- ~Website recognition



DAY LILY - \$350

- ~Corporate Logo on event booklet/ticket
- ~Two tickets to event



Advertising Opportunities

Our event booklet will also act as the Garden Tour ticket. This offers great exposure to any organization interested in promoting their business. This brochure/ticket will be viewed by every person who purchases a ticket to our event!

Full Page Ad \$500
7.5" height x 4.5" width

Half Page Ad \$250
3.5" height x 4.5" width

1/4 Page Ad \$150
3.5" height x 2.25" width

1/8 Page Ad \$100
1.75" height x 2.25" width

SPONSOR COMMITMENT FORM

Please confirm the sponsor level that you wish to support, and complete the information below.

WILD ORCHID \$750 **HERITAGE ROSE** \$550 **DAY LILY** \$350

Company Name: _____

Address: _____ Postal Code: _____

Phone: _____ Email: _____

Name: _____ Signature: _____

By completing this form, the company assigned has agreed to participate as a 2010 sponsor for the **Milton Community in Bloom** Garden Tour.

Payment by **Cheque**: payable to *United Way of Milton (Mail to: P.O. Box 212, Milton, ON L9T 4N9)*

Payment by **Visa**: fax this form to 905-875-2402

Invoice the company mentioned above.

Card Number: _____ Expiry Date _____

Name on Card: _____ Signature: _____

ADVERTISEMENT COMMITMENT FORM

Please indicate the size of ad you would like to purchase. Include your camera ready artwork.

Email to: campaign@miltonunitedway.ca.

Full Page Ad \$500 **Half Page Ad \$250** **¼ Page Ad \$150** **1/8 Page Ad \$100**
7.5" height x 4.5" width 3.5" height x 4.5" width 3.5" height x 2.25" width 1.75" height x 2.25" width

Company Name: _____

Address: _____ Postal Code: _____

Phone: _____ Email: _____

Name: _____ Signature: _____

Payment by **Cheque**: payable to *United Way of Milton. (Mail to: P.O. Box 212, Milton, ON L9T 4N9)*

Payment by **Visa**: fax this form to: 905-875-2402

Invoice the company mentioned above.

Card Number: _____ Expiry Date _____

Name on Card: _____ Signature: _____

Note: official receipt for tax purposes will be issued where applicable as per C.R.A. regulations