

Brunswick Ohio's 1st Annual

PARADE *of* GARDENS.com

Brunswick's NOT going to be the same community this summer as it was last year or any other year before! In fact, it's going to be the most beautiful you've ever seen it as we'll be adding lots of fresh colors using gardens, flowers and landscaping. And with that, we feel your business is going to see a lot more green in the process too! Especially if you join in and help us make Brunswick's "**Parade Of Gardens**" and town beautification program a united and successful community event!



This year, we're asking ALL business and plaza owners, to please add a little "**Extra**" (or even a lot if you're able like in these great photos here) to the "**Ordinary**" and make your curb appeal and business appeal "**ExtraOrdinary**"!

It's a greener way of doing business that's certain to add more green to your bottom line!

DON'T SPEND ANOTHER DOLLAR ON ADVERTISING UNTIL YOU'VE FIRST INVESTED IN SOME FLOWERS!

You'll not only be helping your business get great attention from the many thousands of people that drive by it daily but helping us make our community one of the most beautiful around as well!

And with that, together and full circle, we'll all bring in lots more people that will want to see Brunswick and when then come, they'll see, visit and remember you! Additionally, the best flower gardens and curb appeal will be awarded and rewarded by the city and various city groups and churches.



Visit us on the web at:
www.paradeofgardens.com/brunswick
-or- BrunswickInBloom.com

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SPONSORSHIPS ARE NOW AVAILABLE AND WILL GET YOUR BUSINESS MAXIMUM EXPOSURE AND CREDIT FOR BRUNSWICK'S PARADE OF GARDENS!



Make no mistake, this event isn't going to be as much of a success as it could be without both your participation as well as your support through our sponsorship. Although not a requirement to be a sponsor, please know that your support helps make this event the best that it can be. And with it's best, we'll bring you, our businesses, the best that we can and all that we have to offer with an environment that's ripe for business by residents that feel better about themselves and their community. We'll also attract others that will want to come in from other cities to experience and see first hand what we all will have achieved together through our Parade Of Gardens.

You'll be given community sponsorship credit on our web-site all year long and your name and/or logo will be used on our marketing materials and signage as much as possible. You'll be given a full color sign indicating you're a sponsor business. You'll get a garden design sketch and rendering of what your business curb appeal could look like. Additionally, we'll feature photos of your business too on our web-site if you participate in our Parade Of Gardens and community beautification program! We'll also link your photos/name/logo to your web-site directly. Sponsors will appear on our web-site starting on June 1st. Another added benefit of your sponsorship will be priority option and selection of garden naming rights as described below. All sponsors will be given 1st priority and 1st choice of all garden naming rights projects as they become available. Local sponsorships in Brunswick's Parade Of Gardens are \$495 each and are for one year terms.



OUR PARADE OF GARDENS IS A REVERSE PARADE AND YOU'LL BE IN THE MIDDLE OF IT!

Our Parade Of Gardens sets a new record for it's type in Brunswick to be certain, but also for the world as we'll be doing something together that has never been done exactly like we'll be doing it. It's kind of a reverse parade in that, rather than the spectators sitting on the sides of the road watching the parade floats pass them by in one quick moment, in our "Parade" Of Gardens, businesses will have created their beautiful parade floats on the sides of the road through their unique and individual garden and floral curb appeal, while countless thousands of people go by them daily to come and see - all spring and summer long! With that, we expect media attention in a positive and overwhelming way that is also going to help us further achieve our ultimate desired results and that is to have made this world a better place, that it started with you and that it was in Brunswick Ohio! Isn't that something nice to be known for and remembered for, for many years to come?

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NAMING RIGHTS TO SOME GARDENS WILL BE AVAILABLE BUT THEY ARE NOT ALL KNOWN AT THIS TIME!

(Call us ASAP to be added to our waiting list!)



We're working to identify which community gardens and floral areas will be given naming rights. These will include areas like the "I-71 Interchange Gardens" that will be at the I-71/303 off/entrance ramps. These garden areas in themselves are tremendous projects that will take us additional time to create formal plans as well as obtain ODOT permits and approvals. Once they are approved, then we can finalize budgets for the projects and begin to secure sponsors and funding. It is also possible that with projects as large as these and as much formality that has to be given to them, that they could take additional time to complete.

We are also going to include annual naming rights to gardens, floral and landscaped areas in / around all the schools, fire stations, police stations, city hall, parks, ball fields, and other public places and spaces as well. We hope to have all these areas identified and formal budgets established so that we can present them to you with their associated naming rights investment amounts as soon as we can. Our goal is to try to keep these investments as inexpensive as we can so that we can get as many businesses on board to successfully fund the projects. Larger gardens will combine naming rights between multiple companies as needed to fund the project.



Please also know, garden naming rights are not Parade Of Gardens Community Sponsors as the two are separate programs. Naming rights will have appropriate signage at their chosen garden which will represent the one or more company/companies that have funded them for the entire year. They will not appear as sponsors unless they also wish to enter that program as well for additional promotion and publicity. Sponsors will also be given 1st priority and 1st choice of all garden naming rights projects as they become available!

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**WE'RE WORKING TO TRY
TO ESTABLISH DISCOUNTS
FOR ALL BUSINESSES
THAT WILL BE
PARTICIPATING IN OUR
PARADE OF GARDENS
AT ALL AREA GARDEN
CENTERS & SUPPLIERS!**



We do not have formal agreements setup yet with Gale's, Home Depot, Landmark, Lowe's, Maria Gardens or Petitti's. We expect to have these finalized soon. We expect to be able to offer all those that will be participating in our Parade Of Gardens coupons of up to 50% off for their plants, pots, window boxes, soil, mulch, rock, fountains, etc. This will help you a great deal in allowing you to do even more and establish even greater gardens and floral curb appeal for the least amount as possible! Well worth the savings for the investment you're making in your business with your own "Parade Of Gardens"!

DON'T HAVE TIME TO DO IT BUT WANT TO PARTICIPATE?



We're working with several area companies and landscapers that will come in and take care of it all for you! Their goal will be to do as little or as much as you'd like to give you MAXIMUM CURB APPEAL for as little investment as possible. They will also help in teaching you how to maintain it (very easy to do!) or do it all for you as you desire. Their secondary goal will be to try to win YOU the award and recognition as having one of the best looking gardens and curb appeal in the entire city! That will be good for you, them and all of us!

This is a BIG community project with MANY elements that have to come together and lots of people that will be needed throughout the project. In addition to our businesses involvement in the project, we also need help from our churches, our Rotary, Chamber of Commerce, City Hall staff, Police and Fire Departments, BNI, scouts and other community/business groups and organizations are all needed here! Please call us with any questions, comments, ideas and to volunteer if you are interested. We need your help!

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