

Alabama Master Gardeners Conference

April 22-24, 2024
Daphne Civic Center
Baldwin County "Paradise Found"

Sponsor/Advertiser/Vendor Opportunities

Why vend/sponsor/advertise at the Master Gardener 2024 State Conference?

Exposure and opportunity!

- **Market and sell** to an expected conference attendance of 300-400 dedicated gardeners.
- **Expose your brand of garden-related or themed items** directly to avid gardeners who are early adopters, thought leaders, and influencers.
- **Market directly** to one of the largest volunteer groups in Alabama, with **2,479 members** who directly reach over a million customers.
- **Reach** enthusiastic gardeners through digital marketing and local advertising.
- **Support passionate people** and a hobby that consumes your products.
- **Nurture** love and passion for gardening with those in the community who have discretionary income for gardening interests.
- **Align your mission** with a highly visible and recognizable program.

What is AMGA 2024?

- AMGA is the Alabama Master Gardeners Association, the state organization of Master Gardeners.
- Each spring, the annual educational conference brings together Master Gardeners – or MGs from all over Alabama.
- Expected attendance: 300-400 dedicated gardeners.
- Date: April 22 -24, 2024, at the Daphne Civic Center in Daphne, Alabama.

How can I be a vendor?

Please complete the attached vendor agreement form and return it with your payment. We'd love to have you join us as an integral component of the AMGA 2024 State Conference!

Learn more about the Baldwin County Master Gardeners at baldwinmastergardeners.com

Hosted by: BCMG Baldwin County Master Gardeners



Who are MG's?

Master Gardeners are volunteers highly trained in basic horticulture education by their state's local land grant university.

All 50 states have MG organizations.



Mission

Provide researched based education on lawn and garden information in our communities.

Help create resilient landscapes, promote food gardening, sustainability, and enhance community well-being.

ABOUT US

Mission Statement of the Baldwin County Master Gardeners

The mission of the Baldwin County Master Gardener (BCMG) volunteer corporation is to provide horticultural education, community service, and environmental stewardship for our community in affiliation with the Alabama Cooperative Extension System (ACES) program.

To protect and conserve the state's natural resources by teaching safe, effective, and sustainable horticultural practices that promote the development of healthy gardens, landscapes, and communities.

To train for certification as Master Gardeners, individuals who, in turn, volunteer their expertise and services to support the Cooperative Extension effort related to the horticultural sciences.

To that end, the BCMG Corporation will provide:

Enhance and supplement the consumer horticulture programs in teaching and research of the Alabama Cooperative Extension System Universities;

Enhance Master Gardeners' knowledge of and interest in horticulture and related activities;

Provide community service to residents of Baldwin County, Alabama, by way of horticultural projects and dissemination of information on horticultural practices and techniques as approved by the Alabama Cooperative Extension System;

Opportunities for Master Gardeners to associate with others who have interests in horticulture;

Scholarships to assist Baldwin County students in studying horticulture and related subjects under rules and regulations promulgated by the Board.

Horticultural education, community service, and environmental stewardship for our community in affiliation with the Alabama Cooperative Extension System.

Protect and conserve the state's natural resources by teaching safe, effective, and sustainable horticultural practices that promote the development of healthy gardens, landscapes, and communities.

The mission, Purpose, and Focus of the AMGA 2024 Conference hosted by BCMG is the following:

The **primary focus** of the 2024 Alabama Master Gardeners Association (AMGA) Conference is adaptive gardening. Selected speakers and workshops will provide training and resources that, when implemented, will aid an aging or mobility-challenged population to continue their love of gardening in ways that are affordable, easily achieved, and suitable for smaller spaces.

The **mission of AMGA** is to assist and support the Alabama Cooperative Extension System (ACES) in its educational outreach program.

The primary **objective of this project** is to "teach the teachers." An expected 300+ attendees will participate in the 2024 conference educational programs. **Future outreach** is expected to reach thousands of Alabama citizens through continued sharing and expansion of these programs and ideas by attending MG members. There will be a statewide impact as MG attendees provide programs, workshops, and demonstrations to hometown clubs, civic organizations, and children's groups.

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**ALABAMA MASTER GARDENERS ASSOCIATION
2024 CONFERENCE SPONSORSHIP OPPORTUNITIES**

Diamond Sponsor: \$5,000

- Your company "presented by" message promoted on multimedia throughout the event.
- Two Full page grayscale ads in the program book.
- Vendor space: three tables.

Platinum Sponsor: \$3,000

- Full-page grayscale ad in the program book
- Vendor space: two tables.

Gold Sponsor: \$1,000

- Half-page grayscale ad in the program book.
- Vendor space: one table.

Silver Sponsor: \$500

- Quarter page grayscale ad in the program book.

Bronze Sponsor: \$200

- Business Card ad in the program book.

Friends: Any amount of \$100 to \$199

- Your company/organization name will be listed on the Friends page in the program book.

Supporters: Any amount of \$25 to \$99, including gift donations to the silent auction

- Thanks, and acknowledgment in the conference program.

***All levels except Friends and Supporters:** Your handouts/info included in attendee registration bags.

***All levels except Supporters:** Your company/organization name will be listed on the BCMG website for a year after the conference.

IN ADDITION TO MONETARY GIFTS, IN-KIND GIFTS WILL ALSO BE ACCEPTED FOR A SILENT AUCTION

We are specifically looking for: artwork, garden tools and supplies, garden-type gifts, plants, and items gardeners use like sunscreen, bug repellent, sun hats, and garden gloves. Gardeners will bring spouses along who will be fishing and golfing during the conference. Fishing trips, golfing vacations, dinner coupons, dinner cruise coupons, and hotel stay coupons, but a number of items bring people back to revisit Baldwin County.

***During the conference, other needs will include bottled water, paper products, snacks, and fresh fruit.

***Conference attendees will receive a registration bag including advertisements and goodies. Items of community relevance will also be gratefully accepted.

Sponsor/Vendor Space Information:

- Please reserve your choices for any additional needs on the VENDOR ORDER PAGE.
- We will sell all other vendor spaces to local and regional businesses on a first-come, first-served basis.

PLEASE SEE THE SPONSOR ORDER PAGE OF THIS PACKET FOR INFORMATION NEEDED FROM OUR SPONSORS TO COMPLETE THE CONFERENCE PROGRAM

Learn more about Baldwin County Master Gardeners at baldwinmastergardeners.com

Hosted by Baldwin County Master Gardeners



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April 22-24, 2024 – Sponsor/Advertiser Order and Information

Business Name

Contact Name (First and Last)

Contact number

Contact email

AMGA and BCMG are both 501- (c)(3) non-profit organizations of Master Gardeners trained to work with the Alabama Cooperative Extension System (ACES) and to assist county extension agents in serving and educating the public. Tax IDs will be provided to all who Donate to the conference.

Donation Level

<input type="checkbox"/> Diamond	\$5,000	Two Full-page ads in the Conference Program	Three 8 ft. vendor tables at the conference
<input type="checkbox"/> Platinum	\$3,000	Full-page ad in the Conference Program	Two 8 ft. vendor tables at the conference
<input type="checkbox"/> Gold	\$1,000	Half-page ad in the Conference Program	One 8ft vendor table at the conference
<input type="checkbox"/> Silver	\$500	Quarter page ad in the Conference Program	
<input type="checkbox"/> Bronze	\$200	Business card ad in the Conference Program	
<input type="checkbox"/> Friends of AMGA/ BCMG	\$199 - \$100	Business name listed in the Conference Program	Listed in the program under friends of BCMG.
<input type="checkbox"/> Supporters of AMGA/ BCMG	\$99 - \$25	Businesses or individuals listed in the Conference Program	Thanks to Supporters, whether individuals or businesses on a page in the Conference Program

*Diamond, Platinum, and Gold level complimentary Vendor spaces will include two chairs, and two box lunches.

Electrical hookups are available for an additional charge. For any other items, please use the VENDOR ORDER FORM. All other vendors will receive one complimentary BOX LUNCH on Tuesday. Extra box lunches are available for a fee if ordered a week before the conference.

For additional lunches and/or to accept the Diamond, Platinum, or Gold level free vendor space, please use the VENDOR ORDER FORM, which is included.

IMPORTANT: Unloading is allowed, but NO trailers, campers, or panel trucks can be parked in the Civic Center Parking lot. Alternate parking will be made available once unloaded.

Learn more about the Baldwin County Master Gardeners at Baldwinmastergardeners.com

How to contact us	Mary V Hamilton 25087 Fairfax Road Daphne, Alabama 36526	Email preferred: maryvhamilton69@outlook.com	Phone: 901-483-4322 text first
Send Order Form and Checks to above address ** Make Checks Payable To: AMGA			



*Vendor space will be released for sale to local and regional business vendors on July 1st.

*Due to designer and printer deadlines for the Conference Booklet the **deadline for donor checks** and advertising information must be **February 15, 2024**.

Full page 6" x 7.5"

1

Half page horizontal 6" x 3.625"

7

Quarter page 2.875" x 3.625"

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Business card 3.5" x

Half page vertical 2.875" x 7.5"


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To Our Perspective Vendors,

The Baldwin County Master Gardeners (BCMG) will host the 2024 (AMGA) Alabama Master Gardeners Association Conference at the Daphne Civic Center on April 22,23,24, 2024. The Vendor spaces and tables will be at the Conference on Monday, April 22, and Tuesday, April 23. Your company is vital to the success of the hobby gardeners and Master Gardeners of our area and state.

Set up begins Monday at 8:00 a.m. Clean-up is 5:00 p.m. Tuesday.

AMGA and BCMG are both 501- (c)(3) non-profit organizations of Master Gardeners trained to work with the Alabama Cooperative Extension System (ACES) and to assist county extension agents in serving and educating the public. Tax IDs will be provided to all who contribute to the conference.

Tax Deductible Vendor Spaces ----- **A limited number of spaces are available:**

Category	Number of Tables	Price
Other vending	Three 8 ft tables inside or outside	\$250
Plant/Garden	Three 8 ft tables outside	\$250
Other vending	Two 8 ft tables inside or outside	\$175
Plant/Garden	Two 8 ft tables outside	\$175
Other vending	One 8 ft table inside or outside	\$100
Plant/Garden	One 8 ft table outside	\$100



IMPORTANT MESSAGE: The Daphne Civic Center does not allow parking of campers, panel trucks, or trailers. Additional information on where parking will be available will come later. Vendors may unload their vehicles and trailers and then remove them to the suggested alternative location/s.

We will honor requests for inside or outside if inside spaces remain. Outside areas are covered. Live plants must be sold outside. Vendor spaces will include two chairs, one box lunch on Tuesday, and depending on the size of the space chosen, 1 to 3 – 8 ft. tables. A limited number of 110 electrical hookups are available for an additional charge of \$30; they will be reserved on a first-come, first-served basis.

Additional box lunches are available on a pre-order basis. Vendors must pre-order additional lunches by April 15th.

Those with questions about vendor booths can call or email your Master Gardener contact person below:

The deadline is December 1, 2023, **OR**, when the limited number of available booth spaces are filled.

Learn more about us at: baldwinmastergardeners.com. Additional Forms for reservations may be downloaded or submitted from the BCMG website.

How to contact us	Mary V Hamilton 25087 Fairfax Road Daphne, Alabama 36526	Email preferred: maryvhamilton69@outlook.com	Phone: 901-483-4322 text first
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BCMG Contact Name	Number	Email
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Vendor Order Form:

Company/Business/Artist Name _____ Address _____

Phone Number _____ Cell Number _____ Email _____

Preferred mode of contact _____

One lunch is included in the vendor space for Tuesday. Additional box lunches are available on a pre-order basis. Due to rising food prices, we will not have a definitive price for the box lunches until January 2024. We will let vendors know the price at that time. Vendors ordering additional lunches can pay at check-in. However, vendors must **pre-order** extra lunches to receive a ticket for them at the conference. Note: There are limited electrical hook-ups on a first-come, first-serve basis.

Category of Vendor	Selling What?	Number of Tables	Price of Tables	110-Hook Up	# Additional box lunches on Tuesday	Total Amount Owed
<input type="checkbox"/> Plant/Garden		Three 8 Ft tables outside	\$250	<input type="checkbox"/> \$30 Electricity		
<input type="checkbox"/> Other vending		Three 8 Ft tables in or out	\$250	<input type="checkbox"/> \$30 Electricity		
<input type="checkbox"/> Plant/Garden		Two 8 Ft tables outside	\$175	<input type="checkbox"/> \$30 Electricity		
<input type="checkbox"/> Other vending		Two 8 ft tables in or out	\$175	<input type="checkbox"/> \$30 Electricity		
<input type="checkbox"/> Plant/Garden		One 8 Ft table outside	\$100	<input type="checkbox"/> \$30 Electricity		
<input type="checkbox"/> Other vending		One 8 Ft table in or out	\$100	<input type="checkbox"/> \$30 Electricity		
<input type="checkbox"/> Diamond/Platinum/Gold Sponsor/Donor		Note: Donation level here:				

Those having questions or want a vendor booth can call the person listed below or (text first) then call Mary Hamilton:901-483-4322 or preferred contact is email: maryvhamilton69@outlook.com. The deadline is December 1, 2023, or when the limited number of available booth spaces are filled. **Make Checks**

Payable to: AMGA

To learn more about the Baldwin County Master Gardeners: baldwinmastergardeners.com. *Additional forms are available and can be downloaded or submitted from our website.*

Regards,

 Member Name Phone # Email





ITEM DONATION FORM

**Yes, I want conference attendees to see and use my brand!
Thank you for supporting The AMGA 2024 Conference!**

BCMG Contact: _____
Phone: _____ Email: _____

Items for: Registration Bags (____ piece/s) Silent Auction
 Food/Drink/Snacks/Fruit/Paper Products

First Name: _____ Last Name: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: () _____ Email: _____

DESCRIPTION OF DONATION:

Retail Value of Gift: \$	Is this item a Gift Certificate: <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, please list all restrictions and give contact information to redeem if required.</i>
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Restrictions: _____ Expire: _____

Contact Name & Phone #: (if required for certificate)

Donation toward basket price

Check Enclosed: **Make check payable to: AMGA**

Check Number: _____

To learn more about the Baldwin County Master Gardeners: BaldwinMasterGardeners.com

Hosted by Baldwin County Master Gardeners

