

## Spring Plant Sale



**Saturday, May 18, 2024**  
**9:00 a.m. – 2:00 p.m.**  
Capital Roots Urban Grow Center  
Troy, NY

Spring is in the air for Capital Roots' annual Spring Plant Sale, held at our Urban Grow Center. Hundreds of people visit each year to purchase unique perennials, heirloom tomatoes, vegetable seedlings, herbs, succulants and other plants for their garden and landscaping needs.

This event holds a special place in the heart of many local and regional residents. Lines begin forming well before opening because of the special and rare plants offered.

The audience for this event is passionate about supporting local business and green initiatives. It has been expanded year after year as home gardening continues to become more popular.

Investment	Benefits
<p style="text-align: center;"><b>Garden Way Sponsor</b> <b>\$2,500</b></p>	<ul style="list-style-type: none"> <li>• Company Banner at Plant Sale (supplied by company)</li> <li>• Company logo prominently displayed on all Plant Sale marketing and collateral materials</li> <li>• Opportunity to set up company table at event</li> <li>• Company mentioned in all Plant Sale social media</li> <li>• Company logo prominently displayed on event website, with a link back to your website</li> <li>• Company mentioned in all pre and post event media</li> <li>• Company logo prominently displayed in event thank you in Capital Roots' newsletter, is mailed to over 10,000 Capital Region households and companies</li> </ul>
<p style="text-align: center;"><b>Vegetable Garden Sponsor</b> <b>\$1,000</b></p>	<ul style="list-style-type: none"> <li>• Company logo displayed on all Plant Sale marketing and collateral materials</li> <li>• Company mentioned in all Plant Sale social media</li> <li>• Company logo displayed on event website, with a link back to your website</li> <li>• Company mentioned in all pre and post event media</li> <li>• Company logo prominently displayed in event thank you in Capital Roots' newsletter, is mailed to over 10,000 Capital Region households and companies</li> </ul>
<p style="text-align: center;"><b>Flower Bed Sponsor</b> <b>\$500</b></p>	<ul style="list-style-type: none"> <li>• Company name displayed on event website, with a link back to your website</li> <li>• Company name displayed in event thank you in Capital Roots' newsletter, is mailed to over 10,000 Capital Region households and companies</li> </ul>

Contact Laurie Miedema at [developmentofficer@capitalroots.org](mailto:developmentofficer@capitalroots.org) or 518-274-8685 for Sponsorship Opportunities.