

SPONSORSHIP



OUR MISSION IS
TO ADVOCATE
FOR THE GARDEN
AND ITS POWER
TO ENRICH LIVES
AND HEAL THE
ENVIRONMENT.

Pacific Horticulture views sponsorship as a true partnership. We value our connection to the industry and seek to elevate sponsors by emphasizing shared values with our engaged audience. We connect your business with passionate members of our extensive community and align positive, optimistic content with your brand. Partnerships elevate your role as a business leader and a champion of environmental and human health.

WHY PACIFIC HORTICULTURE SPONSORSHIP?

By selecting to sponsor Pacific Horticulture Content, your business will benefit from exposure to a large, engaged audience, while supporting new forums, and attracting more diverse generational representation.

Pacific Horticulture Sponsors receive the benefit of links on our Sponsors Page with custom landing page, newsletter, social media, and direct article links featuring your organization.



- In the past year, our site has tallied **752,177 page views** and averaged **41,400 users/month**.
- Pacific Horticulture's newsletters to **12,000 individuals** link monthly to content and maintain an average **60% open rate** for members and a **40% open rate** for non-members. Both groups maintain a consistent **55% click rate**.
- Articles on our site remain relevant; the top 10 most popular articles received an average of **7,000 page views** in the past year
- Pacific Horticulture's YouTube channel was relaunched on October 15, 2021, with over **20,000 minutes watched** and **45,000 impressions**.

LEAD SPONSOR

OUR LEAD SPONSORS RECEIVE TWO LINKS ON FEATURE ARTICLES, LOGO/LINKS ON SPONSOR PAGE, A CUSTOM LANDING PAGE, SOCIAL MEDIA, AND NEWSLETTER LINKS (1 EA.)

LEAD SPONSOR COST: \$1,000.

BENEFITS

- Linked partner logo shared on (2 total) published online articles
- Special recognition in an email newsletter with messaging from sponsor

