



## International Waterlily & Water Gardening Society

PO Box 546, Greenville, VA 24440 USA

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[www.iwgs.org](http://www.iwgs.org)

May 2024

### Sponsorship opportunities at IWGS 2024 Symposium to be held in Reading (UK) in July

To all aquatic related businesses.

We hope that your season has got off to a good start.

You may have already heard that the Water Garden Symposium is being held in the UK this year. This is the first time it has been in the UK since 1994, and we are looking forward to a packed itinerary. It will be held from July 16<sup>th</sup> – 20<sup>th</sup> based out of Reading, UK. The event will include visits to major ornamental and botanic gardens, including Kew, RHS Wisley, and the national collection of waterlilies at Bennetts Watergardens in Dorset. There will also be an Education Day featuring presentations from international experts. We already have one of Germany's leading proponents of Natural Swimming Ponds lined up for a presentation.

We are expecting 100 – 150 attendees from around the world, and already have registrations from the UK, USA, Europe, China and Mexico. Attendees typically include leading experts in aquatic plant production and distribution, water gardening equipment and supplies, horticultural practice, botanical research, landscaping, and curated aquatics collections. It will be a great opportunity for networking between the world's water gardeners.

We would greatly appreciate you becoming a sponsor of this event. This would ensure prominent promotion of your company's products and services to this international audience of specialists and enthusiasts. Your support not only champions the IWGS and its mission\*, but also fosters the attendees - many being key influencers in the water gardening industry.

We know that some of you already support the IWGS through commercial membership. For this year, we are listing all 'Victoria Level' supporters as Silver Sponsors of the event, and we hope that current supporters will consider increasing their support to a higher level of sponsorship. The Symposium sponsorship levels are outlined overleaf, each offering different advantages. The main sponsor also helps fund attendance for the next generation of water garden experts.

If you would like to become a sponsor, or have any questions, please get back to me. The Diamond Sponsorship is limited to the first applicant. Earlier sponsorships will benefit from longer-term visibility in our publicity for the event. The cut-off date for entry to the Symposium program is **June 17th**.

Thank you very much for considering our request and for your current support of the IWGS.

Sincerely,

James Allison

On behalf of the UK Symposium Committee

[jallison@aquapic.com](mailto:jallison@aquapic.com)

#### Symposium Silver Sponsors



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### Sponsorship Levels:

**Diamond** (\$5,000.00) – Main Sponsor, maximum visibility. Your company's name and logo will appear prominently as a Diamond Sponsor on all Symposium communications, including advance-promotional material on the IWGS website and Social Media, in PowerPoint presentations during the event, and in a ½ page placement in the Symposium program. Diamond Sponsors will be exclusively recognized and thanked for being the principal Symposium Sponsor at the welcoming event and at the gala dinner closing event. You may include company literature and promotional objects in the welcome bags for Symposium attendees. You may post your company's logo and marketing materials in the Symposium Hospitality Suite. You will be recognized as the Main Sponsor at the Poster Presentations. Your support will also fund a scholarship to subsidize attendance at the symposium by a younger person (aged 26 or under), in support of the next generation of water garden experts.

**Platinum** (\$1,500.00) – Your company's name will appear as a Platinum Sponsor in the Symposium program with a ¼ page placement. You will also be listed as a Platinum Sponsor on all Symposium communications (excluding PowerPoint presentations). Platinum Sponsors will be recognized and thanked at the Tuesday evening welcoming event, or at the final dinner where your sponsorship will provide additional refreshments. You will also be recognized as a Platinum Sponsor at the Poster Presentations. You may include company literature and promotional objects in the welcome bags for Symposium attendees. You may post your company's logo and marketing materials in the Symposium Hospitality Suite.

**Gold** (\$1,000.00) – Your company's name will appear as a Gold Sponsor in the Symposium program with a business-card size placement, and you will be listed as a Gold Sponsor on all Symposium communications (excluding PowerPoint presentations). Your company will be recognized and thanked at one of our lunch or dinner events during the symposium. Additionally you will be recognized as a Gold Sponsor at the Poster Presentations. You may include company literature and promotional objects in the welcome bags for Symposium attendees. You may post your company's logo and marketing materials in the Symposium Hospitality Suite.

**Silver** (\$500.00) – Your company's name will appear as a Silver Sponsor in the Symposium program with a business-card size placement, and you will be listed as a Silver Sponsor on all Symposium communications (excluding PowerPoint presentations). You may post your company's logo and marketing materials in the Symposium Hospitality Suite, and you may include one item of company literature and a promotional object in the welcome bags for Symposium attendees.

In addition to the benefits listed above, **all sponsorship levels** will receive a 'Victoria-level' one-year IWGS commercial membership with all the benefits listed overleaf, including a 15% reduction on one Main Symposium registration, should you or a member of your staff wish to attend the symposium.

**An alternative way to support the IWGS** is to donate one or more items to our Symposium Auction. This 'silent' auction has become something of a tradition at our symposia, and they are enjoyed by all. Items vary... functional, fun, large and small - all donations are welcome! For businesses this is an excellent way to publicize your name (or product) to this specialist audience.

A flyer/voucher for a product, or an empty carton, is often easier to send as a placeholder instead of a physical auction item, minimizing transportation issues (please note any shipping limitations). Send us details or get in touch to arrange shipping to the event if you can't bring it yourself.

IWGS 'Victoria-level' commercial membership benefits are listed overleaf

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### 'Victoria-level' member benefits:

- Access to member areas of our website [iwgs.org](http://iwgs.org)
- Access to all catalogued and searchable *Water Garden Journal* (WGJ) issues
- A complimentary print copy of the IWGS *Water Garden Journal*, issued quarterly
- Listing in the Commercial Members section of the IWGS website, including name, address, phone, email, and your company logo and a photo
- A link to your company's website
- 15% off main symposium fee for one of your company representatives attending our annual symposium
- Access to alerts and networking regarding pending legislation relating to ponds, aquatic plants and fish
- Option to register your new Nymphaea and Nelumbo cultivars
- Access to the IWGS Speaker List
- Opportunity to reprint WGJ articles for use in your publications (Please check with our editor each time)
- Opportunity to become a designated IWGS Certified Collection
- 2 votes at the IWGS annual general meeting
- Option to place an ad on one page of the IWGS website (size restrictions may apply)
- Complimentary ¼ page ad in the online *Water Garden Journal* for one year

### **\*The IWGS Mission Statement**

The IWGS is a non-profit organization of multi-national membership dedicated to the furtherance of all aspects of water gardens and their associated plants. As an organization we support and promote education, research, and conservation in these areas.

Visit <https://iwgs.org/symposium/> for more details about the 2024 symposium

