



International Waterlily & Water Gardening Society

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Sponsorship Opportunities at the IWGS 2024 Symposium to be held in Reading, UK in July

Every year, the International Waterlily and Water Gardening Society (IWGS) holds its annual Symposium. This is an international gathering of the leading experts in aquatic plant production and distribution, water gardening equipment and supplies, horticultural practice, botanical research, landscaping, and curated aquatics collections. This year's Symposium will be held from July 16th – 20th in the South of England, and will be based in Reading, 35 miles West of London. The event will include visits to famous 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 are expecting 100 – 150 attendees from around the world.

We would like to invite you to become a sponsor of this event. Becoming a sponsor ensures prominent promotion of your company's products and services to this international audience of specialists and enthusiasts. Your support is vital, to not only to the IWGS and its mission*, but also to the future development of the water gardening industry. There are four Symposium sponsorship levels, each offering different advantages:

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 even, 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 sponsors 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.





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ANOTHER 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.

If you would like to become a sponsor, or to upgrade an existing sponsorship, please get in touch at iwgsmail@gmail.com and our Sponsorship Coordinator, Tish Folsom, will get back to you. 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 support of the IWGS.

Sincerely,

IWGS President

ALL SPONSORS receive an IWGS *Victoria Membership* for a year
This entitles you to these benefits:

- Access to member areas of our website 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

*Our 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

