



2021 RAKER-ROBERTA'S  
TRIALGARDENS

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# 2021 RAKER - ROBERTA'S TRIAL GARDENS

The 2021 Raker-Roberta's Trial Gardens are an opportunity to showcase your new and upcoming varieties to an ever-increasing number of industry experts and decision-makers.

The Raker-Roberta's Trial Gardens – located in the middle of everywhere – are our primary means to conduct row, hanging basket, and large container plant trials. Last year, the Gardens displayed in excess of 3,200 unique varieties and attracted more than 1,400 horticulture professionals from around the world. In addition to onsite attendance, our trial website – [trialgardens.raker.com](http://trialgardens.raker.com) – routinely has 5,000+ visitors each year.

Open from July 14 - August 28, the Raker-Roberta's Trial Gardens' 46-day season starts immediately after Cultivate'21 and continues throughout the summer.

Each Monday through Friday, Raker-Roberta's provides refreshments, restroom facilities, and a covered meeting area (w / wifi network) capable of hosting 200+ people. Contact us to discuss the

opportunities available.

Summer 2021 marks the eighteenth year Raker-Roberta's will participate in the Michigan Garden Plant Tour. The Tour is a two-week event (July 26 – August 6) that delivers well over 1,000 horticulture professionals to the Raker-Roberta's Trial Gardens.

This 2021 Raker-Roberta's Trial Gardens Prospectus outlines sponsorship opportunities available for your company to demonstrate your products' features and benefits.

In the hort industry, a typical tradeshow cost per lead is \$150 – invest \$150 to attain 1 lead, \$450 to attain 3 leads, etc.

A \$100 investment at the Raker-Roberta's Trial Gardens provides your product at least 2,000 views during the season.

Sponsorship opportunities are available on a "first come, first serve" basis. Raker-Roberta's will make every effort to accommodate interested sponsors, but space is limited. Based on previous years, it is advisable to reserve your space as soon as possible.

Since 2009, over 17,000 horticulturists have visited the Raker-Roberta's Trial Gardens – Even with the pandemic, more than 900 individuals last year!

This year, the aim of Raker-Roberta's is to bring these individuals together for our big summer event: The 2021 Connection.

The Connection became popular as both starting and ending points for the Michigan Garden Plant Tour.

Our grass roots event grows from the roots of the horticulture industry. The intent is to

REAL PLANTS

REAL PEOPLE

# THE CONNECTION

create a forum among our industry's base product – plants. Plants connect us.

The Raker-Roberta's Trial Gardens are an excellent setting to engage with horticulture professionals. The Gardens offer a rich venue of over nine acres of trials, sponsored showcase beds, and beautifully landscaped grounds. The 2021 Raker-Roberta's Trial Gardens will contain over 3,200 unique plant varieties and more than 108,000 individual plants.

If your company wants to connect with Breeders, Brokers, Growers, Retailers, Finish Wholesalers, IGC Owners, Young Plant Producers, and Home Gardeners – the 2020 Connection is the place to be.

This prospectus offers six sponsorship types: Food, Beverage, Booths, Music, Services, and General Sponsorship.

Join us July 29, 2021, to celebrate the independent spirit of the Horticulture Industry.

Contact Greg Michalak, Raker-Roberta's Trial Gardens Manager, ([gregmichalak@raker.com](mailto:gregmichalak@raker.com)) to learn about the 2021 Connection and how your company can participate.

REAL CASUAL

2021



*If it rains, we've got you covered!*



# EVENTS



The Raker-Roberta's Trial Gardens are the perfect venue to interact with your customers, suppliers, industry contacts, and guests. Over the years, Raker-Roberta's has worked with various associations, brokerages, and suppliers to host a variety of events. We will work with you in 2020 to make your company event a success.

In addition to the breath-taking view of over 3,200 unique plant varieties in multiple forms and settings, the Raker-Roberta's Trial Gardens are outfitted with air conditioned restrooms, wi-fi network, ample parking, and a 2,400 ft<sup>2</sup> covered area capable of seating well over 200 people.

Our team will assist you with all aspects of your Raker-Roberta's Trial Gardens' Event. Assisting with catered meals, suggesting overnight accommodations, catering meals, and providing dedicated meeting areas, especially for your event are examples of value-added services our team will provide.

Raker-Roberta's views our Events as partnership opportunities. We are continuously looking for ways to increase our attendance, so a portion of the costs associated with a Raker-Roberta's Trial Gardens' Event may be shared between your company and Raker-Roberta's.

Please contact Greg Michalak (gregmichalak@raker.com) to discuss Event sponsorships.



# SPONSOR ROWS

A primary focus of the Raker-Roberta's Trial Gardens, Sponsor Rows are located in the 10 beds immediately west and south of the primary meeting area. A perfect opportunity to display your genetics in a true, side-by-side evaluation.

There are 300 Sponsor Rows available, each measuring 15 feet. You may sponsor individual rows or entire beds (30 rows).

Raker-Roberta's evaluates and photographs Sponsor Row content as part of our weekly data collection initiative. This information is immediately displayed on the Raker-Roberta's Trial Gardens' website ([trialgardens.raker.com](http://trialgardens.raker.com)).

You supply the inputs (seed, unrooted or rooted cutting) and applicable care information. Our team provides propagation, planting, and maintenance throughout the trial season.

Each Sponsor Row is labelled with your company name and the plant's genus, species, and cultivar on a large, waterproof label. If applicable, the originator information is included.

Sponsor Rows may be located in either full sun or shade and are planted in raised rows covered with black plastic and mulch. Sponsor Rows receive water / nutrients regularly via in-ground irrigation tape.

Please contact Greg Michalak ([gregmichalak@raker.com](mailto:gregmichalak@raker.com)) to reserve Sponsor Rows.

**\$125 PER SPONSOR ROW**





# LARGE CONTAINERS

Strategically located at the Raker-Roberta's Trial Gardens' entrance, the Large Container Gallery is an impressive space to feature your new genetics. Currently, we offer 265 large containers available to exhibit these varieties.

This immense area is quickly gaining distinction as the Midwestern alternative to the California Pack Trials. The 20-inch containers are arranged on a series of tiers, displaying your genetics prominently.

Raker-Roberta's evaluates and photographs Large Container content as part of our weekly data collection initiative. This information is immediately displayed on the Raker-Roberta's Trial Gardens' website ([trialgardens.raker.com](http://trialgardens.raker.com)).

You supply the inputs (seed, unrooted or rooted cutting) and applicable care information. Our team provides propagation, planting, and maintenance throughout the trial season.

Each Large Container is labelled with your company name and the plant's genus, species, and cultivar on a large, waterproof label. If applicable, the originator information is included.

This Large Container Gallery offers 220 containers located in full sun and 45 containers located in shade. Each container receives water / nutrients via irrigation drip tube.

Please contact Greg Michalak ([gregmichalak@raker.com](mailto:gregmichalak@raker.com)) to reserve your Large Containers.



**\$100 PER LARGE CONTAINER**



# HANGING BASKETS

Also positioned at the entrance to the Raker-Roberta's Trial Gardens, the Hanging Basket displays are hot spots for horticulture visitors.

This area is a splendid showcase to feature plantings of new, trailing plant genetics. The 14-inch Hanging Baskets are positioned approximately 60 inches from the ground and allow trailing plants to achieve their full genetic potential.

You supply the inputs (seed, unrooted or rooted cutting) and applicable care information. Our team provides propagation, planting, and maintenance throughout the trial season.

Raker-Roberta's evaluates and photographs Hanging Basket content as part of our weekly data collection initiative. This information is immediately displayed on the Raker-

Roberta's Trial Gardens' website ([trialgardens.raker.com](http://trialgardens.raker.com)).

Each Hanging Basket is labelled with your company name and the plant's genus, species, and cultivar on a large, waterproof label. If applicable, the originator information is included.

The Hanging Basket area is located in full sun and receives water / nutrients via irrigation drip tubes.

Please contact Greg Michalak ([gregmichalak@raker.com](mailto:gregmichalak@raker.com)) to reserve your Hanging Baskets.

**\$100 PER HANGING BASKET**





# SPONSOR BEDS

Located on the perimeter of the Raker-Roberta's Trial Gardens, Sponsor Beds offer the the best opportunity to showcase plant product in a wide variety of displays. There are 12 Sponsor Beds available. Each is elevated about 2' and measures approximately 25' x 30' (750 ft<sup>2</sup> of growing space).

Design is your choice. Our team will work closely with you to make your vision become a reality - designs have included florascapes, row trials, or sets of large containers (limit 20 per bed). Sponsors may either submit a design or work with our landscape designer to create one based on your plant list. Please use the current "Sponsor Bed Layout" form included with this Prospectus to submit your design.

Raker-Roberta's will photograph Sponsor Bed content throughout the summer. In addition to the design, you supply the inputs (seed, unrooted or rooted cutting), applicable care information, and concept explanation.

Hardscape and accent items are welcome, but Raker-Roberta's reserves the right to use or not use these items. Our team provides propagation, planting, and maintenance throughout the trial season.

Plants within each Sponsor Bed are labelled with your company name and the plant's genus, species, and cultivar on a large, waterproof label. If applicable, the originator information is included.

Sponsor Beds are located in full sun and receive water / nutrients regularly via above ground sprinklers or hand irrigation.

Please contact Greg Michalak (gregmichalak@raker.com) to reserve your Sponsor Bed.

**\$2,500 PER SPONSOR BED**



# HARD GOODS

In addition to plant-related sponsors, the Raker-Roberta's Trial Gardens is continuously seeking additional contributors for various materials.

The Hard Goods Sponsorship is a fairly large category encompassing all non-plant items.

For example, the RRTG uses 265+ pots for the Large Container Trials. Over the past few years, these 20-inch containers have been clay, plastic, and fiber. In addition to large containers, we use over 400 hanging baskets each year. Let us know your ideas!

Over the years, we have added fountains, sculptures, and garden structures to various areas of the Gardens. The Hydration Station is a popular area donated by Rough Brothers, Inc. that is a popular destination within the

Gardens and has stood the test of time.

In addition to garden-related items, the Raker-Roberta's Trial Gardens constantly needs office and outdoor event gear.

Office gear could include pens, pencils, notebooks, folders, or additional items usually distributed at trade shows.

Outdoor event gear may include hats, sun visors, umbrellas, sun lotion, or any items relating to sun shade or cover.

The minimum for office or outdoor event gear is 100 items. The maximum is up to you.

Please keep in mind the Raker-Roberta's Trial Gardens is seeking quality materials.

Please contact Greg Michalak ([gregmichalak@raker.com](mailto:gregmichalak@raker.com)) to discuss Hard Good sponsorships before purchasing or sending items.

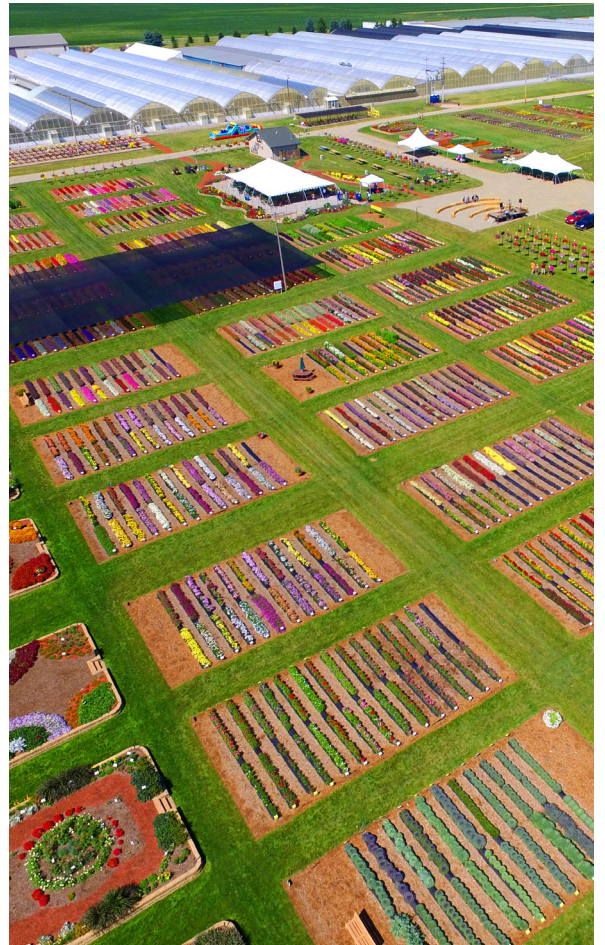


# GENERAL SPONSORSHIPS

If you are looking for a sponsorship opportunity and none of the presented options fit, the Raker-Roberta's Trial Gardens accepts monetary sponsorships.

All sponsors contributing money to the Raker-Roberta's Trial Gardens will be appropriately recognized in all marketing and communication materials.

Please contact Greg Michalak  
([gregmichalak@raker.com](mailto:gregmichalak@raker.com)) regarding  
General Sponsorships for both the 2021  
Raker-Roberta's Trial Gardens and the  
Connection.



# PRIVATE/CLOSED TRIALS

Confidential areas dedicated to trialing new and/or experimental genetics are offered in several areas secluded and isolated from the main Raker-Roberta's Trial Gardens' area.

Private / Closed Trials are available for a number of uses: evaluation of unreleased genetics, comparison of commercial vs. noncommercial genetics, application of chemicals or techniques. Raker-Roberta's will work with you to determine the criteria for a valid trial.

Access to Private / Closed Trials is limited to the visitor list you provide. We require all visitors to register upon arrival at the Raker-Roberta's Trial Gardens.

You supply the inputs, applicable care information, and concept explanation. Our team provides propagation, planting, and maintenance throughout the trial season. Also, we offer additional services, such as data and image collection, to suit your requirements. Plant labelling is also based on your criteria.

Areas may be reserved for single or multiple years. Trials may be conducted in rows, hanging baskets, or large containers in full sun or shade.

Space is limited. Please contact Greg Michalak ([gregmichalak@raker.com](mailto:gregmichalak@raker.com)) to discuss available opportunities.





# THANK YOU

## 2020 RRTG SPONSORS

All America Selections

Ameriseed

Ball Floraplant

Benary

Benary+

Blackmore

Cerny Seed

Concept Plants

Danziger

Darwin Perennials

Dummen Orange

Eason Horticultural Services

East Jordan Plastics

Grimes Horticulture

Hortica/Ayres-Rice

Jelitto Seed

Kieft Seed

Mastertag

Pan American Seed

PlantHaven

Proven Winners

Rijnbeek Perennials

Sakata

Selecta

Suntory

Syngenta Flowers

Takii

Terra Nova

Vandenberg Horticulture

Waldo & Associates

Westflowers

# 2021 RRTG SPONSOR AGREEMENT

cost		sponsorship
# Items		
	<b>x \$2,500</b>	<b>SPONSOR BED</b> Client must meet timeline requirements & provide inputs (seed, URC, or liner), plant cultural / production notes, bed design, list of plants, and <i>hi-res company logo</i> . <b>Sponsorship includes</b> 25' x 30' (750 ft <sup>2</sup> ) raised sponsor bed with full sun exposure; plant label for each variety (variety name, breeder, & supplier); up to 20 large containers, up to 8 hanging baskets, & /or up to 8 single shepherd hooks (all supplied by Raker-Roberta's); wood mulch and design services available; no electricity. Raker-Roberta's reserves the right to approve designs & any hard goods.
	<b>x \$100</b>	<b>HANGING BASKETS</b> Client must meet timeline requirements & provide inputs (seed, URC, or liner), plant cultural / production notes, & <i>hi-res company logo</i> . <b>Sponsorship includes</b> one variety per 14" basket (about 5-6 plants) in full sun with plant label (variety name, breeder, and sponsor).
	<b>x \$100</b>	<b>LARGE CONTAINER (SUN)</b> Client must meet timeline requirements & provide inputs (seed, URC, or liner), plant cultural / production notes, & <i>hi-res company logo</i> . <b>Sponsorship includes</b> one variety per 20" container (about 5-6 plants) in full sun with plant label (variety name, breeder, & sponsor).
	<b>x \$100</b>	<b>LARGE CONTAINER (SHADE)</b> Client must meet timeline requirements & provide inputs (seed, URC, or liner), plant cultural / production notes, & <i>hi-res company logo</i> . <b>Sponsorship includes</b> one variety per 20" container (about 5-6 plants) in full shade with plant label (variety name, breeder, & sponsor).
	<b>x \$125</b>	<b>SPONSOR ROW (SUN)</b> Client must meet timeline requirements & provide inputs (seed, URC, or liner), plant cultural / production notes, & <i>hi-res company logo</i> . <b>Sponsorship includes</b> one variety per row (about 15-18 plants) in full sun with plant label (variety name, breeder, & sponsor).
	<b>x \$125</b>	<b>SPONSOR ROW (SHADE)</b> Client must meet timeline requirements & provide inputs (seed, URC, or liner), plant cultural / production notes, & <i>hi-res company logo</i> . <b>Sponsorship includes</b> one variety per row (about 15-18 plants) in full sun with plant label (variety name, breeder, & sponsor).
		<b>HARD GOODS SPONSORSHIP</b> Client provides hard goods & hi-res company logo.
		<b>GENERAL SPONSORSHIP</b> Client provides funds & hi-res company logo.

## THE 2021 RRTG CONNECTION (JULY 29, 2020)

Client must provide hi-res company logo. **Sponsorships include** recognition on all event marketing materials & signage.

<b>\$1,500</b>	<b>MUSIC</b> <input type="checkbox"/> 7/29 ENTERTAINMENT
<b>\$1,000</b>	<b>SERVICES</b> <input type="checkbox"/> SNACKS <input type="checkbox"/> BOTTLED WATER <input type="checkbox"/> KIDS' ACTIVITY AREA
<b>\$1,000</b>	<b>BOOTH</b> <input type="checkbox"/> 10' X 10' CANOPY TENT RENTAL + \$200
<b>\$1,000</b>	<b>FOOD</b> <input type="checkbox"/> 7/29 LUNCH
<b>\$500</b>	<b>FOOD</b> <input type="checkbox"/> 7/29 BREAKFAST
<b>\$500</b>	<b>BEVERAGES</b> <input type="checkbox"/> 7/29
<b>GENERAL CONNECTION SPONSORSHIP</b>	
<b>TOTAL</b>	

## SPONSOR TIMELINE

Sponsor Agreement Due

**01 / 15 / 21**

Plant List & Bed Layout Due

**02 / 16 / 21**

Confirmation & Billing

**03 / 15 / 21**

Outdoor RTG Planting

**05 / 26 / 21**

Invoice Distribution

**08 / 08 / 21**

NAME

COMPANY

ADDRESS

CITY STATE ZIP

COUNTRY E-MAIL

TELEPHONE FACSIMILE

SIGNATURE DATE