

As of Fiscal Year 2021

From: VMGA Education Committee Chair

To: Sponsorship Applicant

Subject: Requesting a VMGA Sponsorships for Your Educational Event

The Education Committee is happy you are providing advanced continuing education to the Extension Master Gardeners (EMG) in your area. We want to support your efforts with the limited funds we have.

The VMGA Standing Rules state that we should provide advanced continuing education to EMG, and through these efforts assist EMG in their ability to plan and conduct local programs. Sponsorships is one of our methods of achieving these objectives.

Through Sponsorships we also wish to promote VMGA, so EMG know its benefits and consider joining.

We understand that no two continuing education events are organized the same. They vary from free to three-digit tickets, a single flyer to marketing campaign, and a multi-page program to no handouts. We will consider all of them based on the benefit they provide to the EMG who will likely attend.

While the application seems to focus on a symposium format, with VMGA as one of the sponsors, on the Facebook page, a page in the program, noted by the Moderator, a VMGA Information Table, and a \$5 discount for VMGA members; this is just a notional way of opening the discussion. Write in the application how you plan to provide advanced education to EMG and how VMGA can promote itself and we will begin the dialog to match needs and capabilities.

We would prefer a short, specific application over a verbose proposal or lots of attachments where we need to glean key points; please see the attached example. Three points to clarify with your application:

- Please describe the area you anticipate drawing your EMG audience from.
- Do you have VMGA members to staff an information table for your event, or does VMGA need to recruit them for you?
- VMGA Standing Rules state that Members will receive a discount (\$5) for our education events. How can we make this work administratively for your event?

Finally, please be forthright sharing your expectations. What do you need besides \$, how can we help, what concerns if any do you have with this process?

Please feel free to reach out to the Chair, any member of the VMGA Education Committee or your Unit VMGA Representative for help in seeking a sponsorship. We want you to be successful, and to fund your success to the extent that we can.

Kirk Barley

Chair, VMGA Education Committee

Education@VMGA.net

OZisKTB@gmail.com

757.952.6362

Please fill out this application if you desire a VMGA Education Sponsorship.

Submit no more than two pages, and send to OZisKTB@gmail.com or Education@VMGA.net

Point of Contact for this application:

Kirk Barley, OZisKTB@gmail.com, 757.952.6362

Organization Hosting the Education Event:

CSVMGA

Topic(s), Presenter(s) and Education Goal:

Implementing a Native Landscape, Dr Doug Tallamy, Thomas Rainer and 2 others TBD

Date, Hours, Location and Price:

8 May 2021, 9-3, Staunton VA, \$100 per person

How many are expected to attend?

75, mostly EMG

Please describe how this event fills a Master Gardener education void in your area:

EMG in the Shenandoah Valley have had extensive education in the “Why” of native landscapes, but little on how to implement. This will give them the tools to advise the public on how to replace their lawn, or swap invasive or alien landscape plants for more ecologically harmonious native plants. We expect Shenandoah Valley MGs from Winchester to Lexington, and some to cross over from Charlottesville, Nelson County and possibly Roanoke and Lynchburg.

Any restriction on who can attend?

None

What is your sponsorship or vendor pricing schedule if any?

See attached schedule, Nonprofit is \$25 with a table, but no seats in the presentation and only a listing in the short program.

How will your advertising strategy and sponsor recognition include VMGA?

If VMGA purchases a Gold Sponsorship (\$100) they will have a ½ page on the program, have their logo on the flyer and Evite page, Moderator will acknowledge VMGA support

Describe how members of VMGA will promote VMGA at this event:

We will provide an info table mixed in with the Vendors and other Nonprofits. We have 3 VMGA members identified to staff the table, we request a VMGA Representative for a 2 minute “About VMGA” at the beginning of the event.

How will you allow VMGA Members a \$5 discount?

We can offer discounts through our Evite site and can limit the number of discounts, but we cannot review who deserves one. We plan to send VMGA a bill for any discounts claimed.