

**Your Invitation to be a**

**“GARDEN-FAMILY PARTNER”**

**of Canada’s Year of the Garden 2022**

Canada’s **Year of the Garden 2022** celebrates the Centennial of the ornamental horticulture sector marked by CNLA’s 100th Anniversary.

The **Year of the Garden 2022** is an invitation to all Canadians to: **‘Live the Garden Life’ – ‘Vivre la vie de jardin’**

For provincial and national not-for-profit organizations wishing to join the Celebration and wanting to support and contribute to the success of this unique **Celebration** of:

* + - The **Centennial of Canada’s ornamental horticulture sector**

Canada’s garden/horticulture heritage

* + - Our contemporary and **vibrant garden culture**
    - The **contribution** of garden/horticulture to development of our country and the quality of life of our communities
    - The **positive impact** of gardens/gardening on our environment, mental and physical health, quality of life and the sustainable and inclusive development of Canada’s communities
    - The **Year of the Garden 2022 legacies** for a sustainable future

We invite you to be a:

**‘Garden-Family Partner’ of the Year of the Garden 2022**

It’s all about supporting, growing and celebrating all the great work that organizations like yours do to advance and grow Canada’s garden culture.

**Benefits of Becoming a ‘Garden-Family Partner’**

* **Right to identify** as a **‘Garden-Family Partner’ of Canada’s Year of the Garden** (a ‘Year of the Garden 2022 Garden-Family Partner’logo will be provided).
* **Recognition** on our dedicated ‘Garden-Family Partner’ page on Year of the Garden 2022 website
  + - Logo/Name organization
    - Link to website
* **Access to** **Year of the Garden 2022 content and visual graphics**
* **Presence on** **Year of the Garden 2022 social media platforms**:
  + - Will follow your social media platforms and share appropriate content
* ‘Year of the Garden 2022 Garden-Family Partner’ **Official Certificate**

**‘Garden-Family Partner’ Commitments:**

* **Share with your networks, members and followers** the various Year of the Garden 2022promotions and initiatives via newsletter, website or other means.
* **Participate,** as you see fit, in the various Year of the Garden 2022 ‘Live the Garden Life’ call-to-actions
* **Follow and share** on the various Year of the Garden 2022social media platforms
* **List your public facing activities** on the ‘Live the Garden Life’ Agendaand invite members to do the same
* **Share with members** the opportunity to buy advertising on the Year of the Garden 2022 website
* Inform your members of the **Year of the Garden 2022** promotional material available
* **Position** the ‘Year of the Garden 2022 Garden-Family Partner’ **logo on your website** with a link to the Year of the Garden 2022website
* Provide **Garden-Family Partner** logo for Garden Council’s use as per agreement.

**For more Information or to discuss, please contact us at:** gardenfamily@gardencoucil.ca

**Founding Partners**

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