



# Year of the Garden 2022

## Garden-Family Partner Agreement

**BETWEEN:** Atlantic Master Gardeners Association

Hereinafter called  
**Garden-Family Partner**

**AND :** **Canadian Garden Council** a not for profit corporation having its registered address at 7856 Fifth Line South in the city of Milton, in the province of Ontario, L9T 2X8

Hereinafter called  
**Garden Council**

**WHEREAS the Garden Council** is organizing The Year of the Garden 2022 with a goal of engaging the public and Canada's Garden-Family to celebrate the centennial of Canada's ornamental horticulture sector marked by the 100th Anniversary of the Canadian Nursery Landscape Association, marked by CNLA's 100<sup>th</sup> Anniversary;

**WHEREAS The Year of the Garden 2022** will be presented nationwide until December 2022;

**WHEREAS Garden-Family Partner** wishes an involvement with the **Year of the Garden 2022** with a view to achieve its goals and objectives;

### **THE PARTIES AGREE TO THE FOLLOWING:**

**Garden Council** shall provide to **Garden-Family Partner** the following recognition and benefits:

#### **1. Recognition as:**

**Garden-Family Partner** within the **Year of the Garden 2022** marketing campaign.

#### **2. Garden-Family Partner Promotions Benefits**

- 2.1** The right to 'Year of the Garden 2022 Garden-Family Partner' logo.
- 2.2** Access to **Year of the Garden 2022** branded graphics
- 2.3** Recognition on our dedicated '**Garden-Family Partner**' page on **Year of the Garden 2022** website with:
  - Logo/Name organization
  - Link to website
- 2.4** 50% discount for advertising on the **Year of the Garden 2022** website
- 2.5** Social Media presence

- **Year of the Garden 2022** will follow **Garden-Family Partner** social media platforms
  - provide **Year of the Garden 2022** social share content
- 2.6 Garden-Family Partner Year of the Garden 2022 Official Certificate**

**3. Other Benefits:**

**3.1** Canadian Garden Council management will work with Garden-Family Partner to provide and create opportunities to reach your promotional objectives.

**Garden-Family Partner Commitments:**

- Share with your networks, members and followers the various **Year of the Garden 2022 'Live the Garden Life'** promotions and initiatives via your newsletter and other appropriate platforms
- List your activities open to the public on the 'Live the Garden Life' Agenda and invite your members to do the same
- Participate, as you see fit, in the various **Year of the Garden 2022** programs and promotions
- Follow **Year of the Garden 2022's** various social media platforms and share
- Share with your 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 signage 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 2022** website.
- Provide **Garden-Family Partner** logo for Garden Council's use as per agreement.
- Agree to receive the **Year of the Garden 2022** newsletter.

**Duration of Agreement**

The Garden-Family Partner agreement begins upon signature and will end on December 31, 2022.

IN WITNESS WHEREOF, the parties have signed on 31 January 2022.

**Canadian Garden Council:**

**Atlantic Master Gardeners Association**  
GR Pelletier  
AMGA Secretary

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Michel A. Gauthier  
Executive Director, Canadian Garden Council

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Name  
Title