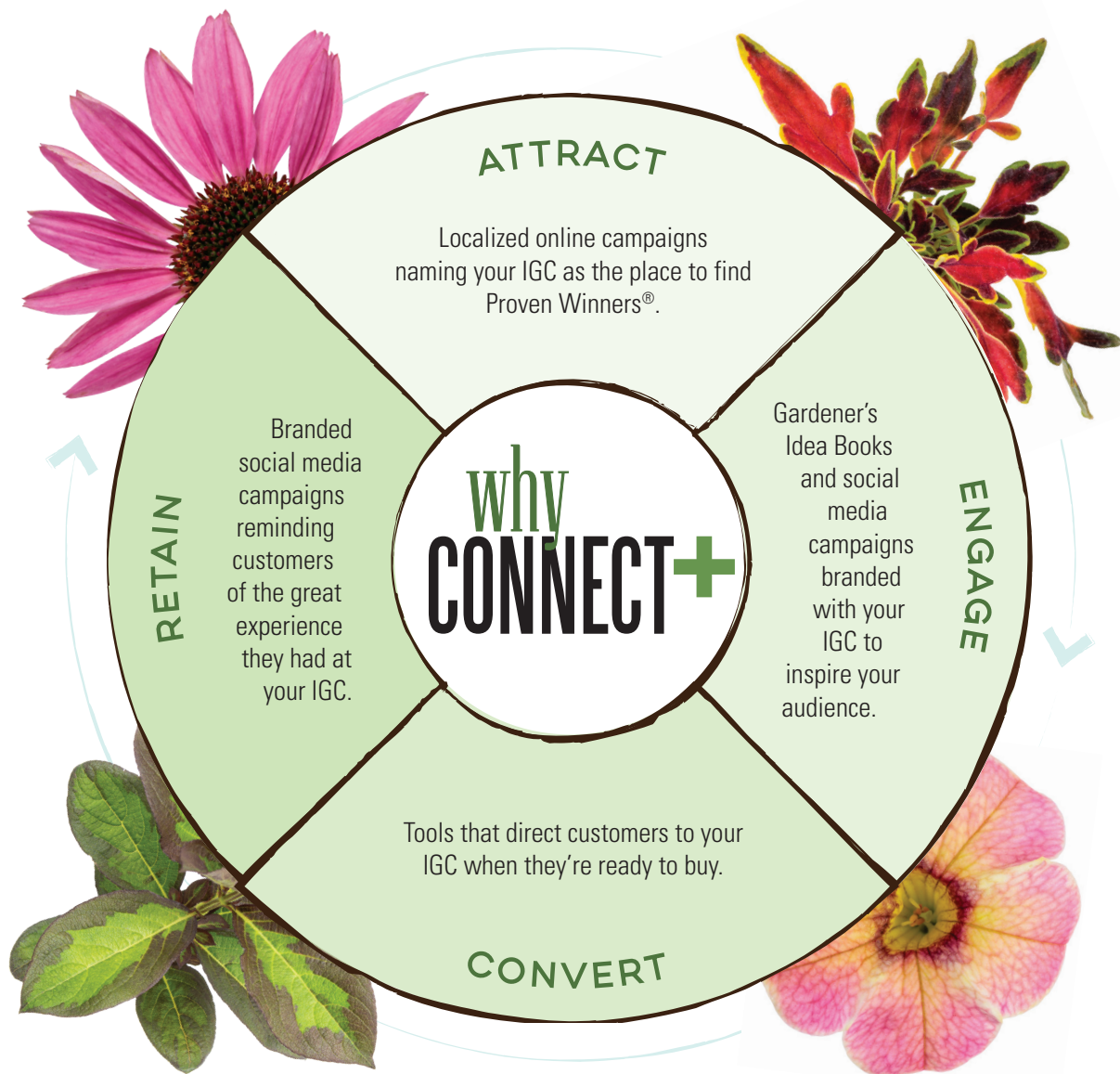


LOCAL MARKETING MADE EASY FOR YOUR GARDEN CENTER

When you join our co-op marketing program, CONNECT+™, Proven Winners® will cover more than 70% of the costs associated with your marketing program while highlighting your garden center as the trusted source for Proven Winners plants, products and knowledge.



TAKE OUR INTERACTIVE QUIZ TO FIND YOUR MATCH

Let's match the best level of Connect+ subscription to your business' marketing needs. Take our interactive quiz to find the level that best serves your IGC's size, goals and budget – www.provenwinners.com/connect-plus

**LEARN
MORE**
Contact the
Retail Solutions
Team

CONNECT+ 2024	GETTING STARTED	BASIC	ENHANCED	ELITE
Certified Training Program (PWU, Certified Rewards, Pizza Party)	✓	✓	✓	✓
Brandfolder™ Access	✓	✓	✓	✓
Gardener's Idea Books w/ Logo		200 copies	500 copies	1,000 copies
Professional Store Merchandise Coupon		\$200	\$300	\$400
PowerPoint Presentation		✓	✓	✓
Custom Targeted Facebook/Instagram Campaign (Promoboxx®)			2-wk campaign (\$300 budget)	2-wk campaign (\$500 budget)
Inventory Listing on ProvenWinners.com			✓	✓
Custom Google Campaign			2-wk campaign (\$300 budget)	4-wk campaign (\$500 budget)
Custom Garden Answer Videos Supertunia Vista® Jazzberry® <i>Petunia</i> 'Pink Profusion' <i>Salvia</i> Shadowland® Hudson Bay <i>Hosta</i> Incredibal® <i>Hydrangea</i> Quick Fire Fab® <i>Hydrangea</i>				✓
	FREE	\$600	\$1,800	\$3,500



Jessica DeGraaf
Director of Retail Accounts
jessica@provenwinners.com
616-706-7970



Amy Howard
Retail Solutions Manager
ahoward@provenwinners.com
231-750-3643



Heather Poire
Retail Solutions Manager
heather@provenwinners.com
603-286-0121

CONNECT+ 2024 ORDER FORM

Garden Center Name

Street Address

City

State/Region

Postal Code

RETAILER LOCATION INFORMATION

Please provide us with the following information to update your store profile on ProvenWinners.com.

If you already have a retail location on ProvenWinners.com, check the box to the right and skip to the next section →

Business Phone (Customer facing)

Business Email (Customer facing)

Months of Operation

Months You Carry/Sell PW Products

PW Products Carried (annuals, perennials, shrubs, fertilizer or soil, leafjoy® houseplants, etc.)

CONNECT+ SUBSCRIPTION LEVEL

Elite - \$3,500 EOD / \$4,000 after 1/15/24 Enhanced - \$1,800 EOD / \$2,250 after 1/15/24 Basic - \$600 EOD / \$650 after 1/15/24

ADDITIONAL LOCATIONS

Indicate the number of additional locations included in your CONNECT+ subscription. If none, write 0. →

The cost for each additional location is \$350.

CONTACT INFORMATION

Please provide us with the contact information of the person within your organization that needs to have access to the Connect+ marketing assets and tools.

CONNECT+ Contact First Name*

CONNECT+ Contact Last Name*

CONNECT+ Contact Email*

CONNECT+ Contact Phone Number*

CONNECT+ Contact Cellphone number*

Do we have your permission to send you a text on your cellphone with information regarding your subscription and CONNECT+ updates? Yes No

GARDEN CENTER LOGO

A logo is required to finalize some assets you will receive with your subscription.

The logo should be in a jpeg or png format. We will not be able to finalize some of your assets until a logo is received.

- Yes, I will email my logo file to connect-plus@provenwinners.com No, Please use my logo from last year.
 I don't have a logo / need help with my logo. Please contact me.

GARDEN CENTER PRONUNCIATION AUDIO FILE

An audio recording (video or audio file) providing the proper pronunciation of your garden center name and location is required to ensure that it is correct for the Garden Answer videos. This can be a recording from your phone, video clip, YouTube video, or other audio/video file.

Correct pronunciation can vary by region. For example, Charlotte, MI (Shar-Lot) and Charlotte, NC (Shar-Let).

- Yes, I will email an audio file to connect-plus@provenwinners.com No, Please use my audio file from last year.

RETAIL GROUP AFFILIATION Please select the retail group you are affiliated with:

- None ECGC NNBA - Northwest Nursery
 Ace Hardware Master Nursery Association Buyers Association

MARKETING CAMPAIGNS

Google Ad Campaign

Select the date you would like your Google campaign to start.
Note that your ad will run consecutive for the length you receive as part of your CONNECT+ subscription

- N/A - I am subscribing at the Basic level
 February 1, 2024
 February 15, 2024
 March 1, 2024
 March 15, 2024
 April 1, 2024
 April 15, 2024
 May 1, 2024
 May 15, 2024

CONNECT+ 2024 Facebook Ad Campaign

Select the date you would like your Facebook ad to start.
Note that all campaigns will run for 2 consecutive weeks from the selected start date.

- N/A - I am subscribing at the Basic level
 February 1, 2024
 February 15, 2024
 March 1, 2024
 March 15, 2024
 April 1, 2024
 April 15, 2024
 May 1, 2024
 May 15, 2024

GARDENER'S IDEA BOOKS

2024 Gardener's Idea Books (Logo & Address)

Deadline for including your address and logo on the back of the Gardener's Idea Books is January 15, 2024.

- Include Garden Center Logo
 Include Garden Center Address
 It is after Jan. 15, 2024 - I acknowledge that I am no longer eligible to have my logo, address, or website printed on the back of the Gardener's Idea Books.

Gardener's Idea Book Marketing Message

Marketing message will appear below the logo and address. It is limited to 45 characters, including spaces and punctuation. If you do not want a marketing message, please enter N/A.

Order Additional Gardener's Idea Books

Indicate how many Gardener's Idea Books you would like to receive in addition to the books you will receive as part of your subscription. →

Please note, each case of 100 will cost an additional \$60 - this includes shipping them directly to your garden center.

Gardener's Idea Book Shipping Location

Indicate where we should ship your Gardener's Idea Books. This includes the cases you receive as part of your CONNECT+ subscription as well as any additional cases ordered above.

Please note, there is an additional charge of \$65 per case to ship cases directly to your customer. This covers the postage costs to mail the additional books. Books can be shipped directly to your customers using a mailing list you provide us. Or we can ship them through Every Door Direct Mail (EDDM).

- Ship all cases to my garden center
- Ship all cases directly to my customers using a mailing list I provide - *Extra Charge* - Minimum 2 cases
- Ship all cases directly to my customers using Every Door Direct Mail (EDDM) - *Extra Charge* - Minimum 2 cases
- Ship some cases to my garden center and some cases directly to my customers - *If selected, please fill out the next section.*

Gardener's Idea Book Shipping Breakdown

Only fill out if you would like to ship some Gardener's Idea Books to your garden center AND some directly to your customers. ***If all cases are going to your garden center, skip this section.***

Please note that the total number of cases shipped must equal the total number of cases you will receive from your CONNECT+ subscription plus any additional cases you have ordered.

Quantity to Ship to Garden Center

Quantity to Ship to Customers

Shipping Method

- Mailing list I provide
- EDMM



Gardener's Idea Book Mailing Date

Select the date that you would like your books to be postmarked. Please keep in mind that books are mailed from Southern Illinois. The mailing time will vary based on your location.

- | | |
|--|---|
| <input type="checkbox"/> February 26, 2024 | <input type="checkbox"/> April 15, 2024 |
| <input type="checkbox"/> March 4, 2024 | <input type="checkbox"/> April 22, 2024 |
| <input type="checkbox"/> March 11, 2024 | <input type="checkbox"/> April 29, 2024 |
| <input type="checkbox"/> March 18, 2024 | <input type="checkbox"/> May 6, 2024 |
| <input type="checkbox"/> March 25, 2024 | <input type="checkbox"/> May 13, 2024 |
| <input type="checkbox"/> April 1, 2024 | <input type="checkbox"/> May 20, 2024 |
| <input type="checkbox"/> April 8, 2024 | <input type="checkbox"/> May 27, 2024 |

CUSTOMIZATION

Please provide specific details to any customization to your CONNECT+ subscription in the space provided.

All customization must be submitted with this form and cannot be accepted after the order is entered.

BILLING INFORMATION

Payment Contact

Contact Phone Number

Contact Email Address

Preferred Method of Contact

Is this your first year participating in CONNECT+? If no, leave blank. If yes, please provide the name of any Broker Rep that shared the CONNECT+ program with you.