July 15, 2026

Dear Community Partner,

The Garden Club of Norfolk is delighted to announce our upcoming 2026 Garden Club of America Flower Show, *Fair Winds and Following Seas*, scheduled for November 4th and 5th, 2026 at the Slover Library. This inaugural event brings together gardeners, floral designers, artists, environmental stewards, and community members from across Hampton Roads to celebrate creativity, conservation, and the beauty of horticulture.

This year's theme, *Fair Winds and Following Seas*, is inspired by the city's rich maritime history and deep ties to the sea, as exemplified through Naval Station Norfolk and the historic harbor on the Elizabeth River. The Flower Show highlights our commitment to education, sustainability, and community engagement, featuring stunning floral exhibits, botanical arts, educational exhibits, and conservation-focused presentations.

To make this year's show a success, we are seeking support from valued community partners like you. Your sponsorship directly supports the mission of the flower show, enabling us to expand our vital community outreach and conservation efforts.

Sponsorship Opportunities

We offer several levels of cash and in-kind sponsorship, each with meaningful visibility and recognition:

- **Flagship Sponsor – $5,000** | Premier logo placement on all event materials and signage, show guide recognition, verbal acknowledgment during the opening ceremony, featured exhibit signage and feature on social media, website, and newsletter.
- **Compass Rose Sponsor – $2,500** | Logo on event materials and signage, signage at one exhibit, show guide recognition, and recognition on social media and website.
- **Stella Maris Sponsor – $1,000** | Logo on event materials and signage, show guide recognition, signage at one exhibit, and recognition on social media and website.
- **Harbor Sponsor – $500** | Show guide recognition and name listed on the website.
- **Shipmate Patron – $100** | Name listed on the website.

We would be honored to partner with you and showcase your commitment to environmental stewardship and community enrichment. Your support helps ensure that the Flower Show remains accessible, educational, and inspiring for all who attend.

We would welcome the opportunity to discuss sponsorship options or tailor a package that aligns with your organization's goals. You may reach out to Allison Lavigne at 847-922-8432 or Allison.Lavigne@gmail.com to discuss options. Thank you for considering this request and for your continued support of the Norfolk community.

Warm regards,

Katherine Renfrew
Chair, Flower Show

Vanessa Sigmon
President, Garden Club of Norfolk
Chair, Flower Show

Allison Lavigne
Treasurer, Garden Club of Norfolk
Sponsorship Chair, Flower Show

Fair Winds and Following Seas
A GCA Flower Show

Sponsorship Packet

Event Overview

Name: *Fair Winds and Following Seas* Garden Club of America Flower Show

Date: November 4 & 5, 2026

Location: The Slover Library

Expected Attendance: 300+ floral designers, artists, garden enthusiasts, local/regional/national Garden Club, families, and industry professionals

Purpose: To set standards of artistic and horticultural excellence; to broaden knowledge of horticulture, floral design, conservation, photography, and other related areas; and to share the beauty of a show with fellow club members and with the public as well as to promote sustainable gardening and support local horticulture.

Educational Focus:

Inspired by Norfolk's maritime heritage, *Fair Winds and Following Seas* explores how the community is addressing sea-level rise and land subsidence through conservation and resilience efforts. Through the preservation of the Elizabeth River, native trees, wetlands, living shorelines, and other nature-based solutions, the show celebrates a sustainable vision for Norfolk's future.

Why Sponsor?

- Reach a highly engaged audience
- Support local arts and environmental education
- Enhance brand visibility in a vibrant, family-friendly setting
- Network with garden enthusiasts, artists, and garden professionals
- Share the unique culture of Norfolk, showcasing our city as a thriving, dynamic, and welcoming community.

Sponsorship Opportunities

1. Flagship Sponsor – $5,000

- Premier logo placement on all event materials and signage
- Show guide recognition
- Verbal acknowledgment during the opening ceremony
- Feature on social media, website, and newsletter

2. Compass Rose – $2,500

- Logo on event materials and featured exhibit signage
- Show guide recognition
- Recognition on social media and website

3. Stella Maris Sponsor – $1,000

- Logo on event materials and signage
- Show guide recognition
- Signage at one exhibit
- Recognition on social media and website

4. Harbor Sponsor – $500

- Show guide recognition
- Name listed on website

5. Shipmate Patron – $100

- Name listed on website

In-Kind Donation Opportunities

We gratefully accept donations of products, services, and other items that enhance the Flower Show experience. In-kind donors will be recognized according to the fair market value of their contribution and will receive the corresponding sponsorship benefits associated with that level.

All in-kind donations are subject to review and approval by the Sponsorship Committee. Benefits are based on the documented fair market value of donated goods or services.

In-Kind Sponsorship: Beverages for the Judges Cocktail Reception

Support the Flower Show by providing an in-kind beverage donation for our Judges Cocktail Reception. This event brings together floral design, horticulture, photography and botanical arts judges from across the region in a "Welcome to Norfolk" celebratory setting.

As a beverage sponsor, your brand will receive prominent exposure through event signage, recognition in event materials, and recognition during reception.

In-Kind Sponsorship: Judges Gift Bag Contributions

We invite partners to support the Flower Show through in-kind donations that will be featured in our Judges Hospitality Gift Bags. These curated gifts are presented to our distinguished judges, providing your brand with direct visibility among an engaged and influential audience.

Gift bag contributions offer a unique opportunity to showcase your products, build brand awareness, and create a lasting impression with key event stakeholders. We welcome high-quality products or services that align with the spirit of the event.

All donated items should be new, high-quality, and provided in quantities of 50, depending on your sponsorship level. We're happy to discuss custom ideas that highlight your brand in a meaningful way.

Contact Us

Sponsorship Chair: Allison Lavigne, Allison.Lavigne@gmail.com, (847) 922-8432

FINAL DEADLINE: October 1, 2026

Please send logo to: gcn1915@gmail.com

Please remit payment to:
The Garden Club of Norfolk, P.O. Box 11152 • Norfolk, VA 23517

Fair Winds and Following Seas
A GCA Flower Show

Sponsorship Commitment Form

Event Date: November 4 & 5, 2026
Location: The Slover Library, Norfolk, Virginia

Sponsor Information

Company/Organization Name: _____

Contact Name: _____ **Title:** _____

Address: _____

Phone: _____ **Email:** _____

Website: _____ **Social Media:** _____

Sponsorship Commitment

Sponsorship Level

☐ Flagship Sponsor ($5,000)

☐ Compass Rose Sponsor ($2,500)

☐ Stella Maris Sponsor ($1,000)

☐ Harbor Sponsor ($500)

☐ Shipmate Patron ($100)

☐ Other Contribution $_____

Sponsorship Type

☐ Cash Sponsor

☐ Cocktail Reception Beverage Sponsor

☐ Judges Hospitality Gift Bag Contributor

☐ Product Donation

☐ Service Donation

☐ Other: _____

Description of Donation:

_____

_____

_____

_____

Estimated Fair Market Value: $_____

In-kind donors will receive recognition and benefits corresponding to the sponsorship level associated with the fair market value of their contribution.

Recognition Information

☐ Please recognize our organization as listed above.

☐ We prefer to remain anonymous.

☐ If applicable, please use our logo for promotional materials. ***Email logo to:*** *gcn1915@gmail.com*

Payment Information

☐ Check Enclosed

☐ Invoice Requested

☐ Pay by Credit Card
www.thegardenclubofnorfolk.org/events/flowershow/

Make checks payable and mail to:
The Garden Club of Norfolk
P.O. Box 11152
Norfolk, VA 23517

Sponsorship Authorization

I authorize this sponsorship commitment on behalf of my organization.

Signature: _____

Printed Name: _____

Date: _____