



PLANTNEBRASKA

SPONSORSHIP 2026-2027

PARTNERSHIPS THAT TAKE ROOT AND THRIVE

ONLINE

[PLANTNEBRASKA.ORG/SPONSOR](https://plantnebraska.org/sponsor)



LET'S WORK TOGETHER

A high-value market: PlantNebraska gives businesses and organizations like yours direct access to one of this region's most engaged and rapidly growing market segments in the green industry. From a host of Master Gardeners to advocates for public spaces to thought leaders in planting and growing, PlantNebraska members and audiences are enthusiasts in gardening, landscaping, trees, outdoor living, and home improvement.

Tripled members since 2021: Through high-visibility events, trusted educational programming, and digital outreach, our rapidly growing membership allows you to increase awareness of your brand. Showcase your products & services by partnering with a growing organization. Build relationships with consumers who are investing in their homes, landscapes, and communities. Your sponsorship with PlantNebraska places you front and center with motivated audiences while reinforcing your brand as a trusted leader in the marketplace.

Positive, trusted community builder: PlantNebraska partners with organizations that care about thriving communities and a green future. As a sponsor, your organization can demonstrate how you share these values with your customers and clients. And the many ways to get involved help you make meaningful connections that support your goals as a business or organization. We are a respected nonprofit making a visible, lasting impact at hundreds of locations in Nebraska.



AUDIENCE PROFILE

PlantNebraska's audience is primarily Baby Boomer and Generation X women, with more than 80% living in urban communities across southeast Nebraska. They are active gardeners who prefer a do-it-yourself approach to planting and garden maintenance, while often hiring professionals for lawn care & tree care. They regularly purchase plants, tools, mulch, and other gardening supplies, primarily from independent garden centers and native plant nurseries, while also shopping at big-box retailers for value. Their top gardening priorities are supporting pollinators and wildlife, improving environmental health, and creating attractive, well-maintained landscapes. **PlantNebraska members and followers are highly engaged consumers, and 90% report they are more likely to support a business that partners with PlantNebraska.**



SPONSORSHIP OPPORTUNITIES

Benefits	Seedling Starter \$500	Neighborhood Nurturer \$1,500	Community Cultivator \$3,000	Premier Partner \$5,000
Your logo on the PlantNebraska homepage	✱	✱	✱	✱
Your logo on the sponsor slide at all events and verbal recognition	✱	✱	✱	✱
Listed in the annual report & certificate to display	✱	✱	✱	✱
Your logo and tagline in Spring Affair News		✱	✱	✱
One post on all social channels featuring your logo and tagline		✱	✱	✱
Your logo on the sponsor placard at all events			✱	✱
One e-news spotlight			✱	✱
Two tickets to Spring Affair Preview Party and Plants & Pints			✱	✱
Your logo on the sponsor banner at the greenhouse during sales				✱
A reserved table at Spring Affair Preview Party or Plants & Pints				✱
A Private Shopping Event at the greenhouse for your invitees				✱

THE PLANTNEBRASKA AUDIENCE REACH

- 70,000 annual website visitors
- 7,000 engaged email subscribers with a 51% average email open rate
- 19,000 combined social media followers, 174.9K average monthly views, 3,400 average monthly interactions with content
- 6,500 annual event attendees
- 1,200 member households, 80% of which are in southeast Nebraska
- 18,000 households receive Spring Affair News publication
- More than 150 engaged volunteers





LOOKING FOR SOMETHING ELSE?

If these opportunities don't meet your needs, please let us know. We can work with you to build a custom package that allows you to sponsor the events and programs that are most meaningful to you.

LET'S DO THIS

Setting up your sponsorship is easy. You can fill out the form below and return it, or reach out to Hanna Pinneo to complete your sponsorship selection in person or online. If a check is not included, we will send an invoice for payment. Once the sponsorship is received, we will reach out to ensure you receive all benefits with your selected level.



CONTACT HANNA  **402-472-2945**  **hpinneo2@unl.edu**

Sponsorship Level: _____

Company: _____ Main Contact Name: _____

Email: _____ Phone: _____

Mailing Address: _____

Billing Contact Name (if different): _____ Billing Phone: _____

Billing Email: _____