



Friends of YCMGA

Marketing plan

1. One of more of the following will be used to market the Master Gardner Educational Outreach events:
 - Social media
 - YCMGA Website
 - Flyers/Posters
 - Email lists
2. All ***Friends of YCMGA*** will be recognized with logos or text on all marketing for all events.
3. If a community partner is sponsoring a specific event, the sponsor will be prominently recognized by their logo and/or in text.
4. There are two sponsor categories for ***Friends of YCMGA***.
 - A. Major sponsor:
 - a) Minimum of \$500 cash and/or in-kind donation or
 - b) Any sponsor of a specific event regardless of dollar value
 - c) A prominent logo and/or text of sponsor will be on all marketing materials as ***Friend of YCMGA***.
 - B. Supporting sponsor:
 - Minimum of \$200 cash and/or in-kind donation
 - Each sponsor will be recognized with their logo and/or text as ***Friend of YCMGA***