



## National Convention and Show American Daffodil Society Greater Nashville Area April 5-8, 2018

Thank you for your interest in supporting the ***National Convention and Show*** of the American Daffodil Society to be held in the Greater Nashville TN area on April 5-8, 2018. This event is being hosted by the Middle Tennessee Daffodil Society to celebrate their 60th anniversary.

**ABOUT THE AMERICAN DAFFODIL SOCIETY:** The American Daffodil Society (ADS) was founded in 1954 to promote wider interest in daffodils; to encourage scientific research and education on daffodil culture, breeding, diseases, pests, exhibiting, and testing; to encourage, coordinate, and sponsor shows and exhibitions of daffodils; to record and disseminate horticultural information about daffodils and issue publications for such purpose; and to register daffodil varieties and standardize their names in cooperation with international authorities.

The ADS, a nonprofit 501(c)3 organization, sends quarterly *The Daffodil Journal*, an 80-page color magazine that covers all aspects of daffodil culture, breeding, and exhibition, to 886 domestic members and 85 international members. Membership includes individuals, families, separate youth members, libraries, nurseries, and botanical gardens. The ADS maintains an Internet-based daffodil database/query system, [DaffSeek.org](http://DaffSeek.org) and publishes several books that list and describe registered daffodil cultivars, including *Daffodils to Show and Grow*, which is updated approximately every four years. ADS maintains [DaffSeek.org](http://DaffSeek.org), which is available free for public use, as is [DaffNet.org](http://DaffNet.org) (a year-round discussion of daffodil-related topics), [DaffLibrary.org](http://DaffLibrary.org) (historical records and other writings about daffodils), and [DaffTube.org](http://DaffTube.org) (educational videos).

**WHY IS THIS IMPORTANT?** Plants are the backbone of all life on Earth and an essential resource for human well-being. The appreciation of beautiful flowers such as the daffodil can provide an all-important connection to nature. Bulbs planted in the fall will result in blooms come spring and will bloom year after year. Dropping a bulb into a hole in the ground is the closest thing in ornamental horticulture to a 100-percent guarantee. Deer and other animals do not eat daffodils, so that is another plus.

The term “nature-deficit disorder” was coined by author Richard Louv in his book “*Last Child in the Woods*” to describe what happens to young people who become disconnected from their natural world. According to Louv, this lack of nature links to some of the most disturbing childhood trends, such as a rise in obesity, attention disorders, and depression. Research is also showing that getting young people outdoors is helping ease attention disorders. The ADS supports these efforts with

discounted memberships, sections in shows, coverage in The Daffodil Journal, and special achievement awards for Youth members.

### **ABOUT THE MIDDLE TENNESSEE DAFFODIL SOCIETY:**

The Middle Tennessee Daffodil Society (MTDS) was organized on April 5, 1958. This was four years after the American Daffodil Society was organized on April 9, 1954 in Washington, D.C. Louise Linton Hardison, along with Mary Cartwright, attended the 1957 ADS convention in Ohio, which inspired her to organize the MTDS. Louise Linton Hardison was the first MTDS president.

Three members of MTDS have won the Silver Medal given for exceptional service to the American Daffodil Society: Louise Hardison in 1981, Kitty Frank in 1991, and Dick Frank in 1998. Dick Frank was the ADS Legal Counsel for more than 30 years and is now the ADS Legal Counsel Emeritus.

The 2018 National Convention of ADS will be the fifth convention MTDS has hosted in the Nashville area. Previous conventions were held here in 1962, 1969, 1982, and 1993. The Middle Tennessee Daffodil Society will celebrate their 60th anniversary by hosting the 2018 ADS National Convention.

Become a sponsor and help us highlight the daffodil in the Greater Nashville area on a national stage.

### **SPONSORSHIP LEVELS**

#### **PREMIERE SPONSOR (\$6,000)**

- Full page ad in color on the back cover in two publications, the Convention Program and the Show Schedule.\*
- Sponsor's name and logo on signage displayed at the Convention.\*
- Recognition in all external media used to advertise the Convention.\*
- Free booth space at the Convention.
- Sponsor's name and logo on Convention tote bags provided to convention registrants.\*
- Sponsor's name and logo with link to sponsor's homepage from the American Daffodil Society and the Middle Tennessee Daffodil Society's websites.
- Sponsor's name and logo recognition in promotional and marketing materials including event webpage on ADS website and social media.\*
- Sponsorship of "Daffodils 101 Lecture" on Thursday, April 5—a free and open to the public seminar featuring internationally known speaker Brent Heath.
- Sponsorship of "Meet and Greet" Newbies reception on Thursday night.
- Personal tour and explanation of the daffodil show for four people on Friday afternoon, April 5.
- Two tickets to the Convention Banquet and Awards Ceremony on Friday, April 5 with sponsorship recognition at the Ceremony.
- Four drink tickets for the Cash bar during the Social Reception prior to the Banquet and Awards Ceremony.
- Sponsorship of live music during the Banquet and Awards Ceremony.

#### **GOLD SPONSOR (\$3,000)**

- Sponsor's full page ad in B&W inside two publications, the Convention Program and the Show Schedule.\*
- Sponsorship recognition at the Convention Awards Ceremony on Friday, April 5.
- Sponsor's recognition in all external media used to advertise the Convention.\*
- Sponsor's name and logo recognition in promotional and marketing materials including event webpage on ADS website and social media.\*

- Sponsor's name and logo with link to sponsor's homepage from the American Daffodil Society and the Middle Tennessee Daffodil Society's websites.
- Personal tour and explanation of the daffodil show for two people on Saturday afternoon, April 6.
- Sponsorship of Saturday Evening's Live Bulb Auction prior to Banquet.
- Sponsorship of Saturday night's Banquet with Keynote Speaker Frans Veul from the Netherlands.
- Two tickets to the Saturday night Banquet with sponsorship recognition at the Banquet.
- Four drink tickets for the Cash bar during the Social Reception prior to the Saturday night Banquet.
- Sponsorship of live music after the Banquet on Saturday night.

#### SILVER SPONSOR (\$1,500)

- Sponsor's one-half page ad in B&W inside two publications, the Convention Program and the Show Schedule.\*
- Sponsorship recognition at the Convention Awards Ceremony on Friday, April 5.
- Sponsor's name and logo recognition in promotional and marketing materials including event webpage on ADS website and social media.\*
- Sponsor's name and logo with link to sponsor's homepage from the American Daffodil Society and the Middle Tennessee Daffodil Society's websites.
- Sponsorship of Sunday April 7 night's dinner with internationally known speaker Brent Heath.
- Two tickets to the Sunday night April 7 Banquet with sponsorship recognition at the Banquet.
- Four drink tickets for the Cash bar during the Social Reception prior to the Sunday night Banquet, April 7.

#### FRIENDS (\$250)

- Sponsor's one-quarter page ad in B&W inside two publications, the Convention Program and the Show Schedule.\*
- Sponsor's name recognition as "Friends" designation in promotional and marketing materials including event webpage on ADS website and social media.\*
- Link to sponsor's homepage from the American Daffodil Society and the Middle Tennessee Daffodil Society's websites.

#### MEMORIALS AND HONORARIUMS (\$100)

- Sponsor's name and memorial or honorarium listed in the Convention program.\*

\* Subject to printing deadlines. Sponsor to provide logo and/or ad in required format.

## Sponsorship

**o Yes! We/I want to become a sponsor of the 2018 Nashville Convention and Show of the American Daffodil Society, a nonprofit 501(c)3, to be held April 5-8, 2018 in the Greater Nashville area!**

### Sponsorship Level:

- Premiere (\$6,000)
- Gold (\$3,000)
- Silver (\$1,500)
- Friends (\$250)
- Memorials and Honorariums (\$100)

### Sponsor Information:

Company/Organization Name \_\_\_\_\_

Type of Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

President or CEO Name \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ ext. \_\_\_\_\_

Email \_\_\_\_\_

Primary Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ ext. \_\_\_\_\_

Email \_\_\_\_\_

### Payment Options: By check or use the convenient ADS Webstore.

Amount of Sponsorship: \$ \_\_\_\_\_

Paid with enclosed check (*Payable to American Daffodil Society*)

Please mail completed form and payment to: Molly Adams, Convention Registrar, P. O. Box 384, Lookout Mountain, TN 37350.

Paid using Credit Card on ADS Webstore. (*Visit <http://stores.daffodilusastore.org/sponsorship>.*)

Please email completed form to: Molly Adams, [mewa@aol.com](mailto:mewa@aol.com).