

About

Slow Flowers SOCIETY

The **SLOW FLOWERS SOCIETY** is an inclusive community dedicated to preserving domestic flower farms. The Slow Flowers Society supports safe, seasonal and local supplies of sustainably farmed flowers and foliage. Our members are engaged in all facets of the U.S. floral industry.



Brand Promise

Inspiring the floral industry and its consumers to embrace local, seasonal, and sustainable flowers



Positioning Statement

Slow Flowers promotes local, seasonal, and domestic flowers and connects consumers with farmers, florists, designers and retailers who supply those blooms.



Our Mission

To change the flower sourcing practices of consumers and professionals through outreach and education that highlights the benefits of local, seasonal and domestic floriculture and to build a movement that promotes cultivation and sales of local, seasonal and sustainable flowers, while nurturing authentic connections between consumers, farmers and florists.

800

Members

3.2k

Email Subscribers

20k

20k unique visitors (Mar-Aug 2020)

10.1k

Average Monthly Page Views

SLOW FLOWERS SOCIETY

By The Numbers



Slow Flowers Facebook Community

2.2k
members

10.6k
page likes

12.4k
followers



Slow Flowers Instagram

29.3k
@myslowflowers

10.4k
@dkprinzing

98M
Social Media Impressions
(12 months)

1.5M
Social Media Reach
(12 months)

FOLLOWERS

Press Coverage

- New York Times
- Los Angeles Times
- Martha Stewart Living Magazine
- Better Homes & Gardens
- Sunset Magazine
- Houzz.com
- Florists' Review
- Victoria Magazine
- Garden Design Magazine
- Country Gardens
- Refinery 29
- ATMOS



Slow Flowers Podcast

650k
total downloads

12k
average monthly downloads

700k
Social Media Impressions
(12 months)

633k
Social Media Reach
(12 months)



Slow Flowers Summit

140
guests annually

153k
Social Media Impressions
(12 months)

11.8k
Social Media Reach
(12 months)

"Under the Slow Flowers banner, Debra Prinzing's work is helping to change the American floral industry and its environmental footprint for the better."

– The American Gardener Magazine

Slow Flowers

the conscious choice for buying and sending flowers

As a partner of Slow Flowers Society your business will:

TARGETED MARKETING

Gain direct access to 800+ Slow Flowers members, representing all facets of the domestic floral industry

BRAND VISIBILITY

Align your company with the highly-regarded brand of Slow Flowers

CONTENT STRATEGY

Benefit from 4 established content channels, each with a focused strategy

Slow Flowers Sponsor Levels

As a Slow Flowers sponsor you may choose what level works best for you to market to your target audience, gain brand visibility, and leverage the Slow Flowers multi-channel content strategy. Choose from two levels of sponsorship, Lead or Major, or sponsor individual channels at the a la carte rate,

LEAD SPONSOR \$9,000

- ✿ Linked banner ad at top of 4 Slow Flowers' homepages: slowflowers.com, debraprinzing.com, americanflowersweek.com and slowflowersjournal.com for 12 months
- ✿ Top of show sponsor spotlight on all 52 Slow Flowers Podcast episodes
- ✿ Collaboration/publication on American Flowers Week campaign
- ✿ 4-part feature article series in Slow Flowers Journal on mutually agreed upon, relevant topic
- ✿ 12 linked logo ads in Slow Flowers Newsletter
- ✿ Branding presence across all four Slow Flowers Channels

MAJOR SPONSOR \$5,500

- ✿ 12 linked logo ads in Slow Flowers Newsletter
- ✿ Linked logo featured in weekly blog posts on debraprinzing.com
- ✿ Branding presence across all four Slow Flowers Channels
- ✿ All single channel sponsor options included in one package at a reduced rate - SAVE \$1,500

SINGLE CHANNEL SPONSOR \$1,750 per channel

slowflowers.com

- ✿ Two sizes of rotating, linked badges placed across all pages
- ✿ Linked logo ad in Slow Flowers newsletter
- ✿ Two features in the Slow Flowers newsletter on mutually agreed upon schedule and topics

Slow Flowers Podcast

- ✿ Linked logo on homepage of debraprinzing.com
- ✿ At least 15 sponsor spotlights on the Slow Flowers Podcast over 12 months

American Flowers Week

- ✿ Linked logo on homepage of americanflowersweek.com
- ✿ Inclusion in press materials
- ✿ Participation in special events and promotions
- ✿ Cross-promotion on Instagram and Facebook, June-July

Slow Flowers Journal

- ✿ Two sizes of rotating, linked badges on home page
- ✿ Opportunity to submit up to two contributed articles
- ✿ Editorial opportunities

Slow Flowers Journal

- ✿ Linked banner and message in center of newsletter

Advertising Opportunities

We welcome advertising by floral-related organizations whose businesses are aligned with the mission and content of Slow Flowers.

SMALL AD

\$150/quarter
per website

- * 100 x 320 pixels badge on 1 website (slowflowers.com, americanflowersweek.com, slowflowersjournal.com, or debraprinzing.com)
- * 100 x 320 pixels badge on slowflowerssociety.com for same duration
- * \$250/six months - SAVE \$50
\$500/12 months - SAVE \$100

LARGE AD

\$300/quarter
per website

- * 240 x 240 pixels budget on 1 website (slowflowers.com, americanflowersweek.com, slowflowersjournal.com, or debraprinzing.com)
- * 240 x 240 pixels badge on slowflowerssociety.com for same duration
- * \$550/six months - SAVE \$50
\$1,100/12 months - SAVE \$100

Slow Flowers Summit Sponsor Levels

Produced by Debra Prinzing and Slow Flowers LLC, the Summit is designed to bring together creatives, thought leaders and change agents.

PREMIER SPONSOR

\$5,000

- * Social media exposure through Slow Flowers' Instagram and Facebook
- * Company logo in printed program and on screen at event
- * Two complimentary event passes, including welcome message to audience
- * Company logo in post-event print ad in Florists' Review (September or October issue)
- * One blog post on slowflowers.com
- * One sponsor spotlight in pre-event Slow Flowers newsletter
- * 6-month complimentary house ad on slowflowers.com
- * Company branding on curated gift for event attendees (gift to be curated by Slow Flowers)

PRESENTING SPONSOR

\$3,500

- * Social media exposure through Slow Flowers' Instagram and Facebook
- * Company name or logo in printed program and on screen at event
- * Two complimentary event passes, including welcome message to audience
- * Company logo in post-event print ad in Florists' Review (September or October issue)
- * One blog post on slowflowerssummit.com
- * One sponsor spotlight in pre-event Slow Flowers newsletter
- * 6-month complimentary house ad on slowflowers.com

SUPPORTING SPONSOR

\$2,500

- * Social media exposure through Slow Flowers' Instagram and Facebook
- * Company logo in printed program and on screen at event
- * One complimentary event pass, including welcome message to audience
- * Company logo in post-event print ad in Florists' Review (September or October issue)
- * One blog post on slowflowerssummit.com

NAME TAG LANYARD SPONSOR

\$1,500

- * One-color or two-color logo or company name on name tag lanyards
- * Social media exposure through Slow Flowers' Instagram and Facebook
- * Company logo in printed program and on screen at event
- * Linked company logo on slowflowerssummit.com

DINNER SPONSOR

\$1,000

- * Logo displayed during meal
- * Social media exposure through Slow Flowers' Instagram and Facebook
- * Company logo in printed program
- * Linked company logo on slowflowerssummit.com

BREAKFAST OR LUNCH SPONSOR

\$500

- * Logo displayed during meal
- * Social media exposure through Slow Flowers' Instagram and Facebook
- * Company name in printed program

Slow Flowers
SOCIETY