



## SPONSORSHIP BENEFITS BY TIER

### At a Glance

The 2025 Flower Trends Forecast showcases four distinct Consumer Profiles, released in two curated digital trend booklets (each featuring two profiles). Booklets will be published approximately six months apart, providing fresh, seasonal insights and extended brand exposure throughout the year.

#### *Each Consumer Profile is supported by:*

- 10–15 dedicated social media posts
- Coordinated educational videos
- Professionally produced photography tailored to the trend

Sponsorship Tier	Trend Booklets	Educational Videos	Trend Photography	Social Media Assets
Spotlight Sponsor	Included	Not included	Not included	Not included
Category Sponsor	Included	Full Access	Full Access	Full Access
Trend Booklet Sponsor	Included	Full Access	Full Access	Full Access
Title Sponsor	Included	Full Access	Full Access	Full Access

### TIER ONE: Spotlight Sponsor

***\$1,000 for one trend booklet • \$2,000 for both trend booklets***

- Quarter-page ad placement in the trend booklet(s)
- Ad creative can be provided by the sponsor or professionally designed by FTF's marketing partner, FreshPath Marketing
- Logo included within ad placement section

*No category integration, but still a visible way to support and gain brand exposure Ideal for smaller brands or those looking for a cost-effective way to participate and connect with the floral community.*

### TIER TWO: Category Sponsor

***\$3,000 for one trend booklet • \$5,000 for both trend booklets***

Choice of one category: Color, Flower Varieties, or Design Styles

- Product placement featured in photoshoots associated with your selected category (used in trend booklet and social media assets)
- Name/logo placement alongside your sponsored category in the digital booklet(s)
- Mention in related educational video segments (voiceover or on-screen credit)

- Tag or mention in at least one coordinating FTF social media post and email blast
- Logo featured on the FTF website sponsor page

**Note:** Category Sponsorships are exclusive — limited to one sponsor per category, per consumer profile. This ensures your brand stands alone within your category (e.g., one fresh sponsor, one hardgoods/design sponsor, one color-focused sponsor) and avoids direct competition for placement within a single trend.

*Great for brands looking to showcase their products directly within trend-forward content.*

## **TIER THREE: Trend Booklet Sponsor**

**\$6,000 for one trend booklet • \$10,000 for both trend booklets**

- Co-sponsorship of an entire trend booklet (includes 2 consumer profiles + all 3 categories)
- Prominent logo placement on the inside front cover of the booklet
- Name/logo featured in the intro and outro of all coordinating educational videos
- Custom sponsor landing page linked directly from the FTF website, featuring your selected products, messaging, or promotional content
- Mentions in multiple FTF social media posts and email campaigns tied to the booklet launch
- Elevated logo placement on the FTF website sponsor page
- Option to collaborate on a blog feature or bonus content piece

*Ideal for brands looking for strong visibility, deeper storytelling, and direct product promotion.*

## **TIER FOUR: Title Sponsor**

**\$15,000**

- Exclusive, full integration across both trend booklets, all categories, and all consumer profiles
- Premier logo placement on the front and back covers of both digital booklets
- Custom sponsor spotlight feature (1 full-page) in each booklet
- Name/logo prominently featured throughout all educational videos (intro, outro, and overlays)
- Inclusion in every FTF-focused email campaign (not general IFD communications)
- Featured in all related FTF social media content
- Top-tier logo placement on the FTF website with clickable link
- Dedicated sponsor reel on social media, highlighting your brand, products, and alignment with the trends
- Opportunity to collaborate on branded bonus assets (e.g., downloadable tools, blog features, or special callouts)

*Best suited for brands looking to lead the conversation in floral trends with maximum visibility and deep integration.*