

EXCLUSIVE MARKETING SOLUTIONS FOR IGCS

New for 2020, we're offering a revolutionary new marketing service exclusively for our IGC customers that aims to make your life easier while putting the power of the Proven Winners brand to work for your business. Subscribe to our Proven Winners CONNECT+ program at your preferred level, from the free Getting Started option to our premium Elite level, and let our marketing experts get to work for you.

Once you have subscribed, you will start to see the benefits included in your selected package roll in. Our CONNECT+ marketing specialist will guide you through the process to ensure you maximize these valuable opportunities to connect with your customers.

In the chart below, you'll see that all your favorite benefits like a free pizza party for certified retailers, Proven Winners t-shirts and readymade social media graphics are still available to you free of charge. We've also added many more unique marketing solutions for our paid subscribers, including custom graphics and targeted ads for Facebook, free cases of our popular *Gardener's Idea Book*, custom videos by Laura of Garden Answer, and an innovative new approach to helping consumers find products in your store with our new online inventory listing.

BENEFIT	GETTING STARTED	BASIC	ENHANCED	ELITE
Become a Certified Proven Winners Retailer	X	X	X	X
Enhanced Find a Retailer Listing	X	X	X	X
Proven Winners University	X	X	X	X
Free Pizza Party	X	X	X	X
Free Proven Winners T-Shirt or Hat (for all Certified employees)	X	X	X	X
Proven Winners Photo Library Access	X	X	X	X
Subscription to Retailer Newsletter	X	X	X	X
Free <i>Gardener's Idea Books</i>		2 cases/200 books	5 cases/500 books	10 cases/1,000 books
Point of Purchase Materials Access to our Custom POP Design Team		\$50 coupon	\$100 coupon X	\$150 coupon X
PowerPoint Presentations		1 Presentation – Container Gardening	3 Presentations – Container Gardening, New Varieties, Plants for Pollinators	6 Presentations – Container Gardening, New Varieties, Plants for Pollinators, Hydrangeas Demystified, Solution Gardening, Native Plants
Readymade Social Media Graphics	X	X	X	X
Custom Facebook Graphics		15 graphics with your logo added	25 graphics with your logo added	45 custom graphics
Targeted Facebook Ad Campaign			1 ad – 3 wk campaign	2 ads – 6 wk campaign
Customized Pandora Ad Campaign (US only)			3 wks – 15K impressions	6 wks – 30K impressions
Eligible for Inventory Listing on provenwinners.com			X	X
Opportunity to Represent Proven Winners at Consumer Shows (where applicable)			X	X
Laura of Garden Answer Custom Videos				Up to 5 videos
Garden Design Retailer Listing				X
Subscription cost BEFORE Jan 1, 2020	FREE	\$300.00	\$950.00	\$1,800.00
Subscription cost AFTER Jan 1, 2020	FREE	\$400.00	\$1,050.00	\$2,000.00



Learn more about Proven Winners CONNECT+ at www.provenwinners.com/connect or speak with our CONNECT+ marketing specialist at 815-895-1872.