

## Project Planter

## Objective

Increase the number of planters and monetize them.

Target number of planters	40
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### Costings for new planters:

Cost of Planters	£130
Cost of plants 2x planting per annum	£25.00
Cost of printing names etc	£2.50
Sundry cost fixings / soil etc	£1.80
<b>Total cost</b>	<b>£160</b>

### Costings for existing planters:

Cost of plants 2x planting per annum	£25.00
Cost of printing names etc	£2.50
Sundry cost fixings / soil etc	£1.80
<b>Total cost</b>	<b>£29.30</b>

Cost of Sponsorship:

10 planters/annual renewals - £75.00

New Planter first year only - £170 subsequent years £75.00

## Timescales

All sponsorships to be completed by 31 March, planters in-situ and printed by 1 May each year.

Sponsorship last 12 months. Renewals to be paid by the 28 February the following year. If not renewing the planters can be offered to others at the same renewal price.

**Target market:**

- 1) Local businesses.
- 2) Any local company that we give work to.
- 3) Individuals
- 4) In memorial

## How do we target potential clients?

## What's our sales pitch?

We are building on the fantastic success in Britain in Bloom where a Silver Medal was achieved. We are looking to build on that outstanding success and with your help we can

aspire to greater things and further improve the floral appearance of Laneshawbridge. We have winners but they need your support.

What do I get for my money?

A large planter that will be stocked twice year with a Spring / Summer display and an Autumn/ Winter display. Planting will run from \_\_\_\_\_ to \_\_\_\_\_ and \_\_\_\_\_ to \_\_\_\_\_.

Businesses can sponsor a box and the signage will incorporate the sponsors name, contact telephone number and web site, if appropriate. Individuals, name or any designation of your choice. In memorial, why not have a lasting tribute to a loved one?

**Payment:**

To secure a planter we require payment in full by \_\_\_\_\_. This will give adequate time to stock planters and have the appropriate signage printed.

Payment details and designation to \_\_\_\_\_

Large round planter. Larger businesses to be approached. Charge to be £\_\_\_\_\_

Sales pitch. As well as enhancing the appeal of the Laneshawbridge you will be advertising your company on one of the busiest roads in the area with thousands of passing cars and commercial vehicles every week.

Any other considerations / thoughts.