

## **Cox Partners with the Green Industry**

As the largest public arboretum and gardens in the area, Cox Arboretum & Gardens MetroPark is a tremendous resource to area professionals. Through educational programming, certifications, meeting space, experimental gardens, sharing best practices, facilitating discussion groups, and more, Cox Arboretum is well positioned to elevate the level of horticultural excellence in the region.

### **Who is in the Green Industry?**

- Wholesalers
- Retailers (ie., garden centers, florists, home and garden stores)
- Landscape contractors and designers
- Landscape Architects
- Garden clubs and Master Gardeners
- Allied businesses
- Association representatives (ONLA, Ohio Builders Assoc., MV Builders Assoc., American Horticultural Society, International Society of Arboriculture.)
- Related sponsors
- Extensions (OSU)
- Other public gardens
- Arborists

### **Why Partner with Cox?**

- We can drive traffic to your establishments
  - Member discount program
  - Cox can direct customers to buy certain varieties at your location through displays in the Arboretum
- We can display and/or provide trials of new varieties and techniques
- You can have your next meeting in one of our unique indoor or outdoor spaces.
- We can offer training and/or certificate programs for you and your staff.
  - Grounds, landscaping, variety and mature plant material
  - Library
  - Horticulturalist
  - Cox internal training programs
- Marketing value of sponsoring Cox Arboretum exhibits and events
  - Spring Plant Sale
  - Butterfly Festival
  - Holiday show and Sale
  - Preview Parties for major donors and members
  - Other special exhibits and displays
- You gain community good will and credibility through association with Cox
  - In-kind contributions
  - Volunteer opportunities for employees

### ***Garden Center Discount Program***

In order to increase membership income at Cox Arboretum, we must have member benefits that appeal incentives for members to join and contribute to the growth of the Arboretum. A key component of our new benefit structure is to offer discounts at area garden centers -- a program which has been tremendously successful for many arboretums around the country.

The program is simple. Our members show their membership card to your cashiers, and receive a discount on their purchases. You decide the discount amount – 5%, 10%, 15% -- it's your choice. In addition, we will supply you with a small plastic holder for a monthly "What's Happening At Cox" flyer to be placed at your point of sale, which will be changed out regularly to keep your customers updated on special events, gardening tips, and general information about Cox.

### ***Benefits to Garden Center***

By participating in the Garden Center Partner Program, you will receive the following recognition:

- Listed in every issue of *The Arb News*, quarterly newsletter distributed to all members and volunteers as well as in other publications and information sent to members and prospective members.
- Listed on web site as a garden center discount partner (new website TBD)
- Advance notice of Cox Arboretum internal training programs in which your staff can participate.

### ***Sign-up Today***

Please click to sign up to participate in this program.

(Have this form dynamic, to appear if they are interested. Add Submit button and then we'll have to set up an email box to receive these.

\_\_\_\_\_ Yes, we would like to participate in the Cox Arboretum Garden Center Discount Program

Company Name: \_\_\_\_\_

Number of Participating Locations: \_\_\_\_\_

Location Addresses (Street addresses) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

% Discount offered to Cox Members: \_\_\_\_\_%

Company Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Press Submit (or print and Return to:

**Cox Arboretum & Gardens MetroPark  
6733 Springboro Pike; Dayton, Ohio 45449**