



Bee A Winner

POLLINATOR PLANT GIVEAWAY

Pollinator Gardens for the Win

THE MONROVIA "BEE A WINNER" POLLINATOR PLANT GIVEAWAY IS BACK

EARN FREE PLANTS FOR YOUR CUSTOMERS AND BOOST YOUR MARKETING EFFORTS. Pollinator gardening is a big draw – not just for the bees and butterflies, but gardeners and customers, too.

- **WIDE APPEAL:** Our latest research shows pollinator gardening appeals to young and mature customers alike
- **BIG BUZZ:** Tie into Pollinator Month and Pollinator Week with this June contest
- **HOT TREND:** 82% of consumers we surveyed were interested in a pollinator plant collection

You'll "Bee A Winner," too

Email marketing is a winning strategy. Monrovia will send you a list of new subscribers to add to your email list from your contest entries.



HAVE QUESTIONS? NEED HELP? CONTACT:
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IT'S EASY TO "BEE IN ON IT"

- Sign up to participate by April 1: go.monrovia.com/pollinator-contest-retailer.
- Work with your sales rep to select \$2,000 of pollinator-friendly plants per participating location as part of your minimum order.
- Receive 10 bonus 1-gallon plants to give away as prizes.
- Create your in-store display using plants and our free POP.
- Add our entry form link (go.monrovia.com/bee-a-winner) to your web site. Monrovia will manage your entries and select your winners for you.
- Promote your giveaway with our marketing toolkit and ready-made contest entry form.
- Monrovia will collect your entries and notify your winners for you. Winners will visit your store to claim their prizes.