



# 2023 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 2023 contest
- **HOT TREND:** 82% of consumers we surveyed were interested in a pollinator plant collection



*Two ways you'll  
"Bee A Winner" too*

**1** Grow your email list with contest entries. Monrovia will collect the entries, select the winners, and send you a list of new subscribers to add to your email list.

**2** Build your social media following with posts suggesting they follow your account or tag a friend to share this contest or learn of future ones.

**HAVE QUESTIONS? NEED HELP? CONTACT:**  
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## TIMELINE

- APRIL 1** ● Let us know you'll participate: [go.monrovia.com/pollinator-contest-retailer](http://go.monrovia.com/pollinator-contest-retailer)
- MAY 15** ● **PLACE YOUR ORDER FOR SHIPPING ON JUNE 1**
- MAY 31** ● Link the online entry form to your website, emails, social media posts and profiles, and other customer communications
- JUNE 1 - 16** ● **PROMOTE TO YOUR CUSTOMERS.** We will provide all the tools and templates you need! Watch your email or find them at our Shareable Content for Retailers page.
- JUNE 2** ● Begin display set up depending on delivery schedule
- JUNE 6** ● Finalize your in-store display (including POP).  
Post photos of your displays and tag @MonroviaPlants for a social share
- JUNE 18** ● Contest closes; take down contest signage
- JUNE 19** ● **MONROVIA SELECTS AND CONTACTS WINNERS.** Winners will have 7 days to visit your store to claim their prize. Post pictures and tag @MonroviaPlants to be featured on our Instagram story!
- JUNE 23** ● Use our press release template to announce contest results
- JUNE 26** ● Add your new contacts to your customer database  
Send a post-contest email - consider a coupon so everyone wins

## *It's easy to "bee in on it"*

- Sign up to participate here: [go.monrovia.com/pollinator-contest-retailer](http://go.monrovia.com/pollinator-contest-retailer).
- Order \$2,000 of pollinator-friendly plants per participating location as part of your minimum order. Choose from shrubs, perennials, vines, and edibles.
- Receive 10 bonus 1-gallon plants to use as customer prizes.
- Create your in-store display using plants and our free POP.
- Add our entry form link ([go.monrovia.com/bee-a-winner](http://go.monrovia.com/bee-a-winner)) to your web site. Monrovia will manage your entries and select your winners for you.
- Use our contest templates to promote your contest to your email and social media followers.
- Welcome winners back to the store to pick up their prize.

## MONROVIA CONTEST MARKETING SUPPORT

- Free POP including choice of two poster sizes and new counter card option
- Social media posts on our profiles promoting contest and participating locations
- Grow Beautifully newsletter call-out
- Press release promoting contest results and participating locations
- Social media post templates, images, press release template, and newsletter copy for you to share, including post-contest campaigns
- Contest entry page link
- Share your displays and winners via our Instagram stories (tag @MonroviaPlants to be featured)



  
**MONROVIA®**  
*Grow Beautifully*