

TIMELINE

- APRIL 1** ● Let us know you'll participate: go.monrovia.com/pollinator-contest-retailer
- MAY 15** ● **PLACE YOUR ORDER FOR SHIPPING ON JUNE 1**
- MAY 31** ● Link your online entry form to your website, emails, social media posts and profiles, and other customer communications
- JUNE 1 - 14** ● **PROMOTE TO YOUR CUSTOMERS.** We will provide all the tools and templates you need! Watch your email or find them at our Resources for Retailers page.
- JUNE 1** ● Begin display set up depending on delivery schedule
- JUNE 3** ● Finalize your in-store display (including POP).
Post photos of your displays and tag @MonroviaPlants for a social share
- JUNE 14** ● Contest closes; take down contest signage
- JUNE 17** ● **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 24** ● Add your new contacts to your customer database
Send a post-contest email - Link to our free Backyard Habitat guide or include a coupon so everyone wins

It's easy to "bee in on it"

- Sign up to participate here: 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) 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)




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Grow Beautifully