# CANADA BLOOMS

## THE FLOWER AND GARDEN FESTIVAL

Direct Energy
Centre, Toronto
March 11th – 20th 2016
www.canadablooms.com

CANADA BLOOMS: 7856 Fifth Line S., Milton, ON L9T 2X8
416-447-8655 sponsorship@canadablooms.com

# ABOUT US

**Canada Blooms** has been promoting the floral and horticultural industry in Canada since 1997.

Taking place each March, Canada Blooms is heralded as the harbinger of Spring. The showcases innovation in both floral and landscape design, with focus on education, community and connecting and reconnecting people with nature.

Canada Blooms is the largest indoor Garden Festival in Canada and with the co-location with the National Home Show in 2012, these two powerhouses have been recognized as the largest  Home & Garden Event in North America.

Canada Blooms recognizes the importance of nature and people and endeavours to bring the beauty of nature to Canadians every Spring by transforming over 100,000 sq. ft. of space at the Direct Energy Centre in Toronto, into a dynamic showcase of feature gardens, floral and horticultural competitions, educational programs, expert panels and marketplace.

Over the years Canada Blooms has donated over $6,000,000 in space and plant products to non-profit organizations and nursing homes. Canada Blooms has also donated over $650,000 in cash to fund specific charitable projects.  Most recently Canada Blooms provided $50,000 to the new June Callwood Park Project.

# DEMOGRAPHICS

Gardening is the #1 outdoor activity in North America*

Total Economic Impact of Gardening on Canadian Ornamental Horticulture Industry**: $14.45 Billion

Total Economic Impact of Gardening on Ontario Horticultural Industry**: $7 Billion

Canada Blooms Attendance over 174,000 in 2015

Over 133.8 Million Media Impressions

Web: 8 Million page views between Jan & Mar

Over 40,000 Newsletter Recipients

77% Attended with Spouse

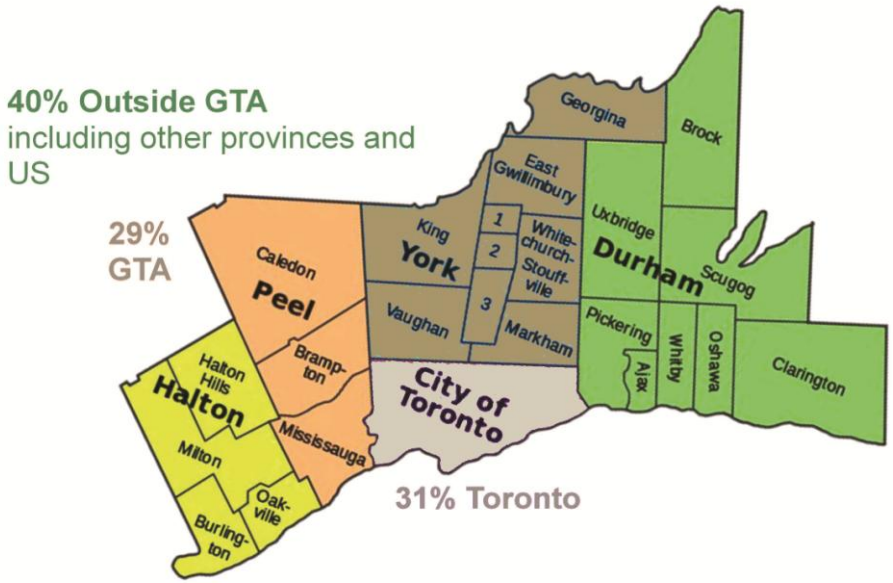
94% of attendees are homeowners

84% will attend only our event

77% rated their overall very satisfied or satisfied

Canada Blooms serves as a powerful economic engine:

- ►$25 Million + for region
- ►$5 Million worth of Media Coverage
- ►The generosity of over 1000 Loyal Volunteers




* Garden Tourism: Richard Benfield 2013
** Deloitte, "The Impact of Ornamental horticulture on Canada's economy", 2009

# OPPORTUNITIES AT BLOOMS

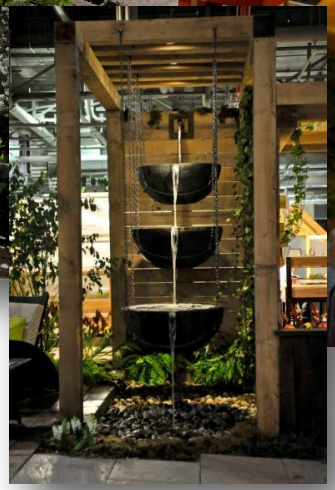
The Festival offers a unique approach to market your company by providing space and elements customized for you to engage with up to 200,000 people over the 10 day Festival.

Title

Toronto Flower Show

Special Features

Feature Gardens



Gala & Awards Nights

Sampling & Events

Stage Events & Presenters

Garden & Bus Tours