

CANADA BLOOMS

PRESENTED BY

MarksChoice

EXCLUSIVE TO HOME HARDWARE

Energycare Centre, Toronto

March 13th – 22nd 2020

2020 Theme
Birds Of A Feather!



Feature Gardens



Marketplace



Stages



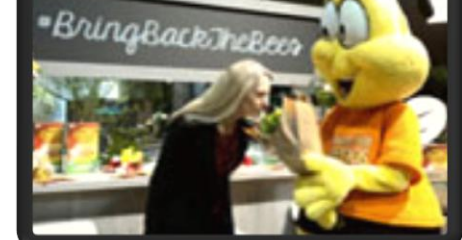
Special Features



Floral



Product Launches



CANADA BLOOMS

7856 Fifth Line S., Milton, ON L9T 2X8

416-447-8655 | sponsorship@canadablooms.com

CanadaBlooms.com

ABOUT US

“Canada Blooms *mission is to create a yearly international flower and garden festival which enhances and promotes the awareness of horticulture by featuring the best designs, products and services of amateur and professional participants.”*

Canada Blooms:

-  Is the largest indoor garden festival in Canada
-  Co-locates with the National Home Show, together we are recognized as the largest home and garden event in North America
-  Has over 100,000 sq ft of space of feature gardens, floral and horticultural competitions, educational programs, expert panels and marketplace.
-  Yearly donates tens of thousands of dollars in products, space and monetary support to not for profit organizations, seniors homes and community projects.



Arts/Culture | View All On One Page

The 10 Most Amazing Flower Shows Around the World

10. Canada Blooms, Toronto

The largest flower show in the country attracts about 200,000 people each year. This 10 day festival focuses on enhancing and promoting the awareness of horticulture by featuring the best designs, products, and services of amateur and professional participants. In English, this means that visitors will take in elaborate floral arrangements, stunning displays and gardens that will knock your socks off. Each year a different theme is put forth and participants are encouraged to show their creativity. Not just anyone can enter this show though, contenders must put in an entry months beforehand. This show is dedicated to displaying the best Canadian gardening and design, and even though it has only been around since 1997, this show is truly one of the best in the world.



**Canada Blooms
A Named Top 10
festival in the world**

**Canada Blooms
Donates flowers
to seniors each year**



ABOUT OUR ATTENDEES



151,000+

visitors attended the festival in 2019



\$1 Billion+

is the average amount consumers of Canada Blooms and the National Home Show are expected to spend over the next 12 months with exhibitors.



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

*Garden Tourism: Richard Benfield 2013

** Deloitte, "The Impact of Ornamental horticulture on Canada's economy", 2009

57% attended with spouse

90% of attendees are homeowners

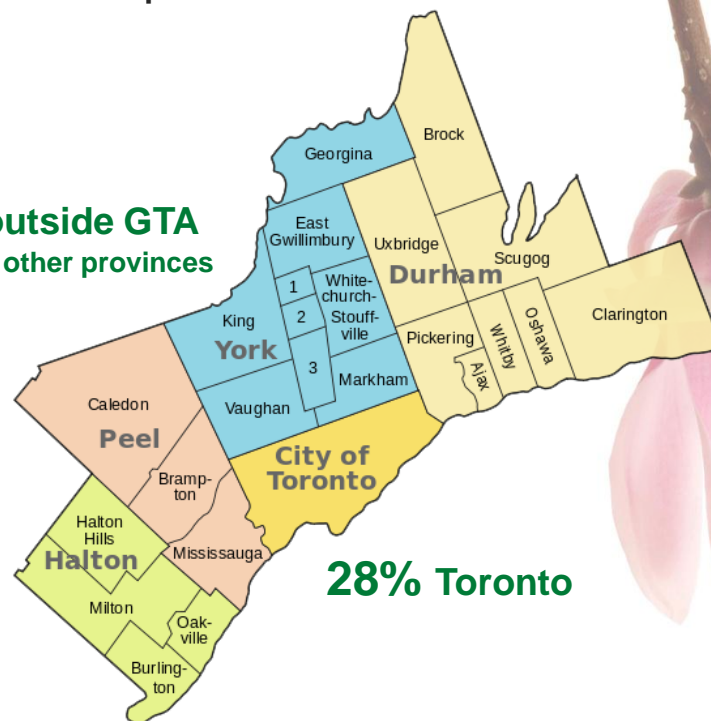
69% are looking for gardening and landscaping ideas

50% of attendees look for advice, education and inspiration


43% outside GTA
including other provinces
and US


29%
Greater Toronto Area
(Suburbs just outside
of Toronto)

28% Toronto



MARKETING & MEDIA

 Paid and Promotional media for 2019 generated over 300 million impressions

 Our media campaign is supported in television, radio, magazine & newspaper (digital & printed), social media, community outreach and more.

 Web: 7.5 Million page views between Jan & Mar

 Over 35,000 Newsletter Recipients



Let us do the work for you!

We can customize a sponsorship package for you that will meet your needs, maximize your exposure and reach your target audience. Whether visitors interact with your product or service through face-to-face, samples or simply exposure through dynamic vignette display, your sponsorship opportunity will be crafted to meet your objectives.

Contact us today, so we can show you how the benefits of working with Canada's premier flower and garden festival can help you reach your goals and provide you with a huge return on Investment.



"With gardening season here, Canada Blooms offers inspiration" (March 10, 2018, thestar.com, Home/Life Section)



"For just as garden lovers despair of the grey and cold days of a Canadian winter ever coming to an end, the show offers a much-needed burst of spring colour and fragrance. (March 14, 2018, National Post)