



NATIONAL
Gardening
MONTH

OCTOBER

GROW A PIECE OF PARADISE

NATIONAL GARDENING MONTH – NEW ZEALAND

2026 SPONSORSHIP PROPOSAL

Growing a greener Aotearoa — and inspiring a new generation of gardeners

1. Introduction

National Gardening Month is a nationwide celebration throughout October designed to inspire New Zealanders to get growing — and to encourage a new generation of gardeners. Through coordinated retail activations, school engagement, community events, and national media activity, the campaign brings together retailers, suppliers, growers, and gardening enthusiasts across Aotearoa.

This proposal outlines partnership opportunities for organisations wishing to support and participate in the 2026 programme.

2. Campaign Overview

National Gardening Month delivers:

- Retail activation across participating garden centres
- Kids Go Gardening school engagement
- Competitions to encourage participation in-store
- National and regional media campaign
- Digital promotion and social media campaigns aimed at target demographics
- Resources and inspiration for gardeners of all ages
- A dedicated focus on growing the next generation of gardeners, fostering lifelong skills, curiosity, and connection to nature

The campaign strengthens the gardening industry, deepens consumer engagement, and supports retailers and suppliers during the important spring window.

It also aims to bring the value of green life into sharper focus by addressing ‘plant blindness’—the tendency to overlook plants and their importance in everyday life—at a time when many people are becoming increasingly disconnected from nature.

The 2026 theme, “*Grow a piece of paradise*”, highlights the social and mental wellbeing benefits of gardening in an increasingly uncertain world.

3. Sponsorship Benefits

All sponsorship tiers include:

- Recognition on the National Gardening Month website page
- Ability to use the relevant official partner logo on marketing and communications during the sponsorship year
- Opportunities to engage with gardeners, families, and communities as an official sponsor
- Association with a trusted, nationwide industry initiative
- Contribution to youth engagement and future gardener development

4. Sponsorship Tiers

Platinum Partner — \$20,000

High visibility + strong retail integration

- Large logo placement on website
- In-store promotional opportunities aligned with National Gardening Month
- One free full-page advertisement in *Go Gardening Magazine**
- Linkages to one of the major profile stories
- EDM newsletter banner



Gold Partner — \$10,000

Mid-tier, accessible for many suppliers

- Medium logo placement on website
- Product inclusion in giveaways/competition
- One free half-page advertisement in *Go Gardening Magazine**
- A social media post highlighting a key sponsor offering or priority linked to the NGM theme
- EDM newsletter cameo



Silver Partner — \$5,000

Entry-level brand visibility

- Small logo placement on website
- Product inclusion in giveaways/competition
- 1 social media mention
- EDM newsletter cameo



Bronze Partner — \$3,000

Ideal for regional growers and smaller suppliers

- Logo placement on website
- Option to contribute product to giveaways
- EDM newsletter cameo



Green Friend — \$1,000

Simple, accessible participation

- Name listed on supporter page
- Digital thank-you post



5. Why Partner with Us

Partnering with National Gardening Month provides:

- Direct consumer engagement in a high-interest category
- Retail visibility during a key seasonal period
- Brand alignment with sustainability, wellbeing, and community
- Support for youth engagement through Kids Go Gardening
- Nationwide reach through coordinated promotions
- A meaningful role in inspiring and equipping the next generation of gardeners

6. Next Steps

We welcome the opportunity to discuss how your organisation can participate in National Gardening Month 2026. The impact of what we do will very much depend on the extent of participation of our gardening stakeholders.

For more information contact:

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National Gardening Month is an initiative of Gardening New Zealand, with governance and support provided by New Zealand Plant Producers Inc. an incorporated society with a focus on the wellbeing of the green life sector.