



2019



WORLD CUP
FTD • INTERFLORA • FLEUROP

FTD World Cup 2019

Interflora World Cup is the world's most prestigious event for the floral industry. It is a design competition that showcases the most talented floral designers from around the globe. This international floral design competition is held approximately every four to six years and hosted in a different location.

Florists' Transworld Delivery (FTD) is proud to host this premier competition for the first time in the U.S. since 1985. The competition, named FTD World Cup 2019 in recognition of the event's host organization, will include up to 30 countries and is being held in Philadelphia, PA, at the PHS Philadelphia Flower Show in March. The winner will be named Interflora World Cup champion.



Floral Industry Audience



International Floral Community

Competitors will represent up to 30 countries from around the world. Family, friends and other industry professionals from each country will attend the competition and receive promotional materials.



AIFD Accredited Designers

The world's best designers, accredited by the American Institute of Floral Designers, will present a stage program during the semi-final event sure to attract top AIFD talent in North America to the competition.



Flower Shop Owners

The FTD Florist Network is composed of thousands of the best flower shops throughout North America who will receive promotional materials and attend the competition.



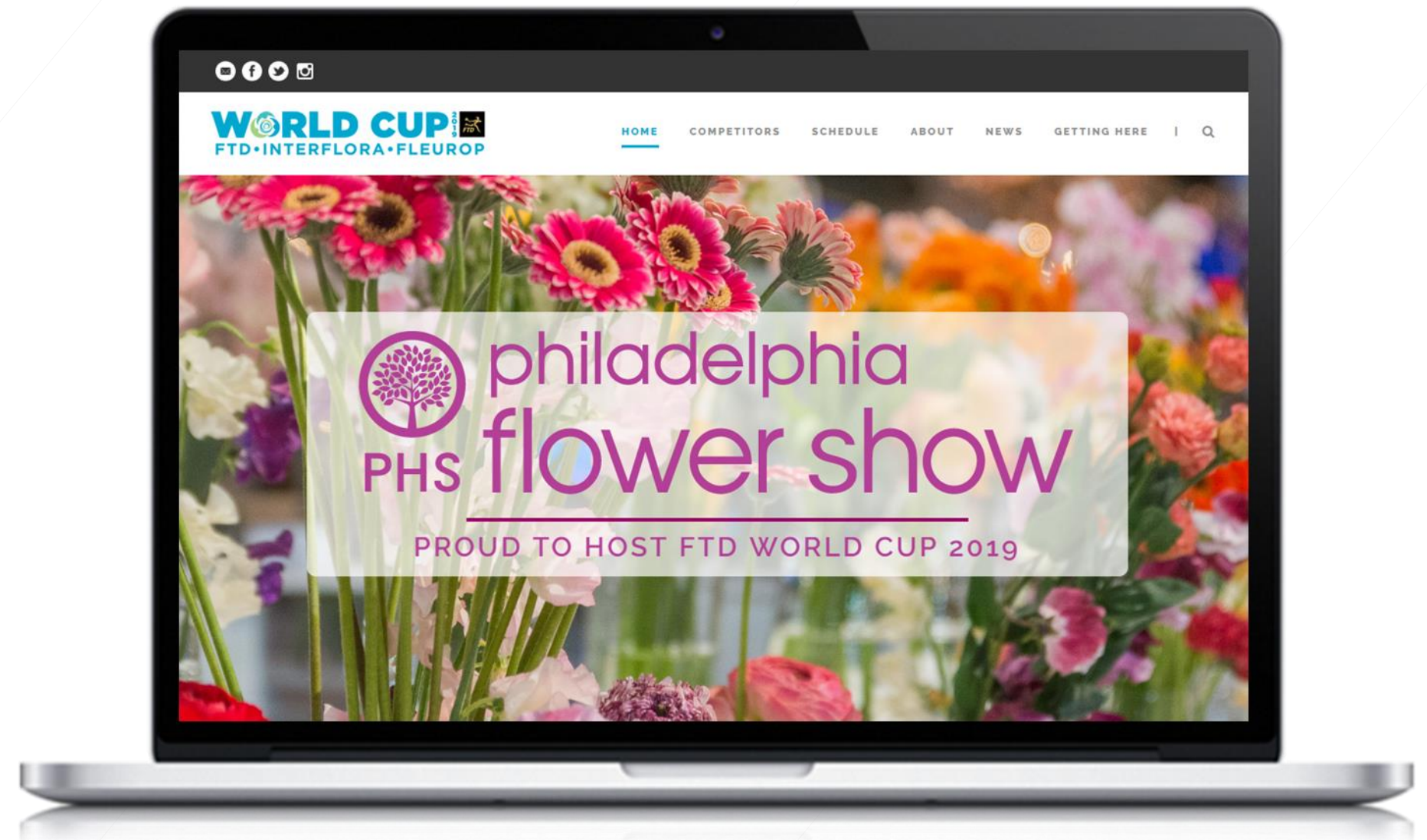
Floral Industry Leaders

Leaders from throughout the industry will be on hand to watch this floral competition, which hasn't been held in the U.S. since the early 1980s.

Philadelphia Flower Show

The annual Flower Show, organized by the Pennsylvania Horticultural Society, is a top destination and “must-experience” horticultural event, attracting **250,000 visitors** annually to the Pennsylvania Convention Center. This showcase of excellence dates back to 1829 and is the largest and longest running flower show in the United States.

The Philadelphia Flower Show has been honored as the best event in the world by the International Festivals & Events Association, competing with events such as the Kentucky Derby Festival, Tournament of Roses Parade, Indianapolis 500 Festival, and other international celebrations.



Philadelphia Flower Show

National Media 2018

Total Media Impressions: 738,621,130

Total Print and Digital Stories: 1,800

Total Print and Digital Audience/Reach: 717,428,850

Total TV & Radio Broadcast Stories: 141

Total TV & Radio Audience: 21,192,280

Earned Media Value: \$6,832,245

The Washington Post

U.S. News & World Report

BIZBASH
EVENT PLANNING NEWS, IDEAS & RESOURCES

GOOD MORNING AMERICA

Daily Mail

USA TODAY

The New York Times

VOA
Voice of America

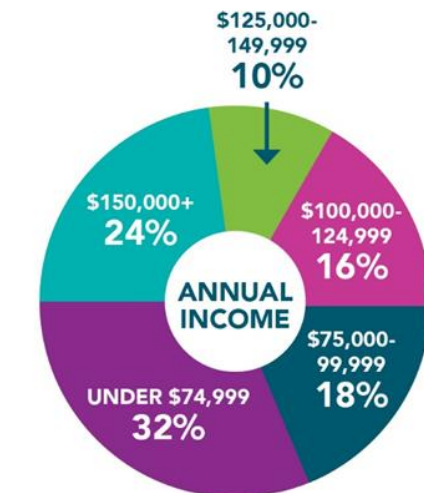
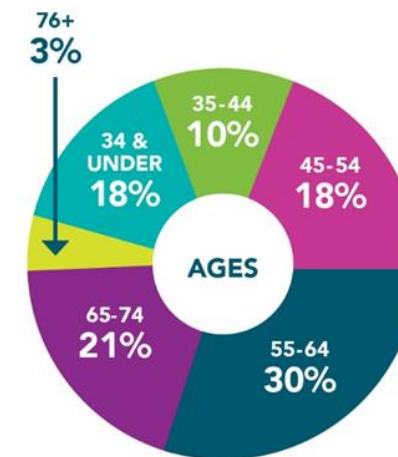
ARCHITECTURAL DIGEST

Condé Nast
Traveler

indiatoday

AAA WORLD

QVC



GEOGRAPHICAL LOCATION
UNDER 50 MILES
FROM PA CONVENTION CENTER



Based on attendance of 250,000

2019 Flower Show Entrance Garden

FTD World Cup 2019 is proud to be the main feature of the 2019 Philadelphia Flower Show in the Entrance Garden. Several of the competitors' design tasks for FTD World Cup 2019 will be held on the show floor and the competitors' designs will remain in their individual competition spaces throughout the duration of the entire show.



2019 PHS Flower Show Entrance Garden featuring FTD World Cup

Competitors



Competitors



Competitors



Competitors



FTD World Cup Schedule

FTD World Cup



March 1, 2019

A total of five design tasks will occur on main show floor of the Flower Show. Day 1 of the Preliminary Round will be held during the Flower Show's Member Preview Day and featured will be two prepared design tasks by the competitors.

Competition Highlights



March 2-3, 2019

The Flower Show is open to the public and it is Day 2 of the Preliminary Round. A reception will be held on Saturday night announcing the 10 semi-finalists. The semi-final round will be on the show floor on March 3 and the competition will conclude with a ticketed gala event on Sunday night featuring the five finalists and a trophy presentation.

Philadelphia Flower Show



March 2-10, 2019

The Flower Show theme will be Flower Power! The show is 10-acres of large-scale artful installations.



Sponsorship Packages

Diamond Sponsor

\$25,000 USD

Digital

Logo on FTDWorldCup2019.com (linked to your site)

Logo on FTDi.com (linked to your site)

Logo on FTD World Cup promotional emails sent to 6,500 FTD Florist partners

Three dedicated e-blasts with your message to 6,500 FTD Florist partners in 2018/2019

Logo on screens during Semi-Final Reception

Logo on screens during Final Gala event

Social

Dedicated individual Facebook post on FTD World Cup page announcing your sponsorship prior to event

Dedicated individual Instagram post on FTD World Cup page announcing your sponsorship prior to event

Five additional Facebook posts with your dedicated message in 2018/2019 on FTD World Cup or Mercury Network

Included in sponsors post on Mercury Network Facebook page pre-event

Logo included in a sponsors thank you post on FTD World Cup page Facebook post-event

Logo included in a sponsors thank you post on Mercury Network Facebook page post-event

Print

Logo on signage at Semi-Final Reception

Logo on signage at Final Gala event

Logo on menu card at Final Gala event

Ad in FTD World Cup souvenir program book (covers - inside front, inside back or back)

Logo in FTD World Cup souvenir program book on sponsor page at Final Gala event

Three copies of pictorial memory book, delivered post-event

Additional Value

Ten tickets to Philadelphia Flower Show

Ten tickets to Semi-Final Reception and AIFD Demonstration

Ten tickets to Final Gala event

Ten tickets for private meet & greet reception with competitors

VIP seating for Semi-Final Reception

VIP seating for Final Gala event

Three verbal mentions from stage

Opportunity to include product samples and/or literature in competitor swag bag

PHS Flower Show Sponsorship BONUS: Donate an additional \$5,000 to PHS and receive designation as Contributing Sponsor of 2019 Philadelphia Flower Show, logo on website, onsite signage and press materials, dedicated ad on Flower Show website with link to company website, 4 VIP All Access Badges good for duration of Flower Show, plus 25 Flower Show tickets.

Platinum Sponsor

\$15,000 USD or \$25,000 in-kind/product donation

Digital

Logo on FTDWorldCup2019.com (linked to your site)

Logo on FTDi.com (linked to your site)

Logo on FTD World Cup promotional emails sent to 6,500 FTD Florist partners

One dedicated e-blast with your message to 6,500 FTD Florist partners in 2018/2019

Logo on screens during Semi-Final Reception

Logo on screens during Final Gala event

Social

Dedicated individual Facebook post on FTD World Cup page announcing your sponsorship prior to event

Dedicated individual Instagram post on FTD World Cup page announcing your sponsorship prior to event

Two additional Facebook posts with your dedicated message in 2018/2019 on FTD World Cup or Mercury Network

Included in sponsors post on Mercury Network Facebook page pre-event

Logo included in a sponsors thank you post on FTD World Cup page Facebook post-event

Print

Logo on signage at Semi-Final Reception

Logo on signage at Final Gala event

Full page ad in FTD World Cup souvenir program book

Logo in FTD World Cup souvenir program book on sponsor page at Final Gala event

One copy of pictorial memory book, delivered post-event

Additional Value

Six tickets to Philadelphia Flower Show

Six tickets to Semi-Final Reception and AIFD Demonstration

Six tickets to Final Gala event

Six tickets for private meet & greet reception with competitors

VIP seating for Semi-Final Reception

VIP seating for Final Gala event

Three verbal mentions from stage

Opportunity to include product samples and/or literature in competitor swag bag

PHS Flower Show Sponsorship BONUS: Donate 7,000 fresh flower stems to be used in Designer's Studio presentations and Floral Workshops/Demonstrations and Entrance Garden. Receive logo recognition at Designer's Studio on main show floor and Workshops/Demonstrations and brand mention by live host at Designer's Studio.

Gold Sponsor

\$10,000 USD or \$15,000 in-kind/product donation

Digital

Logo on FTDWorldCup2019.com
(linked to your site)

Logo on FTDi.com (linked to your
site)

Logo on FTD World Cup
promotional emails sent to 6,500
FTD Florist partners

One dedicated e-blast with your
message to 6,500 FTD Florist
partners in 2018/2019

Logo on screens during Semi-
Final Reception

Logo on screens during Final Gala
event

Social

Dedicated individual Facebook
post on FTD World Cup page
announcing your sponsorship
prior to event

Dedicated individual Instagram
post on FTD World Cup page
announcing your sponsorship
prior to event

Included in sponsors post on
Mercury Network Facebook page
pre-event

Logo included in a sponsors
thank you post on FTD World
Cup page Facebook post-event

Logo included in a sponsors
thank you post on Mercury
Network Facebook page post-
event

Print

Logo on signage at Semi-Final
Reception

Logo on signage at Final Gala
event

Half page ad in FTD World Cup
souvenir program book

Logo in FTD World Cup
souvenir program book on
sponsor page at Final Gala event

Additional Value

Two tickets to Philadelphia
Flower Show

Two tickets to Semi-Final
Reception and AIFD
Demonstration

Two tickets to Final Gala event

VIP seating for Semi-Final
Reception

VIP seating for Final Gala event

Two verbal mentions from stage

Opportunity to include product
samples and/or literature in
competitor swag bag

PHS Flower Show Sponsorship BONUS: Donate 5,000 fresh flower stems to be used in Designer's Studio presentations and Floral Workshops/Demonstrations. Receive logo recognition at Designer's Studio on main show floor and Workshops and Demonstrations, plus 15 Flower Show tickets.

Silver Sponsor

\$5,000 USD or \$2,500 USD + \$5,000 product donation

Digital

Logo on FTDWorldCup2019.com (linked to your site)

Logo on FTDi.com (linked to your site)

Logo on FTD World Cup promotional emails sent to 6,500 FTD Florist partners

Logo on screens during Semi-Final Reception

Logo on screens during Final Gala event

Social

Dedicated individual Facebook post on FTD World Cup page announcing your sponsorship prior to event

Dedicated individual Instagram post on FTD World Cup page announcing your sponsorship prior to event

Included in sponsors post on Mercury Network Facebook page pre-event

Logo included in a sponsors thank you post on FTD World Cup page Facebook post-event

Logo included in a sponsors thank you post on Mercury Network Facebook page post-event

Print

Logo in FTD World Cup souvenir program book on sponsor page at Final Gala event

Additional Value

Two verbal mentions from stage

Opportunity to include product samples and/or literature in competitor swag bag

PHS Flower Show Sponsorship BONUS: Donate 3,000 fresh flower stems to be used in Designer's Studio presentations. Receive logo recognition at Designer's Studio on main show floor, plus 10 Flower Show tickets.

Bronze Sponsor

\$2,500 - \$5,000 product donation

Digital

Logo on FTDWorldCup2019.com (linked to your site)

Logo on FTDi.com (linked to your site)

Logo on FTD World Cup promotional emails sent to 6,500 FTD Florist partners

Listing on screens during Semi-Final Reception

Listing on screens during Final Gala event

Social

Included in sponsors post on Mercury Network Facebook page pre-event

Logo included in a sponsors thank you post on FTD World Cup page Facebook post-event

Logo included in a sponsors thank you post on Mercury Network Facebook page post-event

Print

Logo in FTD World Cup souvenir program book on sponsor page at Final Gala event

Additional Value

One verbal mention from stage

Opportunity to include product samples and/or literature in competitor swag bag

Friend of FTD World Cup

\$1,000 USD

Digital

- Listing on FTDWorldCup2019.com (linked to your site)
- Listing on screens during Semi-Final Reception
- Listing on screens during Final Gala event

Social

- Listing included in a sponsors thank you post on FTD World Cup page Facebook post-event
- Listing included in a sponsors thank you post on Mercury Network Facebook page post-event

Print

- Listing in FTD World Cup souvenir program book on sponsor page at Final Gala event

Additional Value

- Opportunity to include product samples and/or literature in competitor swag bag

		Diamond	Platinum	Gold	Silver	Bronze	Friends
Type	Benefits	\$25,000 USD	\$15,000 USD	\$10,000 USD	\$5,000 USD or \$2,500 USD + \$5,000 product donation	\$5,000 product donation	\$1,000 USD
Digital	Logo or Listing on FTD World Cup website (linked to your site)	Yes	Yes	Yes	Yes	Yes	Yes - listing
Digital	Logo on FTDi.com (linked to your site)	Yes	Yes	Yes	Yes	Yes	No
Digital	Logo on World Cup promotional emails sent out to 6,500+ FTD Florist partners	Yes	Yes	Yes	Yes	Yes	No
Digital	Dedicated eblast with your message to 6,500+ FTD Florist partners in 2018/2019	3	1	1	No	No	No
Digital	Logo or Listing on screens during Semi-Final Reception	Yes	Yes	Yes	Yes	Yes - listing	Yes - listing
Digital	Logo or Listing on screens during Final Gala Event	Yes	Yes	Yes	Yes	Yes - listing	Yes - listing
Social	Dedicated individual Facebook post on FTD World Cup page announcing sponsorship prior to event	Yes	Yes	Yes	Yes	No	No
Social	Dedicated individual Instagram post on FTD World Cup page announcing sponsorship prior to event	Yes	Yes	Yes	Yes	No	No
Social	Additional Facebook posts with your dedicated message in 2018/2019 on FTD World Cup or Mercury Network page	5	2	No	No	No	No
Social	Included in sponsors post on Mercury Network Facebook page pre-event	Yes	Yes	Yes	Yes	Yes	No
Social	Logo or Listing included in a sponsors thank you post on FTD World Cup Facebook page post-event	Yes	Yes	Yes	Yes	Yes	Yes - listing
Social	Logo or Listing included in a sponsor thank you post on Mercury Network Facebook page post-event	Yes	Yes	Yes	Yes	Yes	Yes - listing
Print	Logo on signage at Semi-Final Reception event	Yes	Yes	Yes	No	No	No
Print	Logo on signage at Final Gala event	Yes	Yes	Yes	No	No	No
Print	Logo on menu card at Final Gala event	Yes	No	No	No	No	No
Print	Ad in World Cup souvenir program book	Cover (IF, IB, B)	Full page	Half page	No	No	No
Print	Logo or Listing in World Cup souvenir program book on sponsor page (Final Gala event)	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page	Listing on sponsor page
Print	Post-event pictorial memory book	3 copies	1 copy	No	No	No	No
Add'l Value	Comp tickets to PHS Flower Show	10 tickets	6 tickets	2 tickets	No	No	No
Add'l Value	Comp tickets to Semi-Final Reception and AIFD Demonstration	10 tickets	6 tickets	2 tickets	No	No	No
Add'l Value	Comp tickets to Final Gala Event	10 tickets	6 tickets	2 tickets	No	No	No
Add'l Value	Private meet & greet reception with competitors	10 tickets	6 tickets	No	No	No	No
Add'l Value	VIP seating for Semi-Final Reception	Yes	Yes	Yes	No	No	No
Add'l Value	VIP seating for Final Gala Event	Yes	Yes	Yes	No	No	No
Add'l Value	Verbal mention from the stage	3	3	2	2	1	No
Add'l Value	Opportunity to include product samples and/or literature in competitor swag bag	Yes	Yes	Yes	Yes	Yes	No

Sponsorship At A Glance

Contact Us

 **Website**

www.FTDWorldCup2019.com

 **Social Media**

facebook.com/FTDWorldCup2019

twitter.com/FTDWorldCup2019

instagram.com/FTDWorldCup2019

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