



## **PROVEN WINNERS SIGNATURE GARDEN**

### **SELECTION CRITERIA**

#### **SITE LOCATION**

- Acknowledgement and commitment to the necessary investment in the landscaping for the experience of their guests, visitors, members, etc.
- Adequate landscape/garden/seasonal color budget to purchase, install, and care for the appropriate number and variety of plants throughout the season(s) and/or year
- Sufficient Proven Winners® finished product grower relationship(s) and access to Proven Winners® product availability
- Exposure and recognition as a prominent site
- Exposure compatible with Proven Winners® products, and conducive to a successful Proven Winners Signature Garden
- Property attracts a sufficient number of guests, visitors, members, etc. receptive to the Proven Winners Signature Garden
- Capability to showcase the full Proven Winners® plant product spectrum, as well as Proven Winners® soils, fertilizers, and Water-Wise systems



## **LANDSCAPE INDUSTRY RESOURCES**

- Highest possible standards of professionalism and quality in landscaping, facilities, and staffing
- Collaborative potential to broaden both consumer and professional awareness and involvement
- Partnering potential with landscape professional(s), landscape architect(s) or designer(s), local nursery grower(s), or other industry professionals

## **MARKETING**

- Demonstrated ability to participate in Proven Winners® Signature Garden marketing efforts with Proven Winners® and/or propagation sites
- High perceived value of the investment in the location by Proven Winners®
- Property exhibits substantial advertising and marketing resources and directs those resources to demographics and marketing targets compatible with Proven Winners® products.
- Demonstrates a welcoming garden access to consumers and professionals alike
- Demonstrates the potential, and capabilities, to conduct consumer and professional garden events, as well as regular garden tours, showcasing the Proven Winners Signature Garden
- Commitment to providing garden brochures and information to guests, visitors, members, etc.

## **RESOURCES**

- Program administration capabilities with a responsible internal coordinator(s)
- Potential to interact and mutually benefit all Proven Winners Signature Garden sites
- Dedication of a Proven Winners Signature Garden Coordinator(s) for program implementation and consistency, including:
  - Development of timeline
  - Signature Garden design
  - Plant selection, site/soil preparation, installation, maintenance
  - Coordination of Proven Winners® resources
  - Production and delivery coordination
  - Event development, planning, coordination
  - Marketing and PR consistency

