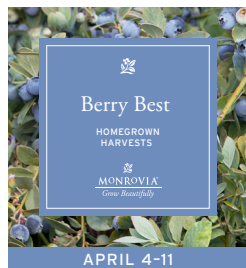
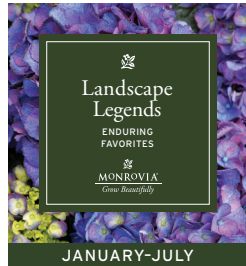


Spring 2027 Programs



PROGRAM	RECEIVE	PLANT MATERIAL	PURCHASE COMMITMENT	DEADLINE
Landscape Legends Be recognized as a source of our most enduring favorites	Legendary Partner customized poster Landscape Legend Card-sized Plant Picks Nationwide advertising support Find a Garden Center badge	Any from our Landscape Legends collection, to include two or more of the following categories: Conifers, Roses, Hydrangeas, Edibles	\$3000 as part of a minimum order – can be divided over two orders	Commit by January 15, 2027
Berry Best Boost your edible sales with Monrovia blueberries	Blueberry Care Tips POP Featured in our consumer email campaigns to your local market Nationwide advertising support Find a Garden Center badge	Any Monrovia-grown blueberry varieties	Approximately 120 berry plants (as part of a minimum order)	Orders delivered by April 2
Winning Roses Create a run on roses and be certified as a Monrovia Rose Pro	Rose Pro marketing toolkit Rose Pro staff training program and wearables Nationwide advertising support Featured in our consumer email campaigns to your local market Rose Pro Find a Garden Center badge and window cling	Monrovia-grown roses, including our exclusive varieties	\$2000 in Monrovia exclusives or \$3000 in any rose varieties	Orders delivered by April 22
Lavender Week Sell through more of this celebrated favorite	Lavender Care POP Nationwide advertising support Find a Garden Center badge	Any Monrovia-grown lavender	Approximately 120 lavender plants (as part of a minimum order)	Orders delivered by May 8
Bee a Winner Be part of the buzz around our nationwide giveaway for ten in-store shopping sprees	NEW FORMAT! Bee a Winner Giveaway signage Social media spotlight on the winning locations Find a Garden Center badge	Any pollinator-friendly plants	\$2000	Orders delivered by May 28

BONUS: Participate in two or more programs in 2027 and receive
 Freestanding poster frame | Access to Social Gateway | \$100 Social Gateway advertising credit