

AAS 2018 Display Garden Challenge



AAS is again sponsoring a Display Garden challenge and this year it's to encourage gardens to "Get Social" Use one of today's most effective communication tools, Social Media, to inform you garden fans and visitors about the All-America Selections' story and our great garden-performing Winners!

Social Media has a way of bringing people together. Creative "Picture-worthy" displays make an immediate impact on garden visitors. We challenge the AAS Display Gardens to get creative and design flower and/or vegetable displays using AAS Winners that will grab the attention of your gardens fans, followers and visitors.

By planning eye-catching and "post-worthy" designs and displays featuring AAS Winners (present and/or past) you will promote your garden through Social Media.

Simply submit the attached Intent to Participate form to Jenny Boxell at: project.AASNGB@gmail.com by April 1, 2018. All gardens that submit an Intent to Participate form will receive an explanation sign they can put in their gardens throughout the 2018 garden season!

Criteria For Judging:

- ◆ 20% Description of design
- ◆ 20% Explanation of how design impacted garden's Social Media presence
- ◆ 20% Location and visibility of AAS Winners in high-traffic garden area
- ◆ 20% Promotion of the display to local media and garden visitors/members and the use of the #AASWinners hashtag
- ◆ 20% Photos submitted to show the design

All-America Selections will be on the lookout for all tagged photos during the contest season and will share and promote photos from Display Gardens that use the AAS hashtag.

Winners will be announced during the month of October 2018 and will be awarded an "AAS Display Garden Challenge" certificate.

Winners will also be posted on the AAS website and Social Media sites and all submitted photos will be on the AAS Flickr account.



Inspiration and Ideas for

“Get Social in the Garden!”

(Additional ideas on the [AAS Pinterest board “Photo-Worthy Garden Designs”](#))



IDEA!

Position signs in and around your display to encourage visitors to use the hashtag #AASWinners when they post photos on Social Media



IDEA!

“Selfie-worthy” displays will entice garden visitors to take pictures and post them using the hashtag #AASWinners



IDEA!

Massive displays of colorful flowers with room for visitors to access good photo spots encourage photo-taking.



IDEA!

Host a TweetUp or MeetUp right in the garden! Invitations should include the #AASWinner hashtag and the reason for the meetings can be an informational party about All-America Selections!



IDEA!

Flower Shows do a great job of making photo-worthy displays then blatantly posting their hashtag or suggestions right in the display. You can do that!



I Love #AASWinners



IDEA!

Flower frames or Selfie Windows are ideal spots for pictures...we encourage putting hashtag signage right in the picture!

Who can enter? Any official AAS Display Garden!

Contest Rules:

1. A minimum of 50% of the design area must be AAS Winners and labeled with the variety name, AAS Winner designation and if possible, the AAS logo.
2. Applicant must fill out the official Entry form which asks for a written description, a map of design location and more, including the list of photos needed.
3. Six photographs of your garden must be submitted in digital format (each under 2MB).
4. Local publicity as well as Social Media exposure is expected and will be part of the criteria for judging.
5. Contest is open to current year plantings only, not previous year displays.
6. Intent to participate forms must be submitted by 4/1/2018.
7. Contest entry forms must be submitted by 9/15/2018.