

AAS Winner Promotion Plan	Tier 1			Tier 2			Tier 3		
	AAS Winners HIGHEST performers, reporting sales to reach 75-100% of the maximum assessments			AAS Winners HIGH performers, reporting sales to reach 50-74% of the maximum assessments			AAS Winners reporting sales to reach less than 50% of the maximum assessments		
Bonus Promotions	Year 1	Other Assessment Years	Lifetime	Year 1	Other Assessment Years	Lifetime	Year 1	Other Assessment Years	Lifetime
Bonus Promotion for High Earners (Choose 1)									
Advertising Credit of \$2,000	X	--	--	--	--	--	--	--	--
Advertising Credit of \$1,000	--	--	--	X	--	--	--	--	--
Special social media campaign and "In the Spotlight" blog	X	--	--	--	--	--	--	--	--
Meltwater/newswire article	X	--	--	--	--	--	--	--	--
Bonus Promotion for Highest Earners									
Display Gardens young plant shipment (non-seed)	X	X	--	X	for \$5k fee	--	X	--	--
Featured Promotions by Audience	Year 1	Other Assessment Years	Lifetime	Year 1	Other Assessment Years	Lifetime	Year 1	Other Assessment Years	Lifetime
Audience: Horticulture Industry									
Press release to announce new Winners	X	--	--	X	--	--	X	--	--
Wholesale Source list on AAS Website	X	X	X	X	X	X	X	X	X
Executive Director presentations to industry groups	X	X	--	X	X	--	X	X	--
Cultivate New Varieties area	X	--	--	X	--	--	X	--	--
ASTA - announcement at winter meeting	X	--	--	X	--	--	X	--	--
AAS Summer Summit Display Garden tour (if applicable)	X	X	--	X	X	--	X	X	--
Industry Introduction Gardens	X	X	--	X	--	--	X	--	--
Audience: Trade and Consumer Media									
Press release to announce new Winners	X	--	--	X	--	--	X	--	--
E-newsletter announcements	X	--	--	X	--	--	X	--	--
NGB website New Varieties	X	--	--	X	--	--	X	--	--
GardenComm New Varieties Presentation	X	--	--	X	--	--	X	--	--
Preview Gardens	X	--	--	X	--	--	X	--	--
Audience: Consumers and Master Gardeners									
Press release to announce new Winners	X	--	--	X	--	--	X	--	--
E-newsletter announcements - Consumers	X	--	--	X	--	--	X	--	--
Executive Director presentations, articles and interviews	X	X	--	X	X	--	X	X	--
Display Gardens displays (seed propagated)	X	X	--	X	X	--	X	X	--
Display Gardens Landscape Design Contest	X	X	X	X	--	--	X	--	--
Audience: Social Media									
Facebook announcements and mentions	X	X	X	X	X	X	X	X	X
Twitter mentions	X	X	X	X	X	X	X	X	X
Instagram posts	X	X	X	X	X	X	X	X	X
YouTube videos	X	X	X	X	X	X	X	X	X
NGB Pinterest board	X	X	X	X	X	X	X	X	X
Audience: AAS website visitors									
AAS website images, signs, etc. for downloading	X	X	X	X	X	X	X	X	X
"Where to Buy" buttons on AAS Winners in commerce	X	X	X	X	X	X	X	X	X
Individual promotional videos of each AAS Winner	X	X	X	X	X	X	X	X	X
SlideShare Power Point presentation	X	X	X	X	X	--	X	X	--