

The Gardens of Distinction Tour

Tour Date: Saturday, July 9, 2011

Time: 9:00 am – 4:00pm

This is the London Chapter's Third annual Gardens of Distinction Tour, and it is an event you don't want to miss! Attendance has doubled over the past two years, and we expect it to increase again; all we need to make this a success is your participation.

What Exactly Is the Tour All About?

- It is the same idea as a home tour, or an open house, but for gardens.
- The tour will feature 10 to 15 gardens that have been designed, installed and/or maintained by you. Offered exclusively to **LO Active Members**.
- It is a one-day event, where attendees tour around the city and surrounding area, walking through your professionally designed & installed gardens, picking up ideas and business cards.
- All you have to do is be on-site the day of the tour to show people around, answer questions, and be your charming selves.

**Don't miss this wonderful opportunity to showcase your work,
meet potential clients and have fun!**

What is the purpose of the Tour?

- To bring people to your living showroom for some serious live advertising. This will beat any newspaper ad by a long shot! What better way to advertise than to bring the customers to a real life garden that you have installed, and better yet, be there in person to promote your company.
- To promote Landscape Ontario and its members to the public.
- To encourage the landscape industry to continue their efforts to raise the industry's image by consistent use of quality materials, competent workmanship and interesting designs.

Landscape Ontario Will...

- Provide you with street signage to help guide attendees to your garden.
- Create and organize high profile radio & newspaper ads to promote the Tour.
- Print and display posters advertising the event at key locations throughout the city.
- Print and distribute the passports (tickets) that will feature your company name, story of the featured garden, short bio etc...
- Photograph your garden on the day of the event for future publication.
- Provide insurance for the day as an LO event.
- A garden plaque for the homeowners to show their participation in the tour.

What do we need from you?

- You must be an Active Member of LO in good standing, and agree to accept the terms and conditions (as listed below).
- Choose a garden that you are particularly proud of and get the homeowners' permission (signature required on form below) to allow public access to their property.
- Consent to the use, if necessary, of any of the photographs taken to be used for publication on the LO London website, Horticulture Review magazine, or future Garden of Distinction Tour media.
- Prep your site leading up to the Tour date, and have it in tip top shape. Have enough staff on site (2 or 3 people) to meet and greet the attendees, check passports, control entry and exit of the public, direct traffic for parking and ensure that the property is monitored at all times. ***This is really your chance to shine – so make the most of it...*** Serve refreshments, hand out business cards, answer questions, offer advice, be energetic, show your enthusiasm, and engage with the attendees!!! Set the table and create/borrow colourful containers from your garden center members to add some colour and pizzazz.
- To show your appreciation to your property owner, tidy up at the end of the day.
- The site does not have to be large in scale, but must be well maintained and professional looking and it is preferred that the front and back gardens ***are landscaped.***

Entry Fee: \$250 per garden

(More than one garden may be entered)

Entry Deadline is May 15, 2011 at 12:00 p.m.

If you have any questions, please contact
Michelle Peeters via email at missshellypea@yahoo.com
or Helen Hassard at 1-800-265-5656 ext. 354 or Helen@landscapeontario.com

Previous participants include...

Rural Roots Landscaping
TLC Landscaping
Lobo Landscape
Nicola's Garden Art

Eden Garden Works
Coldstream Land Escape
Escapes Outdoor Living
PGS Landscaping

Beamish Landscape Services
Ericks Horticulture Services
Turf Pro Landscaping
Patrick Callon Design

To Enter please complete the entry form in the following page



Gardens of Distinction Tour 2011 - Entry Form

Company Name: _____ **Contact Name:** _____

Contact Email: _____ **Address of Site:** _____

Theme of Garden: _____

Description of Garden: main feature, unique plantings, hardscapes, waterfalls, patios etc..

(This will be used in the passport description of your garden – so please make it descriptive!)

**Short Company Bio or email a electronic copy of your business card or a small company ad
4"W x 4H**

Signature for Publication

Company Name (please print clearly): _____

Signature _____ Date _____

Site Property Owner Permission for Public Access and Publication of Pictures

Name (please print clearly) _____

Signature _____ Date _____

We hereby give to Landscape Ontario London Chapter (LOLC) all publication rights to all material submitted in conjunction with the Gardens of Distinction Tour. We further agree that LOLC may, in turn, publish these materials internally in the LO magazines and web sites or as otherwise deemed appropriate by LOLC. We agree to allow the public to enter the gardens for viewing the garden.

Payment Information (if paying by Visa, MasterCard or AMEX please fill in the following information, if paying by cheque please mail cheque to the address listed below):

Card # _____ Exp. ____/____ Total \$: _____

Cardholder Name: _____

Please submit this page only by:

Email to Helen@landscapeontario.com

Fax to 905 875 3942 Attention: Helen

Mail to 7856 Fifth Line South, RR4, Milton, ON, L9T 2X8