

Oakville Blooms – “How It Works”

Median and Boulevard Sponsorship Program



The “Oakville Blooms” Median and Boulevard Sponsorship program offers civic minded businesses, groups, individuals and organizations an opportunity to help Oakville attain its vision of becoming the most livable town in Canada. The program transforms boulevards and medians into vibrant and impressive floral displays.

From May to September each year, medians and boulevards throughout Oakville are planted with annual flowers grown in the Oakville Greenhouse. Plant materials are selected for their brilliant colours and variety in texture, and their tolerance to adverse roadway conditions. All of the displays are designed, planted and maintained by Town of Oakville horticulture specialists.

To offset the costs of planting and maintaining these floral displays, Oakville launched this innovative program in 2008 where private citizens, businesses, and organizations can contribute funds by sponsoring specific locations throughout the Town.

Sponsorship Benefits

As a sponsor of the “Oakville Blooms” program, you will contribute to the overall quality of life in Oakville. Public recognition and branding of your business, organization, group or name will be proudly displayed in the form of a sign in your desired location.

With your sponsorship funding, the Town can reduce expenses without compromising maintenance and landscape design, and enhance service levels beyond those it might otherwise be able to afford. Most importantly, the Town will be cleaner, with improved air quality and reduced airborne dust and pollen.

How the Program Works

In consultation with a Town horticulture specialist, you will select a median or boulevard from a variety of designated locations throughout Oakville.

Once your location has been chosen, the sponsorship costs for that specific location will be provided to you. You will not need to worry about maintenance of the floral display. Town staff will perform the required design, planting, watering, weeding, etc. on your behalf. Recognition in the form of a sign will be erected at your location.

Please note that opportunities are for financial sponsorship only. There are currently no mechanisms in place for adoption with shared work/maintenance at this time

Displays are planted in mid-May and will remain until the end of September or until they are no longer viable (weather dependant). The Sponsorship year is May 1 to April 30 of the following year.



Display selection

Please see the Rates and Locations page for display availability. Available displays have the rate for the current year posted.

Current sponsors have first right of renewal and will be contacted in January to confirm their interest and intent for the next sponsorship year. Displays that are not renewed will be offered to parties on the waiting list in May. If displays remain unsponsored after May 15, their rate will be posted on the Rates and Locations page, indicating that they are available to the general public.

To be included on the waiting list (for specific display locations or town wide), please call 905-845-6601 and Service Oakville will redirect your call to the Oakville Blooms representative

Signage

Your sponsorship fee includes two (2) single sided 18" x 24" standard (text only) full-colour signs per display. Web addresses are allowed but please note that phone numbers, email and street addresses are not permitted on the sign.

- Sponsorship display area is approx 9" h x 20" w
- Font: Frutiger, Pantone 287, font size up to 300pt depending on length of text
- Customized font and/or Company logo can be incorporated: a one time extra fee of \$400 will apply.

Submitting your Artwork

For text only signage, the Town will create on your behalf. Please include the text¹ you would like on the sign in your application form. A high resolution (minimum 300 dpi) jpeg, pdf or eps file is required if submitting custom font and/or logo. Every effort will be made to match specified colours (when applicable), but there is no guarantee of exact matches.

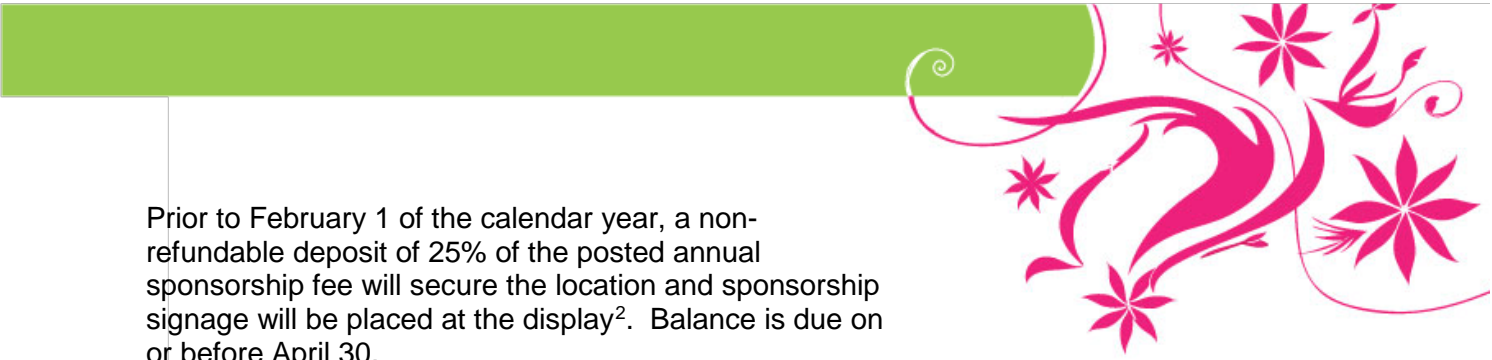
- Sponsorship display area is approx 9" h x 20" w
- Fonts other than the standard (Frutiger, Pantone 287) will be treated as custom artwork and the extra fee (\$400.00) will apply to the sponsorship

Payment information

Duration of the display season is equal to four months (weather dependent) from June 1 to September 30.

Rates for annual sponsorship are listed on the Rates and Locations page for all available displays.

¹ Text can include Sponsor name and/or web address



Prior to February 1 of the calendar year, a non-refundable deposit of 25% of the posted annual sponsorship fee will secure the location and sponsorship signage will be placed at the display². Balance is due on or before April 30.

Rates are subject to annual review; changes will be communicated to sponsors with the balance due reminders and will be reflected in the outstanding amount.

Pro-rating of fees will be considered for new sponsorships of unsponsored areas during the display season if a commitment is received for the same display at full price for the following year. Rates for future seasons may be subject to change.

Pro-rating schedule is as follows:

- New sponsorship initiated between Feb 2 and June 1 of the display year: full fee
- New sponsorship initiated between June 2 and July 1 of the display year: 90% of full sponsorship plus written commitment to sponsor the following year (at that year's rate)
- New sponsorship initiated between July 2 and Aug 1 of the display year: 50% of full sponsorship plus 25% deposit for the following year's sponsorship
- New sponsorship initiated between Aug 2 and Sept 1 of the display year: 30% of full sponsorship plus 25% deposit for the following year's sponsorship
- New sponsorship initiated between Sept 2 and Feb 1: 10% of full sponsorship plus 25% deposit for the following year's sponsorship

Renewals

If you would like to retain your location for the following year, renewals will be granted if your 25% non-refundable deposit is received prior to February 1: The balance is due by April 30. Floral displays renewed for the following season will remain signed for the entire year. New or non-renewed locations will be available mid-May.

For more Information

For more information, please contact 905-845-6601 or visit the Town website at www.oakville.ca/oakvilleblooms.htm.

² Signage will be ordered following approval by sponsor of design, and will take up to 3 weeks from date of approval to be installed