Proven increase in PW sales

Year over year PCF customers that participate in the PW Display program see an increase in PW sales. 2019 participants saw, on average, a 20% increase.
Get paid to display, it's really that easy! Garden Centers that participated in our 2019 PW Display promotion saw on average a 20% increase in PW sales, plus they got paid to do it! The program has been so successful we are bringing it back so you can continue to grow your sales in 2020. Here's how simple it is to get paid:

1. Decide on a level of commitment, sign and return this form to Prides Corner Farms by **March 2, 2020**
2. Follow the rules of the road below
3. Create an awesome PW display using POP materials provided by Prides Corner Farms and Proven Winners®
4. Collect your reward!

**RULES OF THE ROAD**

- To be eligible, select your participation level below & return this signed form to Prides Corner by **March 2, 2020**
- Place your order for the number of plants required at your participation level, mix and match from all the Proven Winners® plants PCF has available.
- Minimum display standards must be followed to be eligible for payment. These standards are:
  - The majority of plants in your display must be displayed off the ground on some form of benching with PW bench tape and PW poster(s).
  - Plants from brands other than Proven Winners® or generic, black pot plants cannot be included in your display. Inclusion of these items will make your display ineligible for payment.
- Set up your awesome PW display at your Garden Center & provide PCF with a photo by **May 28, 2020**. We must receive an image of your display for you to be eligible for payment.
- Maintain the PW display through August 2020
- All product ordered must be received by you by **July 17, 2020**

**PRIDES CORNER FARMS COMMITMENT TO YOU**

- Provide you with outstanding Proven Winners® plants as you need them throughout the Display period
- PCF will provide you with PW POP materials and expertise, including helpful tips and reminders along the way. Additional POP can be purchased at www.provenwinners.com/professional/catalog/point-purchase
- Hands on assistance and ideas from our PCF Merchandisers and Sales Team to help you create and maintain your in-store Proven Winners® display through August 2020
- Prides Corner will hand deliver a check to you by **October 1, 2020** for meeting your selected participation level.

**SELECT PARTICIPATION LEVEL BELOW**

- Level 1: Order **400** Proven Winners® plants, we will give you $500
- Level 2: Order **600** Proven Winners® plants, we will give you $750
- Level 3: Order **800** Proven Winners® plants, we will give you $1,000

Signed forms can be sent to Maggie Shea at:

**FAX: 860-468-6106 or Email: Mshea@pridescorner.com**

Garden Center Name: __________________________________________________________

Garden Center Address: __________________________________________________________

Contact Name: ___________________________ Contact Email: _______________________________

PCF Sales Rep: ___________________________