



NATIONAL
Gardening
MONTH

OCTOBER

HELPING NEW ZEALAND GROW

**2026 RETAIL
PROMOTION PACK**

National Gardening Month

NEW ZEALAND



OVERVIEW

National Gardening Month gives participating garden retail stores a ready-made, nationally branded in-store promotion pack. Each store joins the program, receives a full marketing kit, and is promoted as part of a single, unified nationwide campaign — encouraging new gardening customers to visit and engage.

The aim is to celebrate gardening and increase green life visibility during the key month of October.

COSTS AND INCLUSIONS:



Window Entry Decals (2)

Designed to static cling and peel off for re-use in future years, these decals are ideal for entrance doors and glass surfaces to link with nationwide branding activations. Jellyfish printed vinyl, 400mm diameter.

SUGGESTION: Place where visible, entranceways or windows near public accessways.



Circular Corflute Display Signs (2)

Versatile for in-store use.

Laminated corflute for durability, double sided, 300mm diameter, hole punched to suspend.

SUGGESTION: Use to create movement if suspended, or as part of an in-store display to attract interest of new gardeners or align with competitions.



Store Entry Bollards (2)

Eye-catching creative that links to our in-store magazine and competition IN TO WIN a paradise garden!

1.2 metre high folded to sit over a bollard at store entrance or internally in the store. Scan the QR code to go straight to the online competition page.

SUGGESTION: Use either side of an entrance way or one at each entrance. Or inside the store café to interest those stopping for a coffee in entering the competition.



Competition entry signage (5)

These insert into Norwood large black display stakes (face plate 160 x 130mm) and include a QR code to scan to go to the competition page to 'WIN'.

SUGGESTION: Ideal to place in and around vege displays, or to combine with a Vegepod if you carry these in stock. Make a display to represent the prize with a selection of Yates seeds/products, Incredible Edibles plants and Living Fashion lavenders to add some vibrant colour!



Branded Bench Tape (1)

Durable 80-micron LDPE 50M x 200mm wide

SUGGESTION: Wrap easily around circular display carousels, make your own Paradise display!



Bunting is back! (1)

Festoon this 7.8 metre string across the store frontage, aisle or across the entrance to the garden centre. Creates that sense of celebration and festivity.



PARADISE PROMOTION PACK JUST \$475 *

***Includes your annual sponsorship of National Gardening Month of \$150+gst, (excludes gst and freight) and access to all social media and digital assets to add your own spin to 'National Gardening Month'**

Your **National Gardening Month Promotion Pack** has been heavily subsidised by kind sponsorship from **Norwood Industries of Australia**. You are getting tremendous value with this pack, all elements are designed to last for 2-3 years of re-use.

PLUS you are helping the cause of **GROWING** a new generation of gardeners!
We all rely on this for our future!

PLUS! National Gardening Month Magazine

Filled with inspiring ideas for the new or seasoned gardener, you will want to have on hand a supply of the special October edition of the popular Go Gardening magazine.

Delivered early October, these are designed to pick up the theme of "Grow a piece of paradise" and to carry the competition instructions for the major prize.

If you have not already ordered these, DO NOT MISS OUT!
Deadline for orders 8th August 2026

1-2 cartons (100-200)	\$129
3-9 cartons (300-900)	\$119
10-29 cartons (1000-2900)	\$114

(Carton prices are exclusive of GST and freight)



YES! Sign me up for a promotion pack!!

Company Name:

Delivery Address:

Contact person:

Phone:

Email:

(email is important for advance notification of content and featured products)

Purchase Order Number:

Signature:

Date:

/ /

Please add

cartons of the National Gardening Month magazine

Email orders to: **Frances@gardeningnz.co.nz**

or contact Debbie on **0274 858562** for more information

