



NATIONAL GARDEN BUREAU
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National Garden Bureau's Collateral Materials

To The Garden Center Group Members,

We are delighted to be able to work with you, and hopefully help save you time with some of your marketing and social media messaging.

With this [DropBox link](#), you now have access to:

1. AAS Winner PowerPoint presentations – 2016-2020 - With these, you can download them, use them complete, as is, or just use select slides for any purpose you wish. Maybe an educational seminar, maybe a new product presentation, convert to a video for your website or social media, etc.
2. AAS Winner videos – 2016-2020 – We have created these videos for our own social media feeds and our [YouTube channel](#). If it's easier, you can always just share from those websites. Or, if you want to upload them as your own content, feel free to do so! In many cases, there are two versions: one is 59 seconds and in a square format. The other is 1.:01 and in a vertical format. Things change constantly but as of the time we created these, one is better for Instagram and one is better for Facebook. But as we know, they do like to change their formats and requirements so bear with us while we continue to adapt!
3. Blog posts and newsletter content – in here you'll find all the blog posts from the NGB and AAS blogs that we posted in 2020. These Word docs also have photos embedded, which you may or may not choose to use. We do ask that you keep the credit notation and link to our website at the end of each one. If you want to see the blogs live and share that way, here is a link to the [NGB "Inspirations" blogs](#) and to the [AAS blogs](#). As we post new blogs, they will get uploaded to this DropBox folder.
4. NGB New Varieties PowerPoint presentations – 2019-2021 – very similar to the AAS Winner presentations in how you can use them.
5. Social Media Graphics – these were all created and used in 2020 on our social media feeds. There are three categories: Victory Garden 2.0 tips that we used this spring and summer; Fall Harvest Tips that we are using this fall and Texas A&M stats where we created graphics that can be used anytime as they promote the value of plants and gardens.

For now, this is our "starter package" for The Garden Center Group Members. We'd love to hear from you as to how useful these are and if you have additional ideas on content that we can share. Diane Blazek, email: dblazek@aaswinners.com