



presented by

ORNL FEDERAL



CREDIT UNION



DOGWOOD ARTS | BAZILLION BLOOMS PROGRAM



Planting a Legacy in East Tennessee

When Dogwood Arts began more than 70 years ago, the goal was simple: bring people together to celebrate the natural beauty of East Tennessee. Our Bazillion Blooms tree-planting campaign carries that legacy forward by ensuring that the iconic dogwood trees that inspire our name, and our springtime traditions, continue to thrive for generations to come. Since the program began in 2009, more than 20,000 dogwood trees have been added to communities across the region, creating a living legacy that grows more beautiful with each passing spring.

20,000

Trees Planted Since 2009

SPONSORSHIP INFORMATION PACKET

BAZILLION BLOOMS

Keep Knoxville Blooming

Our annual tree planting initiative helps preserve the legacy of East Tennessee's iconic dogwood trees while creating a greener, healthier community for future generations.

How it Works:



PURCHASE FROM DOGWOOD ARTS

PICK-UP & PLANT YOURSELF

Dogwood Arts sells bare-root dogwood trees online at dogwoodarts.com/bazillionblooms
(1-4 trees are \$25 each, 5+ trees are \$20 each)

Order Deadline: November 3, 2026

DONATE IN HONOR OR MEMORY

No matter what time of the year, you can celebrate a special event, honor an individual, or memorialize a loved one by donating trees to the Historic Dogwood Trails.



*Here's
Where You
Come In!*

PURCHASE FROM A PARTICIPATING GARDEN CENTER

We also encourage the public to visit our participating nursery partners to purchase larger blooming trees, shrubs, perennials, etc. All you have to do is commit to stocking disease-resistant, spring-blooming Dogwood trees through the end of the year.



Marketing & Media Strategy



Through strategic marketing, media partnerships, social media, email, and print and digital advertising, Dogwood Arts promotes the Bazillion Blooms program to thousands of people across the region.

\$48,500

Media Value | 2025 Event

both purchased and donated as in-kind sponsorships

160

tv spots

ACROSS 3 STATIONS

700

radio spots

ACROSS 14 STATIONS

Media Partners

TV

WATE-TV
WBIR-TV
WVLT-TV

Radio

Cumulus Media
Midwest Communications
M&M Broadcasting
Summit Media
WDVX

Print Advertising

*Everything Knoxville
Farragut Life
Knoxville City Lifestyle
Knoxville News Sentinel
Maryville Daily Times*



Direct Mail

6,000 postcards

delivered to homeowners along
the Dogwood Trails &
distributed at 31 ORNL FCU
branches



2025-26 SEASON

Dogwood Arts Media & Marketing

54,000

social media
followers

4 million

social media
impressions

24,000

email listserv
subscribers

45,000

website
visitors

Participating Nursey Partners Receive:

Gold Sponsor | \$1,500

Everything included in the Silver Sponsorship Level PLUS

- Business Logo included on campaign TV commercial (~160 spots in 2025)
- Business name included on campaign radio spot (~700 spots in 2025)

Silver Sponsor | \$750

- Business name included on promotional postcards (6,000 distributed in 2025)
- Business logo with link to your website on dogwoodarts.com/bazillionblooms
- Sponsorship recognition on Dogwood Arts social media (54k followers)
- Bazillion Blooms banner to hang at your business

Bazillion Blooms Nursery Partner Agreement

Contact Name _____ Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Mobile _____ Email _____

Website _____ Social Media Handles _____

Disease-resistant dogwood tree varieties you will be carrying this fall [if known]:

Print Name _____ Signature _____

Email Invoice to _____

☐ Pay by Check



**Scan the QR Code to submit
the Agreement and pay online**

Thank you for participating in the Bazillion Blooms campaign and supporting our mission of promoting and celebrating our region's art, culture and natural beauty!

Make check payable to
Dogwood Arts and mail it,
along with this form, by
09/04/26 to:

Dogwood Arts
123 W. Jackson Ave
Knoxville, TN 37902