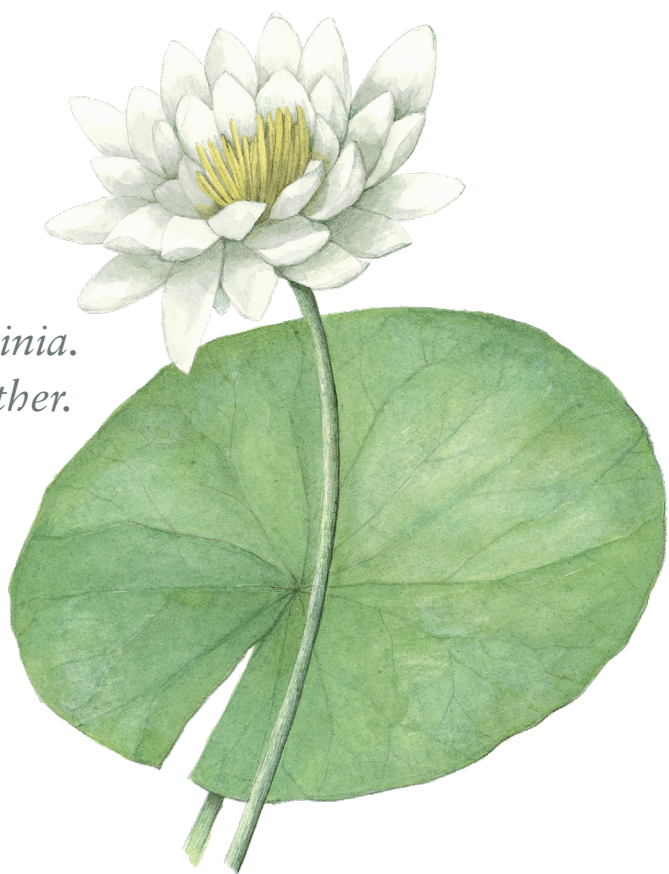


FLORA OF VIRGINIA PROJECT

PERENNIAL PARTNERS PROGRAM

The Perennial Partners Program invites businesses of all sizes to directly support the Flora of Virginia's commitment to keeping Flora data up-to-date and accurate for the benefit of professionals, educators and enthusiasts alike.

*Rooted in Virginia.
Growing Together.*



White Water-lily
Nymphaea odorata

With a tiered system tailored for organizations from local boutiques to statewide corporations, the Perennial Partners program offers unique, brand-aligned benefits — including custom Flora of Virginia App experiences, expert-led trainings and employee enrichment.

MARIGOLD (\$500)

- 🌱 Perennial Partner digital badge for website/social use
- 🌱 Recognition on Flora of Virginia website and social media
- 🌱 3 complimentary Flora App codes (retail value = \$60)

PHLOX (\$2,500)

All Marigold benefits plus:

- 🌱 10 complimentary Flora App codes (retail value = \$200)
- 🌱 *Phlox paniculata* (Fall Phlox) botanical print by artist Lara Call Gastinger
- 🌱 Logo and link in every issue of Florascope bi-monthly newsletter

WATER-LILY (\$5,000)

All Phlox benefits plus:

- 🌱 25 complimentary Flora App codes (retail value = \$500)
- 🌱 *Nymphaea odorata* (White Water-lily) botanical print by artist Lara Call Gastinger
- 🌱 Virtual Flora App demo/training for employees
- 🌱 One guided native plant walk for staff (within service area)
- 🌱 Flora of Virginia swag pack for team (stickers, field notebooks, etc.)

CONEFLOWER (\$10,000)

All Water-lily benefits plus:

- 🌱 50 complimentary Flora App codes (retail value = \$1,000)
- 🌱 *Echinacea laevigata* (Smooth Coneflower) botanical print and one additional select print by artist Lara Call Gastinger
- 🌱 Quarterly virtual Flora App training for new employees
- 🌱 Two guided native plant walks or on-site workshops

TIER	MARIGOLD	PHLOX	WATER-LILY	CONE-FLOWER
ANNUAL DONATION	\$500	\$2,500	\$5,000	\$10,000
Recognition on FOV website	✕	✕	✕ + Link to your organization	✕ + Link to your organization
Social Media Shout-Out	1x/year	2x/year	Quarterly	Quarterly
Perennial Partner Badge	Digital badge	Digital badge + promo template	Digital badge + promo template	Digital badge + promo template
Free FOV App Downloads	5	10	25	50
Botanical Print		Fall Phlox	White Water-lily	Smooth Coneflower+
Florascope		Logo + link	Logo + link	Logo + link
FOV App Demo/Training			1x Virtual	Quarterly, virtual or in-person
Flora Walk			1 walk/year	2 walks/year
Flora Swag			✕	✕

The Flora of Virginia App helps organizations provide science-backed projects and deliver quality products including:

- 🌱 Botanical surveys and inventories
- 🌱 Restoration planting plans
- 🌱 Wetland delineations
- 🌱 Site monitoring and compliance

To learn more about the Perennial Partners Program, contact:

Jennifer Norwood

Executive Director

jnorwood@floraofvirginia.org

781-608-2385

floraofvirginia.org/support/perennial-partners

The Perennial Partners Program will support operational overhead and projects that Keep the Science Current.

BUILDING A CUSTOM DATABASE

Ensure sustainability by addressing:

- **Data Security:** The database will live behind a firewall controlled by access permissions, protected from viruses, software obsolescence and human error.
- **Accuracy:** Editing through a custom user interface initiates workflows for required approval by a Flora author.
- **Timeliness:** Data can be edited, imported or added in real-time, then updated to the App on a regular schedule.

SCHEDULED DATA UPDATES

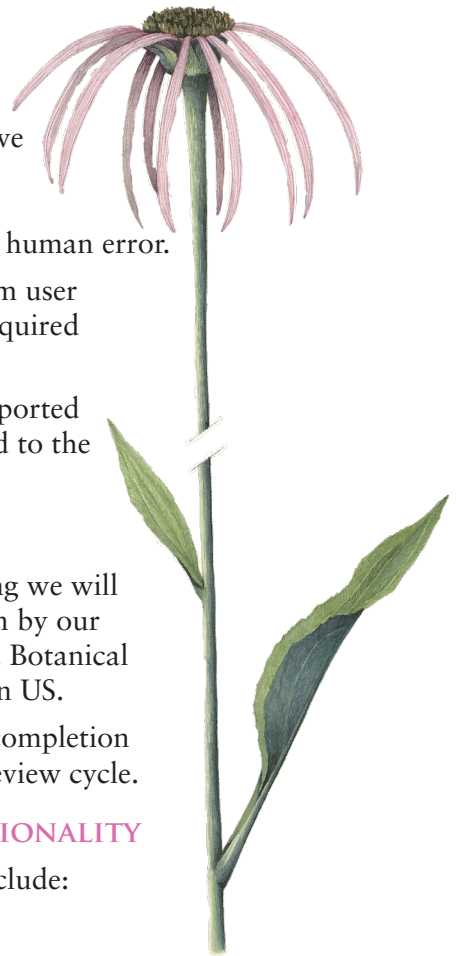
Once our new database is up and running we will initiate a major update to the App driven by our authors and in partnership with Virginia Botanical Associates and Flora of The Southeastern US.

- **Annual Data Updates:** Successful completion will kick off a more regular data review cycle.

NEW DATA, FEATURES AND FUNCTIONALITY

Information our users have requested include:

- Wetlands coding
- Host plant data
- Ethnographic information



Echinacea laevigata
Smooth Coneflower

REPRINTING THE FLORA OF VIRGINIA

Currently out-of-print, it is a very popular companion to the Flora App and a heavily used resource in higher education classrooms.



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