

Are You an Award-Winning Garden Retailer?



SMITH'S GARDENTOWN
 OVER \$1 MILLION REVENUE
 GOLD WINNER



KIM'S HOME AND GARDEN
 OVER \$1 MILLION REVENUE
 SILVER WINNER



EAST AUSTIN SUCCULENTS
 OVER 1 MILLION REVENUE
 BRONZE WINNER

How To Enter

All Submissions Must Be Online Only!

TGRA submissions will be through an online portal (Kaleidoscope) found at www.TNLAOnline.org

The online submission portal will open May 1, 2023.

The portal will allow the entrant to quickly and easily submit photos, resubmit photos and enter the description with each photo within the portal.

Payment Methods

Entrants will be able to pay in the online submission portal with a credit card. If you prefer to pay over the phone or with a check, please use the contact info below.

Need Assistance?

If you need assistance completing the online submission or would like to pay over the phone, please contact Aimee Pledger: 512.579.3864 | apledger@tnlaonline.org



GARDENS AT THE RIDGE
 UNDER \$1 MILLION REVENUE
 GOLD WINNER

TNLA Retail Awards Program

Offering retail garden centers the chance to be recognized across the State as a leading retail garden center in Texas. This program will help your retail garden center leverage your brand and connect with your peers while providing the brand recognition you deserve!

The Texas Garden Retailer Awards (TGRA) Program is open to all retail garden centers located in the State of Texas!

MEMBERSHIP TO TNLA IS NOT A REQUIREMENT FOR ENTRY.



TNLA
 TEXAS NURSERY &
 LANDSCAPE ASSOCIATION

Required Entry Materials

Submitted online ONLY, visit www.TNLAOnline.org to find the entry portal (Kaleidoscope). Please note for an entry to be complete, submissions must have ALL of the following:

- Text files for your question answers in each category (Innovation, Quality, Merchandising, Culture)
- Photo and photo descriptions corresponding with each category and any supporting documents or images
- Payment of \$225 (TNLA members) or \$300 (non-members) per entry.

Materials Guidelines

- All photos must be at least 1280 x 1024 pixels, 300dpi minimum. If referencing a 'before' photo for judging purposes picture can be of lower resolution if necessary.
- Photos must be separate (no collage or documents including multiple photos are accepted)
- Photos must be numbered with corresponding numbered text descriptions
- Photos/Videos must be taken within 12 months of submission
- Altered or retouched photos will equal disqualification of entry

Materials Release

- All submitted materials, including photos, video and descriptions, become the property of the Texas Nursery & Landscape Association (TNLA), and may be reproduced by TNLA for any purpose.

TGRA Entry Categories

Retail Garden Center's Under 1 Million in Yearly Revenue

Retail Garden Center's Over 1 Million in Yearly Revenue

Note: Retailer of the Year - Judges will select only two winners as the overall outstanding retailer from above categories.

Judging

Entries will be judged on the following elements:

- Innovation
- Merchandising
- Quality
- Culture



Scan Here to Apply

Awards

Texas Garden Retailer Awards

There are no set number of awards to be presented. Entries are not judged against one another but are judged individually. Judges may select as many entries as they determine deserving of recognition. Awards may or may not be given in each category and there may be more than one Gold in each category if judges agree. Honorable mentions are awarded at judges' discretion.

Retailer of the Year Award

Retailer of the Year awards are fully at the judge's discretion. Only Gold Award winners will be eligible to receive Retailer of the Year recognition. The Retailer of the Year Award is awarded only to those entries where the judges believe the center exemplifies excellence. Only one Retailer of the Year award will be given per category.

TNLA Awards Celebration

2023-2024 TGRA Award Winners will be honored at the 2024 Lone Star Hort Forum during the TNLA Awards Festival, to be held in January 2024 at the Hilton DFW Lakes Executive Conference Center in Grapevine, Texas

For more information visit www.TNLAOnline.org



Entry Instructions

1. **NAVIGATE** to the TGRA page on TNLAOnline.org and click 'Apply Here'
2. **CREATE** an online account on TNLA's Kaleidoscope program.
3. **CHOOSE** the TNLA Retail Award category to enter in with (there is no limit to the number of categories one can enter, however, there can be only one entry per company for each category Over One Million in Yearly Revenue OR Under One Million in Yearly Revenue).
4. **UPLOAD** entry following the criteria guidelines, questions, and uploading supporting documentation and images.
5. **SUBMIT** and pay for an entry per category online through TNLA's Kaleidoscope program.
6. **WINNERS** will be awarded at the TNLA Awards Festival in January during the TNLA Lone Star Hort Forum

ENTRY TIPS & TRICKS

TAKE PHOTOS throughout the Spring and during special events at your retail garden center to share with your online entry.

MAKE NOTE of the special classes and activities conducted throughout the year such as writing letters to Santa, providing sessions on creating custom hanging baskets, or showcasing Summer movie nights.

SHARE INFORMATION on special merchandising displays, provide photo examples, discuss what made them unique, if they were Seasonal/Temporary and the purpose they served.

BE PREPARED to share in your online application information about your customer demographics, their buying patterns and the needs your retail garden center meets for your client base.