

**THE FLOWER CHEF** is a modern, comprehensive guide to floral design that caters to all readers -- from beginners who have never worked with flowers before and are looking for a new creative outlet, to decorators, party planners and photographers looking to liven up their spaces, to professionals who want to update their techniques. This book teaches you everything you need to know about flower arranging including tips on how to buy and care for flowers, how to cut and prepare them, and how to use floral foam, vases, and various other decorative elements in your arrangements.

Written by a self-taught professional florist behind the successful bicoastal floral design business Flour LA, this is the go-to guide to floral design that is fresh, original, and exciting.

Hardcover: 224 pages

Publisher: Grand Central Life & Style (March 1, 2016), Hachette Book Group

Product Dimensions: 5.9 x 0.9 x 8.3 inches

# Product Placement Opportunities

## Book Trailer

Shot at UCLA, this book trailer will be released over social media, press releases, and all channels in January 2016. It features everyday people from all demographics (the nerdy computer science student, sorority girl, faculty, etc) making arrangements using the book.

Branding: Products and/or Company Name will be featured in the video and/or have a "Presented by" title.

## YouTube Videos

Original content opportunity. Shot in a test kitchen, DIY videos of The Flower Chef teach accessible flower and entertaining recipes, tips, and tricks, in a variety of show formats (30 Second Flower School, Celebrations, Holidays, Easy Entertaining One Minute Flowers, etc). Carly will create content based on company's demographic, products, and timely events.

Branding: Products will be used as vases, tools, containers, and accents to create the arrangements. Videos can be used as fresh content exclusively on company's website, YouTube, Facebook and all social media. Company Name will be featured in the video and/or have a "Presented by" title.

## **Live Demos and Book Signings**

From March 2016 - May 2016 Carly will be doing live demos and signings at various bookstores and specialty shops showing recipes from the book in LA, NYC, Portland, and San Francisco. A complete list available upon request.

Branding: Products will be used at demos with a display on the table. Vases, tools and everyday items will be used to create the arrangements.

## **Video Demos**

In January 2016 a live flower class showing recipes from the book and Q&A from the audience will be broadcast via Apartment Therapy's Periscope and Social Media reaching an audience of millions.

Branding: Products and/or Company Name will be used at the taping.

## **Blogger Posts**

From December 2015 - May 2016 Carly will Guest Blog on 20 lifestyle blogs including Huffington Post, Office Stylist, and Pizzazzarie garnering millions of views on both the blog and the blogger's social media. Guest blog posts will be about flowers for fashion, interior design, parties, and holidays. Contests and Giveaways will also be scheduled creating a significant social media buzz in the marketplace.

Branding: Products and/or Company Name will be mentioned and/or included in arrangements.

## **Book Release Parties**

In March 2016 book release events will take place in LA and NYC for The Flower Chef. Events will be held in private homes, underground venues, and retail stores (Anthropologie, Rolling Greens, etc). Schedule available upon request.

Branding: Products will be on displays and shown next to the book for social media opportunities. If events include demos, the products will be used.

## **Social Media**

On a continuous basis the book will be broadcast on all social media platforms with the hashtag #theflowerchef

Branding: Company Name and/or Logo can be placed on The Flower Chef social media along with company hashtag.

## **Press Releases**

Grand Central Publishing and boutique PR firms will roll out 3-4 press releases about The Flower Chef.

Branding: Company name and/or co-branded products (see below) can be mentioned in the press releases.

## **Print and Digital Coverage**

In October 2015 Carly will do floral design classes for Hearts, Time, Conde Nast and Meredith, teaching editors how to make flower arrangements. The editors have long-leads for print and digital coverage of The Flower Chef including reviews and editorial mentions.

Branding: Company name and/or co-branded products (see below) can be mentioned in the classes. Products will be shown to editors in addition to the book.

## **Interviews**

Carly will continuously conduct interviews with various digital and print magazines. She will discuss her company and book.

Branding: Company name and/or co-branded products (see below) can be mentioned in the interviews.

## **Additional PR for the Book**

Celebrity placements and endorsements through PR firms as well as traditional publicity efforts through the publisher.

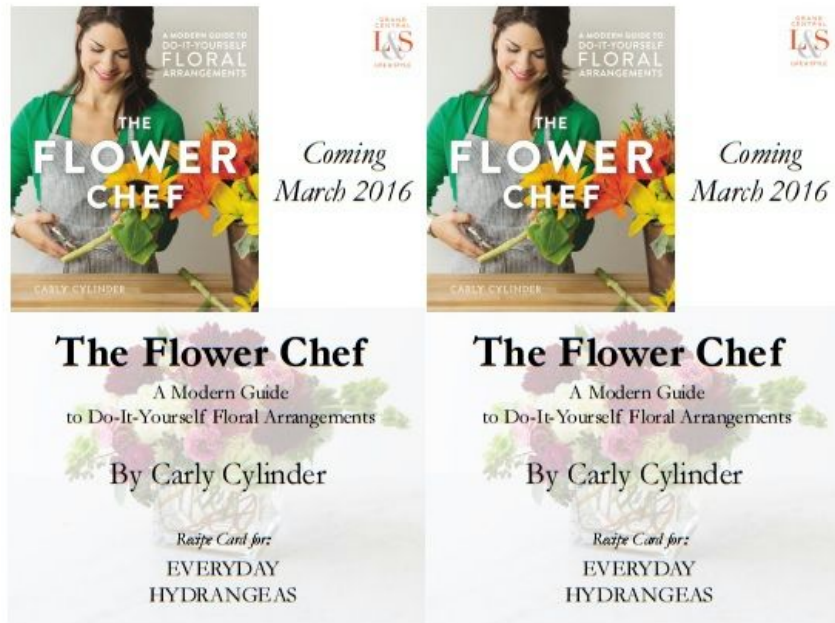
## Branded Products

The Flower Chef is seeking partnership opportunities. Co-branded products provide a fresh, modern twist to existing products.

Examples Include:

- Floral Supply Tools
- Everyday Household Tools
- Beauty (nail polish, makeup, fragrance, etc)
- Glassware
- Vases
- Floral Care Products, Sprays, and Preservatives
- Tool Kits
- Recipe Cards
- Bonus Recipes

Grand Central Publishing used Avery Notecards 5389 for their Winter Preview Lunch where arrangements from The Flower Chef were used as centerpieces.



## **Requested Sponsorship**

Book Trailer - filming and editing costs, supplies, permits  
YouTube/Video Production - filming and editing costs, supplies  
Book Signing - traveling and accommodations in each city  
Blogger Posts - supplies, styling, and photography

**Total Estimated Audience Reach: 10 million**

**Full Sponsorship Request: \$50,000.00**

## **Contact Information:**

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## **About Carly Cylinder:**

Carly Cylinder is the owner of the acclaimed, Flour LA, Inc. with locations in Los Angeles and New York. She specializes in florals for celebrity clients, major media outlets and corporate events. In addition, she offers a wide array of design classes and installs large scale floral exhibits. Her sister company, Flour LA, Jr. hosts flower parties for children of all ages.

Carly's first book THE FLOWER CHEF: A MODERN GUIDE TO DOITYOURSELF ARRANGEMENTS will be published in March 2016 by Grand Central Publishing. Carly has been a blogger for Huffington Post, GalTime, and Celebrations.com and has worked with 1800Flowers, Avery Products, Whole Foods, AOL, Yahoo!, Miracle Gro, Apartment Therapy, and numerous lifestyle blogs. She currently resides in Los Angeles, CA.