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Sporticulture plants featured at 2017 NFL Draft

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Maryland-based Sporticulture Inc. featured its National Football League-themed plants on location at the official NFL Draft Apr. 27-29 in Philadelphia for the second year, according to a news release. Sporticulture's NFL plants decorated the VIP areas as well as other NFL venues in the city over the three-day draft celebration.



Sporticulture's NFL-themed plants decorated the VIP areas and other NFL venues at the official 2017 NFL draft in Philadelphia. "We were really excited when the NFL asked us to supply plants for the 2017 NFL Draft again this year," said Cort Smith, president at Sporticulture, in the release. "Sporticulture, Walnut Springs Nursery and Master Tag worked together designing products with graphics created exclusively for this event. The draft is a big deal now, with over 250,000 people attending the live broadcast. It is great exposure for our NFL Team Flowers program."

Sporticulture provides sports licensing opportunities for horticulture and lawn and garden products throughout the United States.

“The most common inquiry we receive from social media and internet customers is where to go to purchase their favorite team,” Smith said. “Our goal is to keep expanding. I hope growers and retailers around the country see how we are working to build awareness. There is a market for the team flowers concept and it is a fun, profitable way to connect with the NFL and NCAA fans. If your business is near an NFL stadium, we would like to hear from you. There are opportunities to work with teams and we will help you connect with them.”

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