

GREEN-WOOD

The Green-Wood Cemetery

Request for Proposals for a Flower Vendor for the Green-House

Background:

Founded in 1838, The Green-Wood Cemetery is a 478-acre green space and National Historic Landmark located in Sunset Park, Brooklyn. An active cemetery, Green-Wood's serene landscape is open to the public year-round for casual visits as well as a robust slate of public programs.

Now, The Green-Wood Cemetery is growing! In the spring of 2026, Green-Wood will open the doors of the Green-House, a new center for visitor orientation, exhibitions, and programming located just across the street from the Cemetery's Main Entrance at 25th Street and Fifth Avenue. It combines the beautifully restored Victorian 1895 Weir Greenhouse, now known as the Atrium, with new construction including two exhibition galleries. The Green-House will welcome visitors to Green-Wood and provide a place for them to learn more about our beautiful and historic cemetery.

Overview:

As an active and operating cemetery and perpetual site of memorialization, Green-Wood seeks a flower vendor to provide approved offerings (single flowers, sympathy bouquets, and potted plants) for sale in a mobile retail unit to be placed in the historic atrium of the Green-House.

Green-Wood believes that, in addition to foot traffic sales, flower sales will provide a steady amenity for families who wish to honor loved ones during their visit. All plants and flowers must be approved in advance by Green-Wood and align with Green-Wood's environmental standards and guidelines for gravesite tributes (flowers and plants). For more information, see [Rules for Tributes](#).

Details and Terms:

The Green-House will be open to the public Thursday through Monday, from 10am to 6pm, with an early closure of 4pm on weekends when private events are taking place. The selected flower vendor will be required to operate with on-site stock for a minimum of four Saturdays per month during public hours, as well as additional dates as needed for pop-up events, with advance notice provided. Additional days may be available upon request to Green-Wood.

The flower vendor is responsible for staffing the mobile retail unit (which Green-Wood will purchase) and providing all sales transaction equipment, including a point-of-sale system. The vendor must also maintain the retail area in a clean, safe, and visually appropriate manner, and remove all waste and unsold inventory at the conclusion of each sales day unless otherwise agreed.

As this is a new venture, the initial agreement term will be six (6) months from the date of signing, with the possibility of renewal by mutual agreement.

In exchange for providing retail space, brand exposure, and exclusivity, the selected vendor will pay Green-Wood a venue fee equal to 10% of gross monthly sales, payable monthly with accompanying sales reports. The selected vendor will be responsible for charging, collecting, and remitting all applicable New York State and City sales taxes under their own sales tax authority.

Local businesses, especially those with a connection to Green-Wood, are strongly encouraged to apply. Attendance at the Proposer Tour and Q&A is highly recommended, and an **RSVP is required if you plan to attend**. RSVP to stacylocke@green-wood.com.

Important Dates:

February 26, 2026: Tour of the Green-House and Q&A session with Green-Wood staff.

March 5, 2026: Proposals due.

March 20, 2026: Green-Wood selects flower vendor for the Green-House.

April 3, 2026: Agreement between flower vendor and Green-Wood executed.

April 18–19, 2026: Flower vendor begins retail sales in the Green-House (Opening Weekend).

Proposal Requirements:

Interested vendors should submit a proposal that includes the following information:

1. Company Overview

- a. Brief description of your business, including years in operation and relevant experience.
- b. Location of business and any connection to Green-Wood or the surrounding community (if applicable).

2. Proposed Offerings

- a. A list of proposed items for sale (e.g., single flowers, bouquets, potted plants), including sizes or variations.
- b. Proposed retail prices for each item.
- c. Photographs of proposed items and/or links to portfolios.

3. Sourcing and Practices

- a. If applicable, include any practices that support sustainability or care for the environment.

4. Operations and Staffing

- a. Proposed staffing plan for required sales days.
- b. Description of point-of-sale systems and payment methods accepted.
- c. Experience operating pop-ups or mobile retail units (if applicable).

5. Reporting and Financials

- a. Confirmation of ability to provide monthly sales reports and remit the required venue fee.

6. Additional Information

- a. Any additional information you believe would be helpful in evaluating your proposal.