



Association
of
Professional
Landscape
Designers

2010

APLD sponsorship program





Message from the President

Dear Potential Sponsor:

I've been struck recently with how many companies and organizations are partnering in these economically challenging times. Each realizes that collaborating is beneficial to all parties involved.

At this time we are asking you to partner with us in the form of Sponsorships. We, the Association of Professional Landscape Designers (APLD), believe that our sponsorship program provides benefits to all of us. Your sponsorship will enable us to promote your product and services to our members, who in turn tell their clients about products and services they like. This support of APLD will help us to enhance our website in this rapidly changing world of electronic communication.

Your sponsorship of our 21-year-old organization with over 1,200 professional landscape designers across the United States and several other countries will mean broader exposure of your product and services to professionals who use landscape materials on a daily basis.

APLD is dedicated to advance the profession of landscape designers as highly qualified, dedicated professionals. We know that this is the type of organization with which you will want to be associated.

Together we can continue to build interest and support in quality landscaping using our professionally designed and installed gardens and your products and services.

Thank you for considering this creative collaboration.

Patricia St. John, APLD
2010 President, Association of Professional Landscape Designers



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Why Partner with APLD?

The Association of Professional Landscape Designers (APLD®) is an international non-profit organization dedicated to advancing the profession of landscape design as an independent profession and to promoting the recognition of landscape designers as highly qualified, dedicated professionals.

Established in 1989, APLD provides:

- the only internationally recognized certification program for professional landscape designers;
- continuing education and professional programs, including an annual conference and Webinars;
- a quarterly magazine with news on the latest developments in the field, including emerging areas of importance such as the management of the environment and the preservation of historically significant landscapes, and tips on how to grow your landscape design business;
- the only international annual awards program specifically for landscape design professionals;
- a forum for landscape designers to share ideas and learn from colleagues;
- consumer information, including an online contact list of APLD members.

Presently more than 1,300 landscape design professionals and allied professionals representing eight countries are part of the APLD community.



2010 APLD sponsorship categories

There are two APLD sponsorship categories: *annual* sponsorship and *event* sponsorship

APLD annual sponsorship levels:

Exclusive Platinum APLD sponsor	\$10,000 (see appendix B for detailed benefits)
Gold APLD sponsor	\$ 6,000 (see appendix C for detailed benefits)
Silver APLD sponsor	\$ 4,000 (see appendix D for detailed benefits)
Bronze APLD sponsor	\$ 2,000 (see appendix E for detailed benefits)

APLD event sponsorship: \$ 800 (see appendix F for detailed benefits)



Appendix A: Overview of APLD's communication vehicles

APLD quarterly magazine *The Designer*

APLD's quarterly magazine *The Designer* reaches more than 1,400 self-employed and corporate designers and education affiliates. This four-color publication is distributed electronically to all APLD members and is posted on the APLD website. A subscription to the magazine is also available to interested parties.

APLD's monthly membership e-mail communication *Design Online*

On the first day of each month, APLD members receive a copy of the electronic member publication *Design Online*. This communiqué, which is packed with information about up-and-coming events, news and a monthly member feature, is also posted in the member section of www.apld.org.

The APLD website

www.apld.org is your gateway to the international landscape design community. Your generous support will help us help you; money donated by sponsors will help us launch a fully-integrated multi-media website.

The 2010 APLD Annual Conference

APLD's major event for members and non-members will be held in Dallas, Texas from September 27 - 30, 2010. This event includes: a welcome reception; internationally renowned speakers; design classes and breathtaking tours of public and private gardens. **Exhibit space is provided for each level of sponsorship during the Exhibitor Showcase on September 30.** Along with the exhibit space APLD offers each sponsor free admission to the conference on the day of the Exhibitor Showcase. Details with time, location etc. will be sent out to each sponsor.

APLD webinars

In 2010, several Webinars are being held by APLD. Using this technology to deliver professional development enables members and non-members from around the world to learn together in an interactive forum, without the environmental or business expense of travel. If you as a sponsor are interested in hosting a Webinar, please contact APLD headquarters.

The 2010 APLD International Awards of Landscape Design Excellence Awards

The APLD International Awards of Landscape Design recognize the successful integration of planning, execution and creativity by a landscape design professional. Award recipients are announced to the media, and profiled in *The Designer*, on www.apld.org and in the *Design Online*.



Appendix B: 2010 exclusive **platinum** level sponsorship details

Benefits of a \$10,000 sponsorship:

- A 2010 APLD Allied Membership.
- Recognition as the 2010 APLD exclusive platinum sponsor on the homepage and the sponsorship page of the APLD website, including a link to your company's website.
- Your company logo prominently displayed on the third page in each issue of the quarterly magazine, *The Designer*, with the tagline "proud exclusive 2010 APLD platinum sponsor."
- A full-page ad on the inside-cover of each issue of the quarterly magazine, *The Designer*.
- Recognition as the 2010 APLD exclusive platinum sponsor in *Design Online*, the monthly membership e-mail.
- Four exclusive e-blasts to the APLD membership, with your customized message, sent from APLD headquarters.
- Recognition as the 2010 APLD exclusive platinum sponsor during each APLD Webinar.
- Recognition as the 2010 exclusive APLD platinum sponsor at the APLD Annual Conference in Dallas, Texas, September 27 – 30, including:
 - company logo on all promotional materials for the annual conference;
 - exclusive recognition at the opening reception and at the closing banquet;
 - exclusive opportunity to provide a branded item for each attendee at the closing banquet;
 - the opportunity to provide branded materials in conference attendee bags;
 - the opportunity to provide branded bags for conference attendees;
 - eight complimentary passes for the opening reception and the awards banquet.
- Exhibit space at the 2010 APLD Annual Conference Exhibitor Showcase on September 30, including two passes for the conference on the day of the Exhibitor Showcase.
- Invitation to APLD's Chapter Symposium being held on February 21, 2010 in Berkeley, CA, providing your company with access to state chapter leaders and international board members.



Appendix C: 2010 gold level sponsorship details

Benefits of a \$6,000 sponsorship:

- A 2010 APLD Allied Membership.
- Recognition as a 2010 APLD gold sponsor on the homepage and the sponsorship page of the APLD website, including a link to your company's website.
- Your company logo prominently displayed on the third page in each issue of the APLD quarterly magazine, *The Designer*.
- A half-page ad in each issue of the quarterly magazine, *The Designer*.
- Recognition as a 2010 APLD gold sponsor in *Design Online*, the monthly membership e-mail.
- Two exclusive e-blasts to the APLD membership, with your customized message, sent from APLD headquarters.
- Recognition as a 2010 APLD gold sponsor during each APLD Webinar.
- Recognition as a 2010 APLD gold sponsor at the APLD Annual Conference in Dallas, Texas, September 27 – 30, including:
 - company logo on all promotional materials for the annual conference;
 - the opportunity to provide branded materials in conference attendee bags;
 - six complimentary passes for the opening reception and awards banquet.
- Exhibit space at the 2010 APLD Annual Conference Exhibitor Showcase on September 30, including two passes for the conference on the day of the Exhibitor Showcase.
- Invitation to APLD's Chapter Symposium being held on February 21, 2010 in Berkeley, CA, providing your company with access to state chapter leaders and international board members.



Appendix D: 2010 **silver** level sponsorship details

Benefits of a \$4,000 sponsorship:

- A 2010 APLD Allied Membership.
- Recognition as a 2010 APLD silver sponsor in the APLD sponsorship page of the APLD website, including a link to your company's website.
- Your company logo prominently displayed on the third page in each issue of the quarterly magazine, *The Designer*.
- A quarter-page ad in two issues of the quarterly APLD magazine, *The Designer*.
- Recognition as a 2010 APLD silver sponsor in *Design Online*, the monthly membership e-mail.
- One exclusive e-blast to the APLD membership, with your customized message, sent from APLD headquarters.
- Recognition as a 2010 APLD silver sponsor during each APLD Webinar.
- Recognition as a 2010 APLD silver sponsor at the APLD Annual Conference in Dallas, Texas, September 27 – 30, including:
 - company logo on all promotional materials for the annual conference;
 - the opportunity to provide branded materials in conference attendee bags;
 - four complimentary tickets for the opening reception and the awards banquet.
- Exhibit space at the 2010 APLD Annual Conference Exhibitor Showcase on September 30, including two passes for the conference on the day of the Exhibitor Showcase.
- Invitation to APLD's Chapter Symposium being held on February 21, 2010 in Berkeley, CA, providing your company with access to state chapter leaders and international board members.



Appendix E: 2010 **bronze** level sponsorship details

Benefits of a \$2,000 sponsorship:

- A 2010 APLD Allied Membership.
- Recognition as a 2010 APLD bronze sponsor on the APLD sponsorship page of the APLD website, including a link to your company's website.
- Your company logo prominently displayed on the third page of each issue in the quarterly APLD magazine, *The Designer*.
- Recognition as a 2010 APLD bronze sponsor in *Design Online*, the monthly membership e-mail.
- Recognition as a 2010 APLD bronze sponsor during each APLD Webinar.
- Recognition as a 2010 APLD bronze sponsor at the APLD Annual Conference in Dallas, Texas, September 27 – 30, including:
 - company logo on all promotional materials for the annual conference;
 - the opportunity to provide branded materials in conference attendee bags.
- Exhibit space at the 2010 APLD Annual Conference Exhibitor Showcase on September 30, including two passes for the conference on the day of the Exhibitor Showcase.



Appendix F: 2010 APLD event sponsorship details

Benefits of an \$ 800.00 APLD event sponsorship:

- Exhibit space at the 2010 APLD Annual Conference Exhibitor Showcase being held September 30 in Dallas, Texas, including two passes for the conference on the day of the Exhibitor Showcase.
- Recognition at the 2010 APLD Annual Conference including your company's name and logo on promotional materials;
- The opportunity to provide a branded material item in conference attendee bags.
- Recognition on the APLD website as an event sponsor at the APLD Annual Conference.



SPONSORSHIP APPLICATION

Thank you for agreeing to be a sponsor with APLD. Please complete the information below and return it to APLD headquarters. We look forward to working with you and appreciate your support!

APLD annual sponsorship levels:

- Exclusive Platinum APLD sponsor \$10,000 (see appendix B for detailed benefits)
- Gold APLD sponsor \$ 6,000 (see appendix C for detailed benefits)
- Silver APLD sponsor \$ 4,000 (see appendix D for detailed benefits)
- Bronze APLD sponsor \$ 2,000 (see appendix E for detailed benefits)
- APLD Event sponsor \$ 800 (see appendix F for detailed benefits)

INFORMATION TO BE USED ON PROMOTIONAL MATERIALS

Please Print Clearly. APLD will use the information you provide below in promotions.

Company Name _____

Contact Name and Title _____

Address _____

City _____ State _____ Zip code _____

Phone _____ Fax _____

E-mail _____ Website _____

Please provide an electronic/digital copy of the company logo no later than February 15 to take full advantage of all the benefits available for sponsors. A high resolution color TIF or JPG is preferred for best reproduction.

___ A copy of our logo on CD is enclosed. ___ A copy of our logo will be e-mailed to ads@apld.org

TOTAL PAYMENT IN THE AMOUNT OF: \$ _____ (Please make a copy for your records.)

- Check/Money Order Enclosed Payment by Visa or MasterCard Please Invoice Us

Account Number: _____

Exp Date: _____ Security Code: _____

Signature: _____

Send check or money order, payable to APLD, with the completed Application to APLD Headquarters:

4305 North Sixth Street / Suite A / Harrisburg, PA 17110
 Phone: 717-238-9780 / Fax: 717-238-9985
 E-mail: ads@apld.org



Thank you for supporting APLD!

For more information and to discuss your sponsorship interests, contact:

Colleen Hamilton
Sponsorship Chair, APLD International
T. 916-961-0191
E. colleen@bloominlandscapedesigns.com