Table of Contents

Why Become an APLD Sponsor 3
Our Commitment and Sponsorship Levels 4
Platinum Sponsorship Level Details 5
Gold Sponsorship Level Details 6
Silver Sponsorship Level Details 7
Bronze Sponsorship Level Details 8
Communication Vehicles 9
APLD Membership Benefits 10
Sponsorship Overview 11
Additional Opportunities 12
Sponsorship Application 13
Contact Us! 14
Why become an APLD Sponsor?

In a recent economic impact survey of APLD members, the following facts were shared:

Focus your marketing!
35% of members’ companies have a design-only model, 37% are design/build, and 28% are design-project management.

Talk to buyers!
Nearly 9 in 10 members are making purchasing decisions for their business.

Extend your reach!
Over 50% of APLD’s members utilize other tradespeople.

Sell your product!
40,000 designs were produced annually.

40,000
APLD’s Promise to Our Sponsors

We believe our sponsors give us credibility in the industry. We also appreciate all you bring to the table for our members, the association and the industry. We value your partnership and are constantly looking for new promotional opportunities to put our sponsors in front of our members and other APLD stakeholders.

APLD Sponsorship Levels

You choose the Sponsorship level that maximizes your marketing dollar.

- **Platinum Sponsor**
  - $8,000
  - (see page 5 for detailed benefits)

- **Gold Sponsor**
  - $6,000
  - (see page 6 for detailed benefits)

- **Silver Sponsor**
  - $4,000
  - (see page 7 for detailed benefits)

- **Bronze Sponsor**
  - $2,000
  - (see page 8 for detailed benefits)
Platinum level sponsorship details

Benefits of a $8,000 Platinum Sponsorship:

1. APLD Allied Membership for one company representative

2. **Annual Conference** Participation for **two people**
   - Up to two vertical pull-up banners to be used at the conference
   - Full conference registration at a special sponsor rate for two people
   - Company promotion on digital and print conference materials
   - Speaking opportunity (2 - 3 minutes) to address conference attendees

3. Website Recognition
   - Rotating spotlight about your company on the homepage
   - Link to your company’s website (or specially designed page) from our Sponsorship page
   - If your company provides a discount to APLD members, we will promote that on our website and in our membership materials

4. **The Designer** Magazine
   - Your company logo prominently displayed in each issue
   - **Full-page ad** in four issues

5. **Design Online** Recognition
   - Logo in each monthly issue
   - The opportunity to write or be interviewed for one product spotlight article

6. **Two exclusive e-blasts** from your company to the membership. E-blasts will include your own customized message and will be sent from APLD headquarters

7. **Four exclusive posts** by APLD about your company on our social media outlets

8. Recognition on the **splash screen** displayed prior to each webinar

9. Special **APLD logo** as a sponsor
Gold level sponsorship details

Benefits of a $6,000 Gold Sponsorship:

1. APLD Allied Membership for one company representative

2. **Annual Conference** Participation for **two people**
   - Up to two vertical pull-up banners to be used at the conference
   - Full conference registration at a special sponsor rate for two people
   - Company promotion on digital and print conference materials

3. **Website Recognition**
   - Link to your company’s website (or specially designed page) from our Sponsorship page
   - If your company provides a discount to APLD members, we will promote that on our website and in our membership materials

4. **The Designer Magazine**
   - Your company logo prominently displayed in each issue
   - **Full-page ad** in three issues

5. **Design Online** Recognition
   - Logo in each monthly issue
   - The opportunity to write or be interviewed for one product spotlight article

6. **One exclusive e-blast** from your company to the APLD membership. E-blasts will include your own customized message and will be sent from APLD headquarters

7. **Two exclusive posts** by APLD about your company on our social media outlets

8. Recognition on the **splash screen** displayed prior to each APLD webinar

9. Special **APLD logo** as a sponsor
Silver level sponsorship details

Benefits of a $4,000 Silver Sponsorship:

1. **APLD Allied Membership** for one company representative

2. **Annual Conference** Participation for two people
   - Up to two vertical pull-up banners to be used at the conference
   - Full conference registration at a special sponsor rate for two people
   - Company promotion on digital and print conference materials

3. **Website Recognition**
   - Link to your company’s website (or specially designed page) from our Sponsorship page
   - If your company provides a discount to APLD members, we will promote that on our website and in our membership materials

4. **The Designer Magazine**
   - Your company logo prominently displayed in each issue
   - **Half-page ad** in three issues

5. **Design Online Recognition**
   - Logo in each monthly issue
   - The opportunity to write or be interviewed for one product spotlight article

6. **One exclusive post** by APLD about your company on our social media outlets

7. Recognition on the **splash screen** displayed prior to each Webinar

8. Special **APLD logo** as a sponsor
Benefits of a $2,000 Bronze Sponsorship:

1. APLD Allied Membership for one company representative

2. Annual Conference Participation for one person
   - Up to two vertical pull-up banners to be used at the conference
   - Full conference registration at a special sponsor rate for one person
   - Company promotion on digital and print conference materials

3. Website Recognition
   - Link to your company’s website (or specially designed page) from our Sponsorship page
   - If your company provides a discount to APLD members, we will promote that on our website and in our membership materials

4. The Designer Magazine
   - Your company logo prominently displayed in each issue

5. Design Online Recognition
   - Logo in each monthly issue

6. Recognition on the splash screen displayed prior to each Webinar

7. Special APLD logo as a sponsor

Thank you to all of our sponsors for your support! We couldn’t do it without you!
APLD Communication Vehicles
An Overview...

APLD Website www.apld.org
- Marketing to landscape designers, the design world, and consumers worldwide
- The website averages over 4,500 hits each month

Social Media (as of 12-10-19)
Facebook (10,405 “likes”)
Twitter (11,300 followers)
Instagram (2,252 followers)
Pinterest (1,406 followers, 651 pins)
Houzz (909 followers)

The Designer Magazine
- Quarterly publication, distributed electronically, promoting professional landscape design
- Reaches more than 2,000 designers and other subscribers
- Publication is available at no charge to anyone interested from the APLD website

Design Online e-newsletter
- Distributed electronically on a monthly basis to all APLD members
- Includes important time-sensitive information for members

Educational Webinars
- Six webinars reaching 400+ designers annually
- Well-known speakers presenting current and innovative concepts
- Promotion is extended to database of over 2,000 people

International Design Conference
- Attracts 150+ professional landscape designers
- Features internationally known speakers; design classes and breathtaking tours of public and private gardens
- Each sponsorship is only eligible to exhibit at ONE conference in a 12-month period. If a sponsorship happens to fall over a 12-month period when there are two conferences scheduled, that sponsor can choose which conference they want to attend, and pay the exhibit fee only to participate in the other conference.

Chapter Leader e-Brief
- Quarterly electronic publication to APLD’s chapter leaders
- Contains news about APLD national for chapters to share with members and ideas for chapters to be more successful
1. APLD Membership
Your company receives an Allied Membership for one company representative. Take advantage of these member benefits, including membership to your choice of a local or the virtual chapter, or add-on more Allied or Chapter Memberships for an additional cost. Sponsors are also encouraged to meet APLD members face-to-face and attend any chapter meetings throughout the United States for the fee charged by the chapter for that particular function.

2. Free Listing on the APLD Website
Each sponsor receives a listing on the APLD website on the sponsorship page. We strongly recommend you develop a landing page for APLD members to your site!

3. Free Copy of the Quarterly Magazine
The Designer, a quarterly magazine dedicated to the landscape design profession, is free to your company’s contact person and sustainably delivered via their email.

4. Monthly Email Newsletter
Delivered via email to your company’s contact person, Design Online gives members important news they can use.

5. APLD Sponsor Logo
A special sponsor logo is shared with sponsors for use on your promotional materials.

6. Advocacy
APLD works diligently to advocate for our members’ right to practice. We also want to ensure our members are aware of legislation and regulations that could negatively affect their rights. We address advocacy in a number of ways including through advocacy awareness month, chapter activity, legislative tracking through StateScape and working on codes and standard regulations.
# Sponsorship Benefits Overview

<table>
<thead>
<tr>
<th>Annual Benefits</th>
<th>Platinum ($8,000)</th>
<th>Gold ($6,000)</th>
<th>Silver ($4,000)</th>
<th>Bronze ($2,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>APLD Allied Membership</td>
<td>1 Person</td>
<td>1 Person</td>
<td>1 Person</td>
<td>1 Person</td>
</tr>
<tr>
<td><strong>Annual Conference</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 2 pull-up banners for display</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company promotion on digital and print conference materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full Conference Registration at special rate</td>
<td>2 People</td>
<td>2 People</td>
<td>1 Person</td>
<td>2 Person</td>
</tr>
<tr>
<td>Speaking opportunity to address conference attendees</td>
<td>✓</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td><strong>Website Presence</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link to company’s website from sponsorship page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promotion of discounts offered to APLD members</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Rotating spotlight on homepage</td>
<td>✓</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td><strong>The Designer Magazine</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo in <em>The Designer</em> magazine</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad in quarterly magazine, <em>The Designer</em></td>
<td>Full-page ad in 4 issues</td>
<td>Full-page ad in 3 issues</td>
<td>Half-page ad in 3 issues</td>
<td>--</td>
</tr>
<tr>
<td><strong>Design Online Recognition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Design Online</em> listing recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><em>Design Online</em> “Product Spotlight”</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>--</td>
</tr>
<tr>
<td>...and more!</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eligible to add additional Allied Memberships</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Eligible to add Chapter Memberships</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Special APLD logo as a sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Webinar recognition on splash screen</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media posts by APLD with links to your Facebook page or website</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>--</td>
</tr>
<tr>
<td>Exclusive e-blasts from your company to APLD membership</td>
<td>2</td>
<td>1</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

**Payment and application must be received prior to benefits being provided**
Looking for More Opportunities?
Look no further!

Become an APLD Local Partner
$1,000 (up to 3 states)
If the national reach of APLD sponsorship is too broad, target your market on a more local level by becoming an APLD Local Partner.

- Choose up to 3 states to target through an email marketing campaign (2 - 3 blasts of content provided by you*), with one e-blast to APLD members promoting them to visit that page
- Special logo as an APLD Local Partner
- Website Recognition Link to your company’s website from our Sponsorship page

Exclusive Sponsor Opportunities
Sponsors have the opportunity to reach APLD’s target audiences through additional advertising opportunities. If you are interested in obtaining more than what APLD provides in the sponsorship package for each level, you may want to consider the following:

- Additional Allied Memberships
  $200 per individual membership
- Additional Chapter Memberships
  $75 per individual membership
- Ads on website sponsor page
  $150 per one month run
- Ads in The Designer magazine
  (Details on deadlines and formats will be shared in follow-up correspondence)
- Ads in Design Online
  $100 per 200-word ad
- Ads in Chapter e-Brief
  $50 per 100-word ad, This e-publication is distributed quarterly to APLD’s chapter leaders.
- Informational pre-recorded webinars
  $350 (up to ½ hour), These webinars can be specific to your product(s) and will be promoted to APLD’s members and posted to the members’ only section of the website.
- E-blast
  $750 (all members)
  $1.00/email (regional)
- Conference Mobile App sponsor
  $1000 (only one opportunity available)
- Online member surveys via survey monkey
  $225 per survey, The surveys will be limited to 15 questions. Results will be provided in an excel format. No cross tabulation or analysis will be provided.

<table>
<thead>
<tr>
<th>The Designer Ad Sizes</th>
<th>Dimensions</th>
<th>APLD Member 1x</th>
<th>APLD Member 4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5” w x 11” h</td>
<td>$400</td>
<td>$350</td>
</tr>
<tr>
<td>½ Page</td>
<td>8.5” w x 5.5” h</td>
<td>$300</td>
<td>$250</td>
</tr>
<tr>
<td>Inside Front</td>
<td>8.5” w x 11” h</td>
<td>$500</td>
<td>-</td>
</tr>
<tr>
<td>Inside Back</td>
<td>8.5” w x 11” h</td>
<td>$400</td>
<td>-</td>
</tr>
<tr>
<td>Outside Back</td>
<td>8.5” w x 4.5” h</td>
<td>$300</td>
<td>-</td>
</tr>
</tbody>
</table>
Conference Specific Opportunities

- **Conference Breakfast sponsor**
  $4,200 (two opportunities available), Conference Breakfast sponsors receive the opportunity to speak (2-3 minutes) at the breakfast, Company promotion on digital and print conference materials, and event signage.

- **Conference Break sponsor**
  $500, Meet and greet attendees at the break as a Conference Break Sponsor. Sponsor benefits include: promotion on digital and print conference materials, thank you in conference e-blasts, logo on APLD website and thank you on APLD social media accounts.

- **Conference Reception sponsor**
  $1,500, Get in front of all of the conference attendees by addressing them at the reception. Sponsor benefits include: signage at reception, inclusion with session info in conference app, thank you in speaker intro talk points, social media post, dedicated e-blast to the entire APLD membership (can be used before, during or after conference), and the opportunity to handout one piece of literature or one promotional item at conference registration.

- **Conference Bus sponsor**
  $500 (several opportunities available), Bus sponsors receive signage on the bus, opportunity to speak on the bus.

- **Conference Session Speaker**
  $750, Get premium exposure before and face-time during the conference as a sponsor of one of our Conference Session Speakers. Introduce your business and the session speaker and receive additional sponsor benefits including: signage at session, inclusion with session info in conference app and social media posts from APLD accounts.

- **Opportunity to Provide a Reusable Water Bottle**
  $250 (Exclusive) Place your logo on a sustainable, reusable water bottle and provide them to APLD to distribute to conference attendees during the event. All attendees will receive the bottle at conference registration. Your company logo will be visible throughout the entire conference and beyond. We will also provide a thank you on social media. Sponsor must provide 150 reusable water bottles prior to conference.

- **Opportunity to Provide a Conference Tote Bag**
  $250 (Exclusive) Get maximum exposure when you provide reusable tote bags to conference attendees. These bags are carried and used during the conference, garden tours and long after the conference ends. Your tote bags will be distributed at registration. We will also provide a thank you on social media. Sponsor must provide 150 tote bags prior to conference.
Thank you for your Sponsorship of APLD. Please complete the information below and return it to APLD headquarters.

**APLD Sponsorship levels:**
- Platinum Sponsor: $8,000.00
- Gold Sponsor: $6,000.00
- Silver Sponsor: $4,000.00
- Bronze Sponsor: $2,000.00

**Additional Promotional Opportunities**

Our company would like to also participate in the following opportunities:

- APLD Local Partner: $1,000.00
- Additional Allied Membership: $200.00
- Additional Chapter Membership: $75.00
- Ads on website sponsor page ($150.00 x months): $
- Ads in *The Designer* magazine (see previous page for details): $
- Ads in *Design Online* ($100.00 per 200-word ad per issue x _______ months): $
- Ads in Chapter e-Brief ($50.00 per 100-word ad per issue x _______ quarters): $
- Informational pre-recorded webinars (up to ½ hour per webinar): $350.00
- Eblasts ($750.00 for all members; $1.00/email for regional distribution): $
- Conference Mobile App sponsor (only one opportunity available): $1,000.00
- Conference Breakfast sponsor: $4,200.00
- Conference Break sponsor: $500.00
- Conference Reception sponsor: $1,500.00
- Conference Bus sponsor: $500.00
- Conference Water Bottle Sponsor: $250.00
- Conference Tote Bad Sponsor: $250.00
- Conference Session Speaker: $750.00

**TOTAL SPONSORSHIP AND ADVERTISING:** $

**Contact Information**

Company Name: ____________________________

Contact Name and Title: ____________________________ Ad Agency Name: ____________________________ Ad Agency Contact: ____________________________

Address: __________________________________________________________
City: ____________________________ State: ____________________________ Zip Code: ____________________________

Bus. Phone: ____________________________ Cell Phone: ____________________________
Fax: ____________________________ Email: ____________________________

Website: ____________________________

**Payment Information**

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

Name on card (please print): ____________________________
Billing Address: __________________________________________________________
Account Number: ____________________________ Exp Date: ____________________________ Security Code: ____________________________
Signature: ____________________________

Send check or money order, payable to APLD, with the completed application to APLD Headquarters at the address below, or fax to 717-238-9985. If you have chosen to be invoiced, payment must be remitted within 30 days of the date of the invoice. Payment and application must be received prior to benefits being provided. Please visit our website at www.APLD.org to view our Return & Refund Policy.

*We look forward to working with you and appreciate your support of APLD!*
For more information and to discuss your Sponsorship interests, contact:

Ads and Sponsorship Coordinator - ads@apld.org
Michelle Keyser, Communications Director - communications@apld.org
717-238-9780