Association of Professional Landscape Designers

Sponsorship Program



2025 Best of Show
Designer: David Thorne Landscape Architect
Photograph by: Paul Dyer Photography

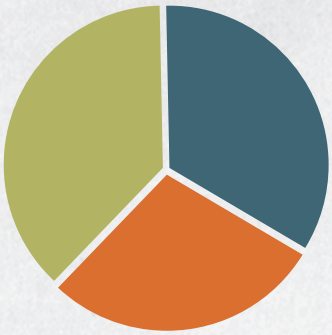
Association of Professional Landscape Designers
APLD



Why become an APLD Sponsor?

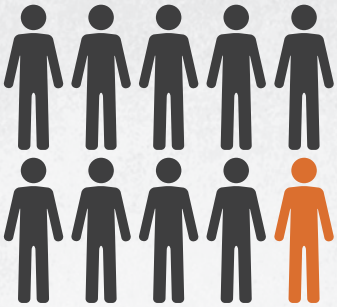
Designer: Garden Gate Landscaping

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



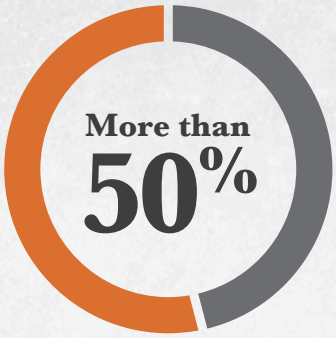
Focus Your Marketing

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



Designer: Harris Bugg Studio
Photograph by: Lucy Shergold

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. Customized packages are available on request.

Platinum Sponsor
$8,000

Gold Sponsor
$6,000

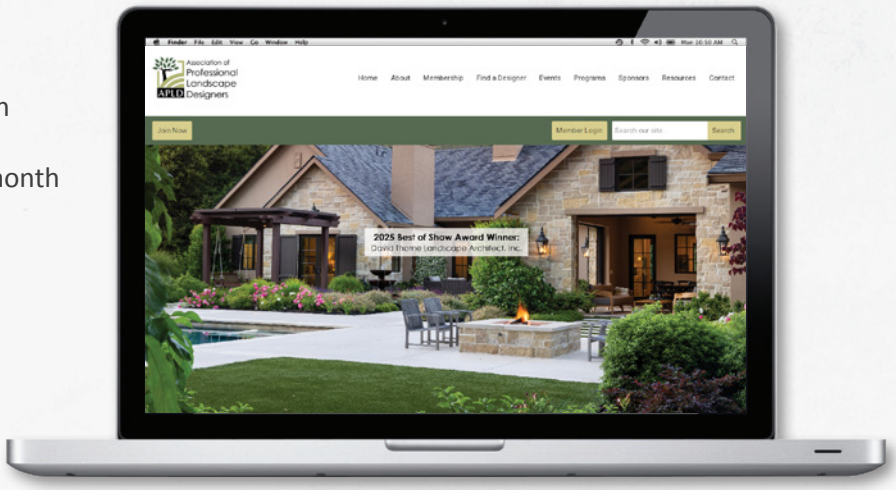
Silver Sponsor
$4,000

Bronze Sponsor
$2,000

APLD Communication Vehicles
An Overview...

APLD Website www.apld.org

- Marketing to landscape designers, the design community, and consumers worldwide
- The website averages over 3,500 hits each month



Social Media (as of October 2025)

- Facebook = 13,299 followers
- Instagram = 6,692 followers
- LinkedIn = 1,412 followers
- Houzz = 1,054 followers



The Designer Magazine

- Distributed electronically once per year, promoting professional landscape design
- Reaches more than 2,100 designers and other subscribers

Design Online e-newsletter

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

Educational Webinars

- Four webinars reaching 350+ designers annually
- Well-known speakers presenting current and innovative concepts
- Promotion is extended to database of over 2,000 people

International Landscape Design Conference

- Attracts 150+ professional landscape designers
- Features internationally known speakers; networking and tours of public and private gardens
- Each sponsorship includes exhibit eligibility at only one conference within a 12-month period. If two conferences fall within that timeframe, the sponsor may choose which one to attend as part of their sponsorship. To exhibit at the second conference, the sponsor must pay the standard exhibit fee.

Sponsorship Benefits Overview

	Platinum $8,000	Gold $6,000	Silver $4,000	Bronze $2,000
Annual Benefits				
APLD Communications	✓	✓	✓	✓
APLD International Landscape Design Conference				
Company promotion on digital and print conference materials	✓	✓	✓	✓
Full Conference registration at special rate	2 People	2 People	2 People	1 Person
Speaking opportunity to address conference attendees	✓			
Opportunity to exhibit at a discounted rate	✓	✓	✓	✓
Dedicated push notification on conference app	✓	✓		
Lead a Dine-Around	✓	✓	✓	✓
Right of First Refusal for Conference Sponsorships	✓	✓	✓	✓
Website Presence				
Clickable link to company's website and promotional info	✓	✓	✓	✓
Promotion of discounts offered to APLD members	✓	✓	✓	✓
The Designer Magazine				
Clickable logo in *The Designer* magazine	✓	✓	✓	✓
Ad with direct link in *The Designer* magazine	Full-page	Full-page	Half-page	Quarter-page
Design Online Newsletter				
Clickable logo in *Design Online* newsletter	✓	✓	✓	✓
Ad with direct link in *Design Online* newsletter	6 full-page ads or 12 half-page ads	4 full-page ads or 8 half-page ads	2 full-page ads or 4 half-page ads	1 full-page ad or 2 half-page ads
Product spotlight article in *Design Online* newsletter	✓	✓		
Educational article in *Design Online* newsletter	✓	✓	✓	✓
...and more!				
Complimentary APLD CEU submission and website listing for your educational offerings	✓	✓	✓	✓
Special APLD sponsor logo	✓	✓	✓	✓
Logo & recognition during all APLD webinars	✓	✓	✓	✓
Social media posts by APLD with links to your page or website	4	3	2	1
Exclusive e-blasts from your company to APLD membership	2	1		
One-hour recorded educational or sales webinar	✓			

** Payment and application must be received prior to benefits being provided **

Looking for More Opportunities?
Look No Further!

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:

- **Ads on website sponsor page**
  $150 per one month run
- **Ads in *The Designer* magazine**
  The Designer magazine is an annual publication full of inspiration and tips from APLD's award winning landscape designers.
- **Ads in *Design Online***
  Members stay inspired, informed, and connected through APLD's monthly member newsletter.
- **Informational pre-recorded webinars**
  $350 (up to 1/2 hour). APLD's webinars offer a high-visibility way to share educational or promotional content directly with our member community. Sponsors may provide their own webinar or work with APLD staff to record one. Each session is promoted to members and posted in the members-only section of our website. Recordings are also provided to sponsors for their own ongoing use.
- **E-blast**
  $750 (all members)
  $1.00/email (regional)
- **Online member surveys via SurveyMonkey**
  $350 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.

Ad Sizes	Dimensions	*The Designer* Magazine	*Design Online* Monthly Member Newsletter
Full Page	8.5" w x 11" h	$400	$175
1/2 Page	8.5" w x 5.5" h	$300	$75
1/4 Page	4.25" w x 5.5" h	$200	$50



Details on deadlines and formats will be shared in follow-up correspondence once contract and payment are processed.

Stand Out. Connect. Lead.

Sponsor the APLD International Landscape Design Conference.

APLD's International Landscape Design Conference is the premier global gathering for landscape designers where thought leaders, innovators, and design professionals from around the world connect to inspire, collaborate, and elevate the profession.

As a valued sponsor, your brand will be at the center of this dynamic event. You'll enjoy opportunities to:

- Showcase your company to a highly engaged audience of design professionals.
- Network with key decision-makers who influence trends and purchasing decisions across the industry.
- Position your brand as a leader, committed to advancing excellence and innovation in landscape design.

Join us in shaping the conversations that drive the industry forward while amplifying your company's visibility and impact. See sponsorship opportunities on the next page. Custom packages available. Contact ads@apld.org for more information.







Association of Professional Landscape Designers

INTERNATIONAL LANDSCAPE DESIGN CONFERENCE

Conference Sponsorship Opportunities

The 2026 APLD International Landscape Design Conference will be held in Columbus, Ohio from September 10 – 14, 2026. It is the premier event for landscape designers, bringing together thought leaders, innovators, and professionals from around the globe. As a sponsor, you'll have unparalleled opportunities to showcase your brand, network with key decision-makers, and position your company as a leader in the industry

	Reception Sponsor $5,000 (3 Available)	*Education Day Lunch Sponsor $3,500 (Exclusive)*	*Garden Tour Lunch Sponsor $3,000 (2 Available)*	*Conference App Sponsor $2,500 (Exclusive)*
Recognition at a reception	✓			
Free booth on education day	✓			
VIP passes to a reception	Two Passes	One Pass		
Discounted conference registration rate	Two People	One Person	One Person	One Person
Attendee List	✓	✓	✓	✓
Featured in the conference app	✓	✓	✓	✓
Recognition in pre- and post-conference email marketing	✓	✓	✓	✓
Recognition in pre- and post-conference social media marketing	✓	✓	✓	✓
Social media shout-outs	✓	✓	✓	✓
APLD website recognition	✓	✓	✓	✓
Acknowledgement in APLD newsletter conference wrap-up	✓	✓	✓	✓

Add-On Event Sponsorship Opportunities

Cocktail Sponsor
Market Price + $500 (3 Available)

How about being the life of the party? Sponsor cocktails at one of the receptions and receive recognition as a Cocktail Sponsor.

Promotional Merchandise Item + $250

Providing giveaways with your brand is your chance to shine at conference and long after attendees return home. Water bottles, tote bags, hats – whatever item you choose will be exclusive to you.

Don't see what you're looking for? APLD offers custom event sponsorship packages that fit your brand, budget, and objectives. To learn more about sponsorship benefits and pricing, contact ads@apld.org.

APLD Sponsorship Application

Thank you for your sponsorship of APLD. Please complete the information on both pages and return it to APLD headquarters.

Date: _____

Contact Information

Company Name: _____

Contact Name and Title: _____

Ad Agency Name: _____ Ad Agency Contact: _____

Address: _____

_____

City: _____ State: _____ Zip Code: _____ Country: _____

Business Phone: _____ Cell Phone: _____

Fax: _____ Email: _____

Website: _____

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:

❑ Ads on website sponsor page ($150.00 x months)	$_____
❑ Ads in *The Designer* magazine (see previous page for details)	$_____
❑ Ads in *Design Online* (see previous page for details)	$_____
❑ Informational pre-recorded webinars (up to ½ hour per webinar)	$350.00
❑ Eblasts ($750.00 for all members; $1.00/email for regional distribution)	$_____
❑ Online member surveys via SurveyMonkey (Limited to 15 questions)	$350.00

APLD Sponsorship Application

Date: _____

Company Name: _____

Conference Sponsorship Opportunities

❑ Reception Sponsor (3 Available)	$5,000.00
❑ Education Day Lunch Sponsor (Exclusive)	$3,500.00
❑ Garden Tour Lunch Sponsor (2 Available)	$3,000.00
❑ Conference App Sponsor (Exclusive)	$2,500.00

Add-On Event Sponsorship Opportunities

❑ Cocktail Sponsor	Market Price + $500
❑ Promotional Merchandise	Item + $250

❑ I am interested in adding a colleague or taking advantage of discounted conference registration.
(APLD staff will contact you directly.)

NOTE: Sponsor logos must be emailed to ads@apld.org in EPS, JPG, or PNG format. Logos should be in a high-resolution format (300 dpi) to ensure a quality image on any materials or in publications.

Payment Information

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

Card Number: _____ Exp. Date: _____ Security Code: _____

Name on card *(please print)*: _____

Billing Address *(if different from above)*: _____

_____

City: _____ State: _____ Zip Code: _____ Country: _____

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.

Please return this contract to:
APLD, 2207 Forest Hills Drive, Harrisburg, PA 17112 or 717-238-9985 (fax).

Questions? Contact ads@apld.org or call 717-238-9780.

We look forward to working with you and appreciate your support of APLD!



Designer: The Green Room Landscape Architecture
Photograph by: Jason Roehner - Roehner Photographs

Association of Professional Landscape Designers

APLD

2207 Forest Hills Drive, Harrisburg, PA 17112

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