

Association of Professional Landscape Designers

# Sponsorship Program



Association of  
Professional  
Landscape  
Designers



A rooftop patio at night, illuminated by warm string lights hanging from a wooden pergola. In the foreground, there is a wicker sofa with cushions and a wooden coffee table with a potted plant. To the right, a built-in fireplace with a tiled surround is lit, with a candle on the mantel. A large potted plant sits on the ledge above the fireplace. In the background, a city skyline is visible under a dark sky.

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# Why become an APLD Sponsor?

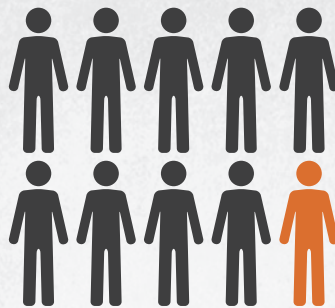


**In a recent economic impact survey of AP LD members, the following facts were shared:**



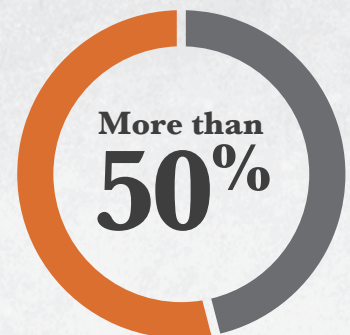
## **Focus your marketing!**

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 AP LD'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 Webinar

Your company has the opportunity to record a 30-minute webinar on an educational or sales topic. The webinar will be promoted and distributed to APLD members. Your company can also use the webinar for its own purpose.
- 5 *The Designer* Magazine
  - Your company logo prominently displayed
  - **Full-page ad** in Awards issue
- 6 *Design Online* Recognition
  - Logo in each monthly issue
  - Full page ad in six issues or half page ad in 12 issues
  - The opportunity to write or be interviewed for one product spotlight article
- 7 **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
- 8 **Four exclusive posts** by APLD about your company on our social media outlets
- 9 Recognition during APLD webinars
- 10 Special **APLD logo** as a sponsor

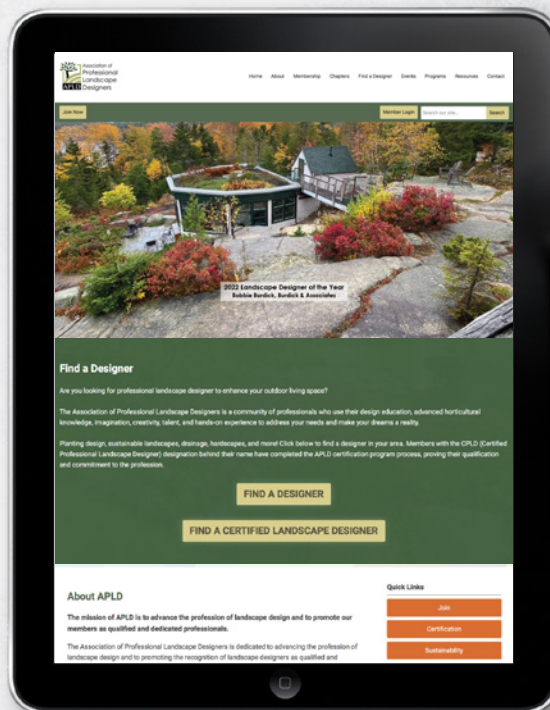




# Gold level sponsorship details

## 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
  - **Full-page ad** in Awards issue
- 5 **Design Online** Recognition
  - Logo in each monthly issue
  - Full page ad in four issues or half page ad in eight issues
  - 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 during 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
  - **Half-page ad** in Awards issue
- 5 ***Design Online* Recognition**
  - Logo in each monthly issue
  - Full page ad in two issues or half page ad in four issues
  - 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 during APLD webinars
- 8 Special **APLD logo** as a sponsor







# Bronze

## level sponsorship details

### 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
- 5 *Design Online* Recognition
  - Logo in each monthly issue
  - Full page ad in one issue or half page ad in two issues
- 6 Recognition during APLD webinars
- 7 Special **APLD logo** as a sponsor





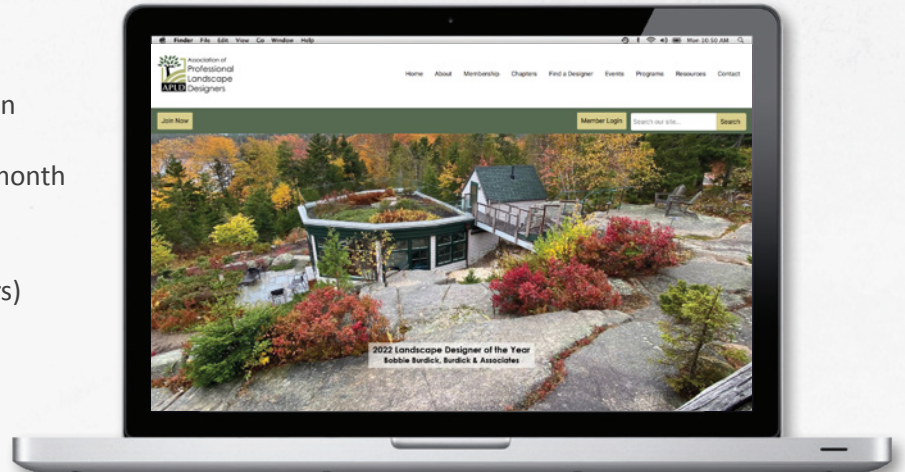
# APLD Communication Vehicles An Overview...

## APLD Website [www.apld.org](http://www.apld.org)

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

## Social Media (as of 5/1/2023)

- Facebook (12,000 “likes” and 13,000 followers)
- Twitter (10,500 followers)
- Instagram (4,830 followers)
- Linkedin (103 followers)
- Houzz (1032 followers)



## *The Designer Magazine*

- Distributed electronically annually, 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*

- 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; networking 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.



# Sponsorship Partner Benefits

## 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.

## 3. Free Copy of the *The Designer* Magazine

*The Designer*, a 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 StateScope and working on codes and standard regulations.

## 7. Sustainability

APLD is committed to promoting sustainable design best practices and good stewardship of the earth through education and initiatives, like Healthy Pots, Healthy Planet.





# Sponsorship Benefits Overview

	Platinum \$8,000	Gold \$6,000	Silver \$4,000	Bronze \$2,000
<i>Annual Benefits</i>				
APLD Allied Membership	1 Person	1 Person	1 Person	1 Person
<i>Conference</i>				
Up to 2 pull-up banners for display	✓	✓	✓	✓
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	✓	--	--	--
Promote your business with a dedicated push notification on conference app	✓	✓	--	--
Host a Dine Around	✓	✓	✓	--
<i>Website Presence</i>				
Link to company's website from sponsorship page	✓	✓	✓	✓
Promotion of discounts offered to APLD members	✓	✓	✓	✓
<i>The Designer Magazine</i>				
Logo in <i>The Designer</i> magazine	✓	✓	✓	✓
Ad in <i>The Designer</i>	Full-page	Full-page	Half-page	--
<i>Design Online Newsletter</i>				
<i>Design Online</i> listing recognition	✓	✓	✓	✓
Ad in <i>Design Online</i>	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
<i>Design Online</i> "Product Spotlight"	✓	✓	✓	--
<i>...and more!</i>				
Eligible to add additional Allied Memberships	✓	✓	✓	✓
Eligible to add Chapter Memberships	✓	✓	✓	✓
Special APLD logo as a sponsor	✓	✓	✓	✓
Webinar recognition	✓	✓	✓	✓
Social Media posts by APLD with links to your Facebook page or website	4	2	1	--
Exclusive e-blasts from your company to APLD membership	2	1	--	--
30-minute recorded educational or sales webinar	✓	--	--	--

\*\* 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)

<i>The Designer</i> Ad Sizes	Dimensions	Sponsor Pricing
Full Page	8.5" w x 11" h	\$400
½ Page	8.5" w x 5.5" h	\$300
Inside Front	8.5" w x 11" h	\$500
Inside Back	8.5" w x 11" h	\$400
Outside Back	8.5" w x 4.5" h	\$300

- **Ads in *Design Online***  
\$100 per 200-word ad
- **Informational pre-recorded webinars**  
\$350 (up to ½ hour). These webinars can be educational or promotional. They will be promoted to APLD's members and posted to the members' only section of the website. Recordings are also available for your use.
- **E-blast**  
\$750 (all members)  
\$1.00/email (regional)
- **Online member surveys via SurveyMonkey**  
\$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.



# APLD Sponsorship Application

Thank you for your sponsorship of AP LD. Please complete the information below and return it to AP LD headquarters.

## APLD Sponsorship Levels:

- |   |            |
|---|------------|
| <input type="checkbox"/> Platinum Sponsor | \$8,000.00 |
| <input type="checkbox"/> Gold Sponsor     | \$6,000.00 |
| <input type="checkbox"/> Silver Sponsor   | \$4,000.00 |
| <input type="checkbox"/> Bronze Sponsor   | \$2,000.00 |

## Additional Promotional Opportunities

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

- |  |            |
|--|------------|
| <input type="checkbox"/> AP LD Local Partner   | \$1,000.00 |
| <input type="checkbox"/> Additional Allied Membership  | \$200.00   |
| <input type="checkbox"/> Additional Chapter Membership   | \$75.00    |
| <input type="checkbox"/> Ads on website sponsor page (\$150.00 x months)                                 | \$ _____   |
| <input type="checkbox"/> Ads in <i>The Designer</i> magazine (see previous page for details)             | \$ _____   |
| <input type="checkbox"/> Ads in <i>Design Online</i> (\$100.00 per 200-word ad per issue x _____ months) | \$ _____   |
| <input type="checkbox"/> Informational pre-recorded webinars (up to ½ hour per webinar)                  | \$350.00   |
| <input type="checkbox"/> Eblasts (\$750.00 for all members; \$1.00/email for regional distribution)      | \$ _____   |
| <input type="checkbox"/> Online member surveys via SurveyMonkey (Limited to 15 questions)                | \$225.00   |

**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, Discover or AmEx    ☐ Please Invoice Us

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

Send check or money order, payable to AP LD, with the completed application to AP LD 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](http://www.APLD.org) to view our Return & Refund Policy.

***We look forward to working with you and appreciate your support of AP LD!***





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2207 Forest Hills Drive, Harrisburg, PA 17112

**For more information and to discuss your Sponsorship interests, contact:**

**Ads and Sponsorship Coordinator** - [ads@apld.org](mailto:ads@apld.org)

**Michelle Keyser, Communications Director** - [communications@apld.org](mailto:communications@apld.org)

717-238-9780