



Sponsorship Opportunities

& Marketing Options

Our 2024 Prospectus



NEW YORK STATE
NURSERY AND LANDSCAPE
ASSOCIATION, INC.

2024 Association-Wide Sponsorship & Marketing Opportunities

The New York State Nursery and Landscape Association offers companies and organizations a wide range of sponsoring and marketing opportunities that allow you to showcase your products, services and expertise. Your support allows NYSNLA to advance its mission in support of the Green Industry across New York State. Our members are very loyal and like to do business with those who support the association.

Take a look at our options and put together a package that meets your marketing, exposure and promotional needs. Our options are a la carte—and we have one complete package that provides year-round exposure to NYSNLA members and the public.

New in 2024! Additionally, NYSNLA is launching its Annual Conference & Expo, which will held on October 20-22, 2024 at the Albany Capital Center. This exciting event offers its own set of sponsorship, exhibiting and marketing opportunities—all complimenting the annual options shown here. The conference has its own Prospectus, which can be viewed at: <https://www.nysnla.com/2024-conference---expo-sponsorship-exhibitor-marketing-opportunities>

DON'T SEE WHAT YOU'RE LOOKING FOR?

Let's work together to create the perfect Sponsorship & Marketing package for you!
Contact the NYSNLA Office at info@nysnla.com or (518) 580-4063.

Here are the 2024 Annual Association-Wide Sponsorship & Marketing Opportunities:

***Would you like 12 full months of exposure to NYS Nursery & Landscape Professionals—and have regular opportunities to promote your products or services at NYSNLA ?
You can have "The Whole Yard"...***

The Whole Yard Annual Sponsorship

(January – December + Annual Conference & Expo Placement) \$3,750.00 (A \$4,000.00 Value!)

This annual sponsorship allows you to make one payment to NYSNLA and then reap the exposure and promotional benefits throughout the entire year!

Includes:

- Virtual Education Series Sponsorship (January – February)
- Special Member Showcase Status (January – December)
- Social Media and E-Blast Acknowledgement (Quarterly)
- Summer Celebration Sponsorship (August)
- Court of Honor Sponsorship (August)
- CNLP Day Sponsorship (September)
- Great Lakes Nursery & Landscape Conference Welcome (September)
- Annual Conference & Expo Partner Level Sponsorship with Major Floor Location
- Year-End Special Thank You for Your Whole Yard Support!

Virtual Education Series (January – February)

This annual series of online professional development sessions provides useful information and insights to our members and attendees. Sponsors can support the entire series or choose a single session.

Full Session Sponsorship \$500.00

Includes:

- Company logo on all promotional materials for the Series.
- Company logo on each session slides.
- Your representative introduced at each session and given 5 minutes to talk about your products or services.

A single session of the Series can be sponsored for \$150.00.

When our Series schedule is completed, we will work with you to choose the one that pairs well with your goals.

Summer Celebration Sponsor (August)

Each Summer, on the eve of Opening Day of the Great New York State Fair, NYSNLA's Board of Directors, members and supporters gather to celebrate the recipients of the association's annual awards (Court of Honor). The Celebration includes food and beverage, prize drawings and great company. Attendees also receive passes to the State Fair.

Celebration Sponsorship \$250.00

Includes:

- Company logo on all promotional materials for the Summer Celebration.
- Company materials/giveaway will be placed in event bags.
- Your representative introduced at event and given 5 minutes to talk about your products or services.
- List of event attendees provided.

This year's Summer Celebration takes place on Tuesday, August 20, 2024.

Court of Honor Sponsor (August)

The culmination of NYSNLA's annual awards program is our Court of Honor, held on the Opening Day of the Great New York State Fair in the NYSNLA Courtyard of the Horticulture Building. The following awards are formally presented: the CNLP of the Year Award, Hall of Fame Induction, and the Dr. George S. Good Gold Medal of Horticulture. Members come in from all over New York State to attend and honor our award winners and promote the Green Industry to the large crowds coming through the Courtyard at the State Fair.

Court of Honor Sponsorship \$250.00

Includes:

- Company logo on all promotional materials for the Court of Honor.
- Full page ad in event program.
- Company logo on banner in the NYSNLA Courtyard of the Horticulture Building.
- Your representative acknowledged at event.

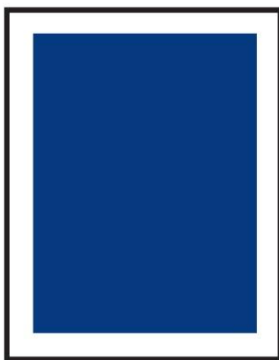
This year's Court of Honor takes place on Wednesday, August 21, 2024.

Take an Ad in the Court of Honor Program

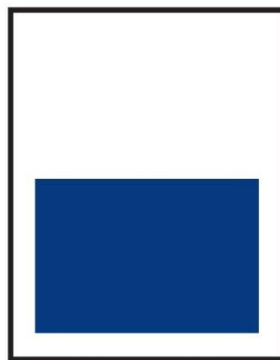
This commemorative program comes in a printed edition distributed at the Court of Honor ceremony, followed by an electronic version that is distributed to all NYSNLA Members & Supporters—as well as posted on the NYSNLA website. This gives this publication a long “shelf life.”

Ad Options

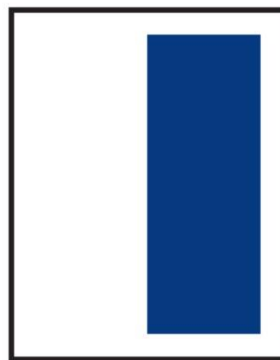
Back Cover	\$300.00
Inside Front Cover	\$250.00
Inside Back Cover	\$250.00
Full Page	\$200.00
Half Page	\$125.00
Quarter Page	\$75.00
Business Card	\$35.00



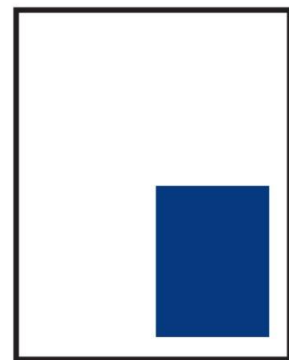
Full Page
7 1/2" x 9 1/4"



Half Page (Horizontal)
7 1/2" x 4 1/2"



Half Page (Vertical)
3 1/2" x 9 1/4"



Quarter Page
3 1/2" x 4 1/2"

CNLP Day Sponsorship (September)

Every year, Certified Nursery and Landscape Professionals come together with their guests to for an informative guided tour of a well-known property or landscape. Following the tour, attendees are allowed to do a little exploring before the group concludes and enjoys some social and networking. Past CNLP Days have been held at Sonnenberg Gardens & Mansion State Historic Site, Sycamore Hill Gardens, and Opus 40.

Court of Honor Sponsorship \$250.00

Includes:

- Company logo on all promotional materials for CNLP Day.
- Company materials/giveaway to all attendees.
- Your representative introduced at event and given 5 minutes to talk about your products or services.
- List of event attendees provided.

This year's CNLP Day's date and venue will be chosen shortly.



An exciting add-on to our 2024 Annual Sponsorship Opportunities...

SEND A GREETING & PROMOTE YOUR COMPANY TO THE GREAT LAKES NURSERY & LANDSCAPE LEADERSHIP CONFERENCE

Being hosted by NYSNLA on September 23-25, 2024 on Long Island

40 Senior Leaders & Executive Directors of the Nursery & Landscape Associations from Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin, and Ontario will meet to discuss strategy, best practices, latest developments, and networking. ***Help us welcome them to New York State!***

This special offer allows your company's logo and contact information to be included in conference materials + your pamphlet, information, or giveaway to be included in the attendee bag. **\$150.00**

E-Blast to Members & Supporters

NYSNLA's e-News and weekly e-blast reaches over 3,000 Nursery and Landscape Professionals across the breadth and width of New York State and beyond. Create a one-time, personalized message that promotes your products or services or make a special offer to NYSNLA recipients.

E-Blast to Full Member & Supporter List \$250.00

Includes:

- Company logo or ad, supported with your message.
- Links to company website and specific product or services pages.
- E-blast to be scheduled so as not to conflict with a specific NYSNLA event or need.

The Showcase

This new feature goes live on January 1, 2024 for the New Year! \$500.00

Members who choose to be featured in the Showcase will receive the following:

- Company logo and URL featured on new webpage directly accessed from website homepage.
- Member would be provided with a "As seen on the NYSNLA Showcase" graphic for their signature line, website, and marketing use.
- The Showcase will be featured quarterly via NYSNLA's social media platforms—further promoting the companies featured.
- Additionally, the Member Showcase will be projected throughout [NYSNLA's new Annual Conference & Expo](#)--taking place October 20-22, 2024 at the Albany Capital Center.



You should checkout all the Sponsorship, Exhibiting and Advertising opportunities we are offering as part of our exciting...

2024 Annual Conference & Expo

October 20-22, 2024 | Albany Capital Center

Learn more at:

<https://www.nysnla.com/2024-conference---expo-sponsorship-exhibitor-marketing-opportunities>



NYSNLA 2024 Sponsorship/Marketing Professional Partner Registration Form/Contract

Please complete this form and submit with payment to address listed below. Please send any artwork electronically to the NYSNLA Office at info@nysnla.com. Please keep a copy of this contract for your records. We will confirm all arrangements with you upon receipt of paperwork.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

E-Mail: _____ Phone: _____

Sponsorship Opportunities

___ The Whole Yard Sponsorship - \$3,750.00

___ Virtual Education Series Sponsorship:

___ Full Series – \$500.00

___ Single Session – \$150.00

___ Summer Celebration Sponsorship - \$250.00

___ Court of Honor Sponsorship - \$250.00

Court of Honor Program Advertising (See Below)

___ CNLP Day Sponsorship - \$250.00

___ Great Lakes Leadership Conference - \$150.00

___ E-Blast Opportunity - \$250.00

___ Showcase Opportunity - \$500.00

Court of Honor Program Advertising

___ Back Cover - \$300.00

___ Inside Front Cover - \$250.00

___ Quarter Page - \$75.00

___ Inside Back Cover - \$250.00

___ Full Page - \$200.00

___ Business Card - \$35.00

___ Half Page - \$125.00

Total Enclosed: \$ _____

___ Check Enclosed (Please make payable to: NYSNLA)

___ Credit Card

Type of Card: ___ Visa ___ MasterCard ___ Amex ___ Discover

Name on Card: _____

Card Number: _____

Expiration Date: _____ Security #: _____

Please send this form and your payment to:

NYSNLA Sponsorship
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Albany, NY 12203

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