

2017 Sponsorship Opportunities

Grow your business with ALCC

Associated Landscape Contractors of Colorado (ALCC) is the premier professional organization for Colorado’s landscape companies and the largest, most diverse green industry association in Colorado. Our mission is to help Colorado’s landscape companies run successful businesses. One of the many ways we work to achieve this is by facilitating stronger partnerships among landscape companies, suppliers, and other industry professionals.

You know the value of relationships. ALCC creates opportunities to form strong and lasting partnerships with key industry players. Event and program sponsorships allow you strategic placement and prominence at every turn so your investment results in business success. As an ALCC sponsor you will have the chance to get in front of decision makers from landscape companies from across the state. Gain brand recognition while positioning your company’s products/services as “top-of-mind” for purchasing decisions.

We offer packaged sponsorship opportunities as well as a-la-carte opportunities. Let us help you build the sponsorship that is right for your business.



Strategic Sponsors

Annual Investment, \$6,500+

Strategic Sponsors have the option to become the headline sponsor for a flagship ALCC program or event. That top billing grants you networking and promotional benefits in conjunction with the package you choose. The Strategic package also offers the following ongoing opportunities designed to maximize your return on investment all year long:

Sponsor benefits:

- “Proud Sponsor of ALCC” sign for sponsor company use
- Logo placement and hyperlink on ALCC website
- Recognition during ProGreen EXPO at ALCC’s booth
- Quarterly recognition in monthly ALCC member newsletter
- Introduction and recognition – You will have the opportunity to introduce your chosen event, keynote speakers, etc.
- ALCC staff liaison – You will be assigned an ALCC staff liaison to assist you with benefits or anything else you might need through the strategic partnership.

Signature Sponsors

Annual Investment, \$3,500-4,500

Signature Sponsors are able to contribute to one of ALCC’s primary programs or events while receiving year-round recognition, exposure and access to your target market.

- “Proud Sponsor of ALCC” sign for sponsor company use
- Logo placement and hyperlink on ALCC website
- Recognition during ProGreen EXPO at ALCC’s booth
- Quarterly recognition in monthly ALCC member newsletter

Classic Sponsors

Annual Investment, \$2,500-3,000

Classic Sponsors have the option to get year-long recognition, while sponsoring a smaller-scale program or event.

Sponsor benefits:

- Logo placement and hyperlink on ALCC website
- Recognition during ProGreen EXPO at ALCC's booth

Other Sponsorship Options

Event Sponsors: Is there a specific event or program that you wish to Sponsor? Choose from several a-la-carte options for event specific sponsorship. This option allows you to pick and choose items that are the most relevant to your marketing needs.

- **ProGreen EXPO:** There are many sponsorship options available in conjunction with the annual ProGreen EXPO. Please contact ALCC staff for details.
- **Custom Packages:** Don't see exactly what you're looking for? Contact ALCC to discuss a custom package.

Secure your sponsorship today

ALCC sponsorship opportunities are available on a first-come, first-served basis. Hurry, the best opportunities go fast. Make your move and reserve your sponsorship today!

For more information or to reserve your package, please contact Kristen Fefes at kfefes@alcc.com or call (303) 757-5611.

Landscape Industry Certified Program



The Landscape Industry Certification Program recognizes proficiency in the landscape workforce, upgrades the status of the landscape professional and provides the public with a means of identifying qualified landscape professionals.

Certification testing is held done in the spring and summer and during ProGreen EXPO. Over 100 landscape professionals take the certification tests every year.

Strategic Sponsors - \$6,500 – ~~three available~~ One left!

- **Benefits include** all Strategic sponsorship benefits (page 2) and recognition on all candidate materials (required t-shirts, water bottles)

Program I Sponsors - \$1,000 – three available

Program II Sponsors - \$500 – five available

Tools/materials Sponsors – in-kind donations

All sponsors receive:

- Acknowledgments at the test site
- Recognition at alcc.com/certification
- Recognition in email promotion of the certification program
- Social media recognition prior to each test

The ELITE Awards

The ELITE Awards program represents prestige, notoriety and recognition and publicizes the professionalism, business practices, innovation and people within companies that make business possible. The recipient of an ELITE Award is a company or an individual who elevates the landscape industry through excellence. This program has been instrumental in raising the standard of excellence in the landscape industry. Award recipients are announced at the March reception.



SOLD Strategic Level, \$6,500 (one available): ~~The strategic sponsor will be the presenting sponsor of this event and receive year-long recognition, as well as:~~

- ~~Exclusive mention in media releases about The ELITEs~~
- ~~Two registrations to the awards ceremony~~
- ~~The opportunity to speak and introduce the event~~
- ~~Recognition on finalists' posters at the ceremony~~

Signature Level, \$3,500 (three available): Signature-level sponsor receives recognition in conjunction with all awards ceremony communications and will have the opportunity to welcome guests at registration along with year-round recognition on alcc.com.

Event Sponsorships, \$1,000 (three available): This sponsorship is tied to a specific aspect of the awards ceremony, such as cocktail hour or red carpet.

All sponsors receive:

- Recognition at alcc.com
- Recognition in program at the awards presentation

Education and team training

ALCC offers education for nearly everyone in your landscape company, including senior-level CEO Exchanges, safety workshops, design classes, and foreman training.

Strategic Sponsors - \$6,500 – one available (includes all Strategic benefits, page 2)

Signature Sponsorship - \$3,500 – two available (includes all Signature benefits, page 2)

Program I Sponsors - \$1,000 – three available

Sponsor benefits:

- One free registration to each educational event
- Acknowledgment during event introductions
- Recognition in email promotion of the events
- Social media recognition prior to each event

Landscape Career Pathways Program

The Landscape Career Pathways Program is a critical ALCC initiative addressing the landscape industry's pressing need for a qualified/trained workforce. In partnership with the Colorado Community College System, ALCC is working with local high schools to develop curriculum and hands-on learning so students are job-ready upon graduation. Pathways sponsors are positioned as partners in solving the industry's most urgent need. Sponsor recognition will be prominent before the industry as well as before educators, students and parents.

Signature sponsorship (~~four~~ three available): \$4,500

Sponsor benefits:

- Recognition on all Landscape Career Pathways materials
- Recognition at alcc.com
- Acknowledgement at events involving teachers and students
- Social media recognition

Sustainable Landscape Partners Program



ALCC Sustainable Landscape Partners are an elite group within the membership who are dedicated to promoting sustainable landscape practices among their clients and prospects. Whether they work around LEED certified buildings, on HOAs or in Mrs. Smith's back yard, they promote conservation of Colorado's natural resources with water being at the top of the list. Sponsors of this program will enhance their own position as a sustainable supplier among those companies where going green matters most. Sustainable Partners sponsorship opportunities include:

- **Event sponsorships, \$1,000 (one available):** This sponsorship is tied to a specific Sustainable Partners tour or other special event.
- **Event sponsorships, \$500 (one available):** This sponsorship is tied to a specific Sustainable Partners educational session or networking event.
- Sustainable Landscape Partners Sponsors are recognized at the sponsored event and in promotions related to the event.

Golf Tournament

ALCC's annual golf tournament is in the Denver metro area and is a great way to network and build relationships outside of the office. Proceeds are used to support ALCC programming and initiatives throughout the year.

Event-wide sponsors at the Strategic level: \$6,500

- All the benefits of Strategic sponsorship (page 2)
- Complimentary foursome at the tournament

Event-wide sponsors at the Classic level: \$2,000

- All the benefits of Classic sponsorship (page 3)
- Logo placement and hyperlink on ALCC website
- Recognition during ProGreen EXPO at ALCC's booth
- Recognition in event promotions (email)



Or, consider sponsoring one or more of the a-la-carte items below:

- **Hole sponsorship (multiple available) \$500** – opportunity to greet players at the hole
- **Contest sponsor (four available) \$600** – recognition at lunch
- **Beverage cart (two available) \$900** – recognition on beverage cart signage
- **Breakfast/Lunch (two available) \$600** – recognition on table tents at meal
- **Goodie bag and door prizes (multiple available)** – Item donations

Sponsor benefits (for all levels):

- Social media recognition prior to the event
- Recognition at alcc.com/golf

Chapter meetings and events

Eighty-five percent of members who attend facility tours, chapter meetings and happy hours are business owners or high-level managers. Sponsoring chapter events provides the opportunity to build relationships with many different types of members including ALCC leadership. Chapters meet throughout the year in Denver, Fort Collins, Grand Junction, Summit/Eagle County and Colorado Springs.

Build a sponsorship package that fits your needs. Sponsor a single meeting or facility tour (\$500 per event), one chapter for a year, or the complete 2017 chapter event calendar –the choice is yours!

Sponsor benefits:

- Printed acknowledgment at events
- Recognition in email promotion of the events
- Recognition in event listings at alcc.com and Facebook
- Social media recognition prior to each event

Summer Party

As the social event of the season, the Summer Party is a terrific evening where members take some time to breathe mid-season, share laughs and reconnect with old friends. Face-to-face networking is one of the best tools to build lasting business relationships.

Sponsor benefits (for all levels):

- Social media recognition prior to the event
- Recognition on table tents or signage at the event
- Recognition in event listing and event emails

Sponsor levels:

- ~~Presenting sponsor: \$2,500~~ **SOLD**
- **Dinner sponsor: \$1,000**
- **Beverage sponsor: \$500**
- **Dessert sponsor: \$500**

Member reception at ProGreen EXPO



The Member Reception attracts 300+ attendees made up of fellow ALCC members and ProGreen EXPO attendees. It is a chance to spend time with industry colleagues and build a network of contacts in Downtown Denver during the conference.

Strategic sponsor: \$6,500 (includes all Strategic benefits, page 2)

Signature sponsors (two available): \$3,500 (includes all Signature benefits, page 2)

Event sponsors (up to 10 available): \$1,000

Sponsor benefits:

- Printed acknowledgment at the reception (table tents, sign)
- Recognition in email promotion of the event
- Recognition in event listings at alcc.com and Facebook
- Social media recognition prior to the event
- Recognition in February ALCC member newsletter
- Logo on printed invitation postcards

ProGreen EXPO also offers several on-site conference sponsorship opportunities, including seminars, the VIP breakfast, trade show signs/floor clings, food & beverage, conference materials, and so forth. ALCC can facilitate those opportunities and help you choose the best item for your company.

Fall Leadership Forum

The Fall Leadership Forum is a two-day, exclusive leadership retreat in the mountains where participants actively discuss the future of the industry and ALCC's involvement. It also offers leadership training for personal and professional development. Top leaders in the industry and within the ALCC volunteer structure are in attendance at this invitation-only event.

Sponsor benefits (for all levels):

- One complimentary attendance at the retreat
- Recognition in event emails

SOLD ~~Speaker presenting sponsor: \$4,000~~

- ~~• Introduction and recognition of speaker~~
- ~~• Company logo on speaker slides/materials (if applicable)~~
- ~~• Two attendees at the forum~~

Breakfast/Lunch (2 available): \$1,500

- Company name/logo on table tents
- One company attendee at the forum

Evening cocktail reception: \$1,500

- Company name/logo on table tents
- One company attendee at the forum

Dinner: \$2,500

- Company name/logo on table tents
- One company attendee at the forum