

ASCA Annual Sponsorship Program

Partner with the world's
preeminent tree experts:
the American Society of
Consulting Arborists



Spread your branches with ASCA



**Get your products and services
in the hands of decision makers
year round!**

Who We Are

While ASCA members are the authoritative experts on trees, our expertise goes far beyond just trees. Our members have extensive knowledge on a broad range of both scientific and professional disciplines, making them the most highly sought after by a wide array of clients including: **Attorneys, Engineers, Architects, Landscape Architects, Property Managers, Developers, Municipalities, Recreational Land Owners**, and many more. Our Registered Consulting Arborists are continually providing our knowledge of trees where society's decisions are made.



52%
of ASCA membership
are Registered
Consulting Arborists

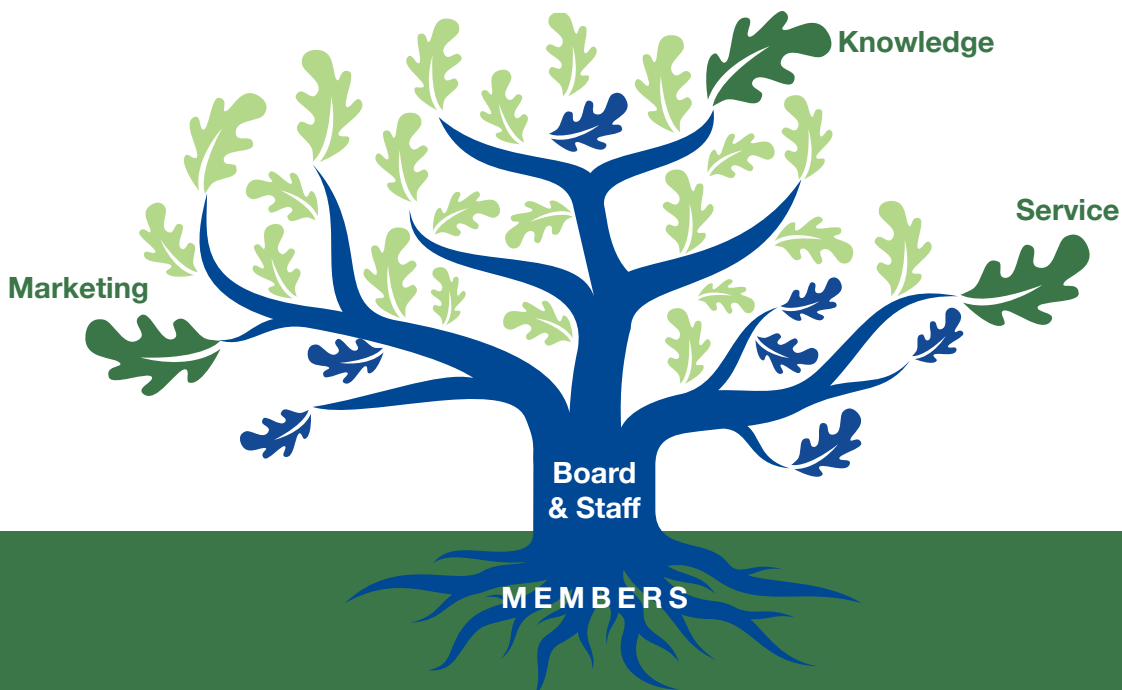
Join our mission of **elevating the practice and professionalism of consulting arborists through education, training, and outreach** as we help you achieve your goals.



85%
Member
Retention Rate

Why Sponsor?

Sponsors like you partner with ASCA because we are the pinnacle of professional development for consulting arborists, providing opportunities to engage, exchange ideas, and share knowledge. ASCA has a proud tradition of exceeding expectations on all fronts, boasting an 85% member-retention rate, and we are committed to the promotion of our sponsors to our members while elevating arboricultural consulting.



Your ROI

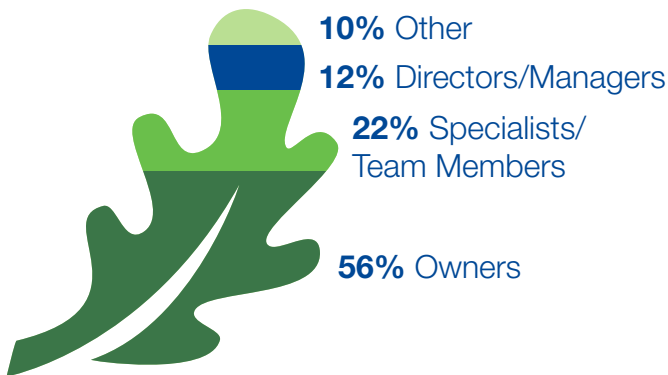
ASCA's Annual Conference

ASCA's annual conference attendees consist of decision makers, or those who have direct access to the decision makers, within their organizations. From sole proprietors to executives of large corporations, 40% of attendees have more than 20 years in the industry.

300+ Attendees
60% Decision Makers • 40% have more than 20 years in the industry

 INDEPENDENT CONSULTANTS	 LANDSCAPE MANAGEMENT	 ARBORICULTURE	 EDUCATORS	 TREE CARE BUSINESSES/ ORGANIZATIONS
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What is their consulting role?



Why do they attend?

Ranked in order of importance:

- 1 Education
- 2 Learn about new products and equipment
- 3 Networking

An annual sponsorship with ASCA isn't limited to one event, it includes several programs throughout the year. Naturally, ASCA's partners grow with us.

Ideal window for decision making!

70% of attendees are planning their budget during the time of the conference

50%+ of attendees have budgets and revenue each exceeding \$500,000



ASCA's Reach

4,000 email subscribers
10,000 social media followers across platforms
150,000 **UNIQUE** website visits per year
 Email open rate **DOUBLE** the industry average



Annual Sponsorship Levels

ASCA's Annual Sponsorship program year runs from **October 1 – September 30**. To take advantage of all of the Annual Conference benefits for the year, commitments must be made by August 1. Become an ASCA Annual Sponsor today!

ASCA ANNUAL SPONSORSHIP PACKAGES	Platinum	Gold	Silver	Bronze
	\$10,000	\$7,500	\$5,000	\$2,500
Annual Conference				
Complimentary Conference Registrations <i>(does not include pre-conference workshop)</i>	2	1	1	
Complimentary Exhibit table <i>(includes one booth worker)</i>	•	•		
\$150 discount on registration fee	2	1	1	
Complimentary Networking Reception Ticket	2	1		
2-minute video displayed at conference <i>(opening or lunch)</i>	•	•		
Mailing list of attendees <i>(attendees may opt out)</i>	•	•		
Promotional video in event app	•	•	•	
Sponsor rotating banner in event app	•	•	•	•
Company logo, contact information, and product/services description in event app	•	•	•	•
Company logo hyperlinked on event website	•	•	•	•
Company logo on mailed event brochure and schedule-at-a-glance	•	•	•	•
Company listing on email blasts to over 4,000 ISA Co-Sponsor contacts	•	•	•	•
Supply give aways for swag bag (300)	•	•	•	
Company logo on signage at event	•	•	•	•
Company logo on rotating thank you slide, and verbal recognition at conference	•	•	•	•
Consulting Academy				
\$100 registration discount <i>(for company attendees or given as gift)</i>	2	1		
Reception sponsor <i>(signage, verbal thank you, brochures)</i>	•			
2-minute video displayed at conference <i>(opening or lunch)</i>	•	•		
Mailing list of attendees <i>(attendees may opt out)</i>	•	•		
Company logo hyperlinked on event website	•	•	•	•
Company listing on email blasts to over 4,000 ISA Co-Sponsor contacts	•	•	•	•
Supply give aways for swag bag (75)	•	•	•	
Company logo on signage at event	•	•	•	•
Company logo featured on attendee workbook	•	•	•	•
Rotating promotional PowerPoint slides	Up to 3	Up to 2	1	
Verbal thank you on-site	•	•	•	•

ASCA ANNUAL SPONSORSHIP PACKAGES	Platinum	Gold	Silver	Bronze
	\$10,000	\$7,500	\$5,000	\$2,500

Additional Benefits & Marketing

Priority placement on all promotional ASCA emails, in order of sponsorship level	•	•	•	•
Ad in Arboricultural Consultant newsletter	4 full pg.	4 half pg.	2 half pg.	1 half pg.
Thank you slide and verbal recognition during all ASCA webinars	•	•	•	•
Mailing list of all webinar attendees throughout year <i>(attendees may opt out)</i>	•	•		
Thank you social media post upon commitment as a partner (Facebook/LinkedIn)	•	•	•	•
Dedicated posts throughout the year on ASCA social media <i>(Facebook/LinkedIn) (partner supplies content)</i>	4	2		
Partner e-blast marketing message to members <i>(partner supplies content)</i>	•			

Add-on Opportunities

*Annual Conference App Sponsor	\$5,000	Annual Conference Exhibit Table	\$650 (Mbr)
*Annual Conference and Academy Hotel Key Card Sponsor	\$2,000	One-time webinar sponsor <i>(thank you slide, verbal recognition, email blast/ event page, mailing list)</i>	\$250
*Annual Conference and Academy Lanyard Sponsor	\$1,500	Ad(s) in Arboricultural Consultant Newsletter and/or ASCA Insider	See Spec Sheet
Annual Conference General Sponsorship <i>(logo on signage/brochure/website/emails/app)</i>	\$500		

*These specific add-ons require selection of an annual sponsorship package.



Future Annual Conference Dates

2022	November 30 – December 3	Louisville, KY
2023	December 3 – 6	Renton, Washington
2024	December 4 – 7	Tucson, AZ
2025	December 7 – 10	San Antonio, TX

Thank you to the following companies who sponsored ASCA in 2021



Get rooted in the ASCA Community Today!



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