



## ***MNLA Annual Partners Sponsorship Program***

The Massachusetts Nursery and Landscape Association, Inc. (MNLA) would like to invite you to participate in our Partners Sponsorship Program.

The MNLA Partners Program is designed for members and non members to display their support and commitment to MNLA and the Massachusetts Green Industry. The Partners Program builds brand loyalty while delivering significant marketing advantages and exposure to the Green Industry in Massachusetts all year long.

Sponsorship dollars help MNLA underwrite the expenses of serving the industry including outreach and communication (Pro Grow News), educational programs (Down to Earth Summer Conference), and consumer marketing programs (Plant Something MA) as well as leadership educational development (Winter Forum & Career Fair). Each of the sponsorship opportunities is rich with added value and an opportunity to be out front as an industry leader in Massachusetts.

MNLA would like to thank all of our members for your support and for your investment in growing MNLA in the future.

***Sponsors*** spending \$5,000 or more annually will receive special recognition on the MNLA website, in the MNLA Annual Membership Directory and at the MNLA Annual Meeting. Send your sponsorship on or before December 31<sup>st</sup> to take full advantage of the year long outreach.

## **A la Carte Sponsorship Opportunities for 2017**

-  **MNLA Green Industry Career Fair**
-  **MNLA Annual Meeting, Luncheon & Winter Forum**
-  **MNLA Education - Twilight Meeting**
-  **MNLA Plant Geek Day**
-  **Tour de Fleur**
-  **Down to Earth Summer Conference**
-  **MNLA Foundation/MFGA Golf Outing**
-  **Marketing & Outreach Sponsor**



## **A la Carte Sponsorship Opportunities for 2017**

### **MNLA Green Industry Career Fair**

- Career Fair 6 ft. Tabletop Exhibit - \$275 member/\$375 non member
- Career Fair Sponsor - \$500

All Career Fair sponsors receive their logo on signage and conference materials, recognition on the website and in media communications.

### **MNLA Annual Meeting, Luncheon & Winter Forum**

- Annual Meeting Platinum Sponsor - \$2,500 (*includes 4 tickets*)
- Annual Meeting Gold Sponsor - \$500 (*includes 2 tickets*)
- Annual Meeting Tree & Shrub Sponsor - \$250 (*includes 1 ticket*)
- Annual Meeting Perennial Sponsor - \$150
- Annual Meeting Annual Sponsor - \$100
- Educational Breakout Session Sponsors (8 available) - \$500

All Annual Meeting sponsors receive their logo on signage and conference materials, recognition on the website and in media communications.

### **MNLA Education - Twilight Meeting**

- Registration Sponsor (4 available) - \$250
- Educational Sponsor (2 available) - \$500
- Lunch and/or Dinner Sponsor – (4 available) - \$250

All Education Meeting sponsors receive logo on signage and conference materials. Education Meeting sponsors supporting for \$500 or more will receive one (1) free registration.

### **MNLA Plant Geek Day**

- Registration Sponsor (4 available) - \$250
- Educational Sponsor (2 available) - \$500
- Lunch Sponsor – (4 available) - \$300

All Education Meeting sponsors receive logo on signage and conference materials. Education Meeting sponsors supporting for \$500 or more will receive one (1) free registration.



### **Tour de Fleur**

- Host Site Sponsors(5 available) - \$300
- Breakfast Sponsor (1 available) - \$200
- Lunch Sponsor (1 available) - \$500
- Snack Sponsor (4 available) - \$200

All Tour de Fleur sponsors receive logo on signage and conference materials. Tour de Fleur sponsors will receive one (1) free registration.

### **Down to Earth Summer Conference**

- 10x10 Exhibit - \$425 member/\$525 non member
- Registration/Breakfast Sponsor (2 available) - \$500
- Breakout Session Sponsor (8 available) - \$500
- Keynote Sponsor (2 available) - \$1,500
- Wachusett Mountain Chair Lift Sponsor (2 available) - \$750
- Afternoon Network Sponsor (2 available) - \$750

All Summer Conference sponsors receive logo on signage and conference materials. Summer Conference sponsors supporting for \$500 or more receive one (1) free registration.

### **MNLA Foundation/MFGA Golf Outing**

- Tee or Green - \$225

All Golf sponsors include a 2'x2' sign at a tee or green recognizing your company and products or message.

### **Marketing & Outreach Sponsor**

- E –News Sponsor - \$300
- Website Banner Ad - \$250/month or \$2,500/year
- Membership Directory – See Media Kit
- Quarterly Magazine “Grow With a Pro” – See Media Kit