



Sponsorship Opportunities

& Marketing Options

Our 2025 Prospectus

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



2025 Association-Wide and Specific Events: Sponsorship and Marketing Opportunities

In 2025, the New York State Nursery and Landscape Association will become PlantNYS. We offer 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 - PlantNYS 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 - PlantNYS members and the public.

DON'T SEE WHAT YOU'RE LOOKING FOR?

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

Here are the 2025 Annual Association-Wide Sponsorship & Marketing Opportunities:

Would you like exposure to NYS Nursery & Landscape Professionals throughout the year—and have regular opportunities to promote your products or services at NYSNLA - PlantNYS? You can have "The Whole Yard"... our PLATINUM LEVEL SPONSORSHIP & BEST VALUE!

PLATINUM LEVEL - The Whole Yard Annual Sponsorship (Throughout 2025) \$3,000.00

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

Includes:

- Special Member Showcase Status (All Year)
- Social Media and E-Blast Acknowledgement (Quarterly)
- Ads in Excelsior Green, our Newsletter (Quarterly)
- Empire State Excellence in Landscaping Awards Sponsorship (August)
- Summer Celebration Sponsorship (August)
- Court of Honor Sponsorship (August)
- CNLP Day Sponsorship (September)
- Green Industry Management Summit (October)
- Year-End Special Thank You for Your Whole Yard Support!

The Empire State Excellence in Landscaping Awards



Empire State Excellence in Landscaping Awards & Summer Celebration Sponsor (August)

In 2024, we reinvigorated the Empire State Excellence in Landscaping Awards and this year we will be presenting them in Syracuse as part of our Summer Celebration on the eve of Opening Day of the Great New York State Fair. Support our event as we honor the best of the best landscaping and nursery firms in the state! The Celebration includes food and beverage, prize drawings and great company. Attendees also receive passes to the State Fair.

Empire State Excellence in Landscaping Awards & Summer Celebration Sponsorship **\$350.00**

Includes:

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

This year's Landscaping Awards - Summer Celebration takes place on Tuesday, August 19, 2025.

Court of Honor Sponsor (August)

The culmination of NYSNLA - PlantNYS's annual awards program is our Court of Honor, which focuses on our members, and is held on the Opening Day of the Great New York State Fair in the NYSNLA - PlantNYS 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 **\$350.00**

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 - PlantNYS Courtyard of the Horticulture Building.
- Your representative acknowledged at event.

This year's Court of Honor takes place on Wednesday, August 20, 2025.

***You can combine the two sponsorships at our Syracuse events
for \$650.00—and save \$50.00!***

Take an Ad in the

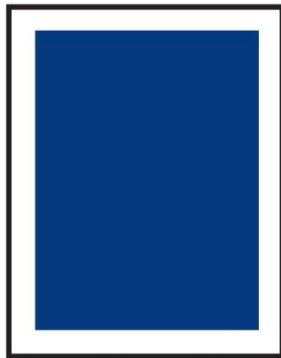
Landscape Awards-Summer Celebration-Court of Honor Program

This commemorative program comes in a printed edition distributed at our events in Syracuse, followed by an electronic version that is distributed to all NYSNLA - PlantNYS Members & Supporters—as well as posted on the NYSNLA - PlantNYS website.

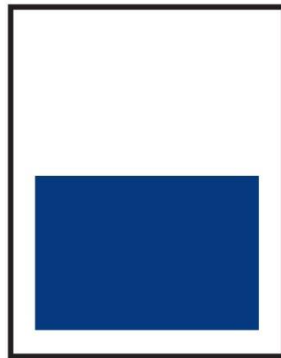
This gives this publication a long “shelf life.”

Ad Options

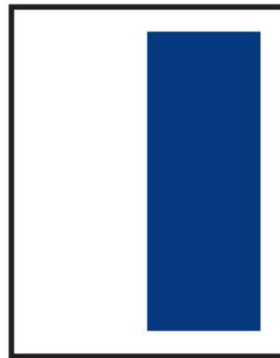
Back Cover	\$300.00
Inside Front Cover	\$250.00
Inside Back Cover	\$250.00
Full Page	\$200.00
Half Page	\$125.00
Quarter Page	\$75.00
Business Card	\$35.00



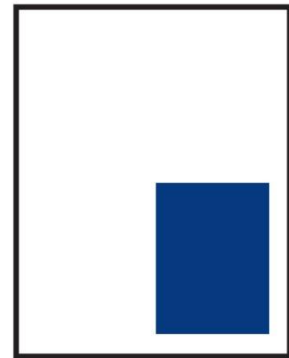
Full Page
7 1/2" x 9 1/4"



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 the Erie County & Buffalo Botanical Gardens, Sonnenberg Gardens & Mansion State Historic Site, Sycamore Hill Gardens, and Opus 40.



CNLP Day Sponsorship **\$300.00**

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: September 12, 2025 on Long Island, hosted by PlantLI-Region 1

Green Industry Management Summit (October)

NYSNLA held our first Owners Summit in 2019. Since then, we have redesigned this event as the Green Industry Management Summit—and have held it to great success and enjoyment by all who attended in 2022, 2023 and 2024. This year we gather in the Roebing Library of the Rensselaer Conference Center at the Hilton Garden Inn in Troy.



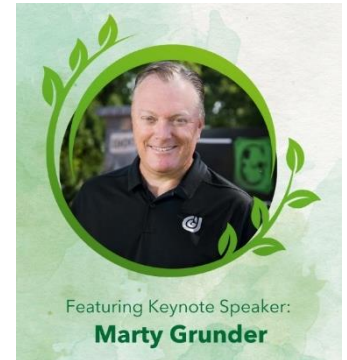
Our Summit Moderator and Thought-Leader this year is:
Marty Grunder of The Grow Group.

This event is open only to NYSNLA Members who are Green Industry Leaders (owners of nursery or landscape businesses, their top managers and decision-makers). It is always a hands-on, intimate professional experience where attendees will be asked to speak about their businesses, revenue and other aspects of their operations in a collaborative and safe space.

Summit Sponsorship \$500.00

Includes:

- Company logo on all promotional materials for the Summit.
- Company literature to be included in Summit attendee folders.
- Company giveaway at each place setting at Summit Dinner.
- Your representative provided with opportunity to make brief presentation to attendees at Summit Dinner.
- List of Summit attendees provided.



The Summit takes place on Tuesday-Wednesday, October 28-29, 2025.

Here are the 2025 Annual Association-Wide Marketing Opportunities:

E-Blast to Members & Supporters

NYSNLA - PlantNYS'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 - PlantNYS 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 - PlantNYS event or need.

Take an Ad in *Excelsior Green*, NYSNLA's Quarterly Newsletter

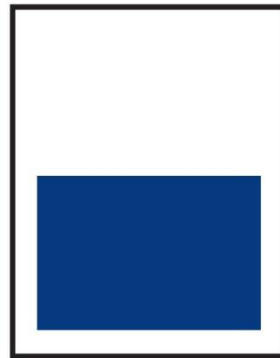
Our quarterly newsletter offers the latest news from the association, as well as features from the field and about our members. Your ad would be seen by our members and supporters across the state. Each newsletter is e-blasted to our entire distribution list.



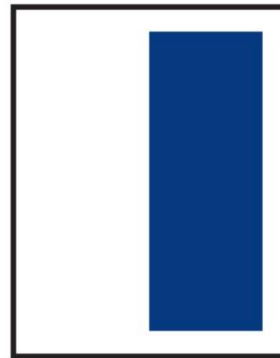
Ad Options	Single Issue	All 4 Issues (Can be different ads.)	
Full Page	\$200.00	\$750.00	<i>Greater Savings with 4-pack!</i>
Half Page	\$125.00	\$450.00	
Quarter Page	\$75.00	\$250.00	
Business Card	\$35.00	\$100.00	



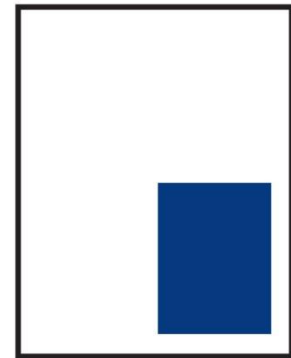
Full Page
7 1/2" x 9 1/4"



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"

Ad Submission Deadlines for 2025

- Spring Newsletter: Due March 17
- Summer Newsletter: Due May 31
- Fall Newsletter: Due August 25
- Year-End Newsletter: Due October 30

The Showcase

This new feature is available throughout the 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 - PlantNYS Showcase" graphic for their signature line, website, and marketing use.
- The Showcase will be featured quarterly via NYSNLA - PlantNYS's social media platforms—further promoting the companies featured.
- Additionally, the Member Showcase will be promoted at the Summer events.

QUESTIONS? Contact us at info@nysnla.com or (518) 580-4063.



NYSNLA - PlantNYS 2025 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

- | | |
|---|---|
| <input type="checkbox"/> The Whole Yard Sponsorship - \$3,000.00 | <input type="checkbox"/> CNLP Day Sponsorship - \$300.00 |
| <input type="checkbox"/> Landscaping Awards-Summer Sponsorship - \$350.00 | <input type="checkbox"/> Green Industry Summit Sponsor - \$500.00 |
| <input type="checkbox"/> Court of Honor Sponsorship - \$350.00 | <input type="checkbox"/> E-Blast Opportunity - \$250.00 |
| <input type="checkbox"/> Combined Summer Package - \$650.00 | <input type="checkbox"/> Showcase Opportunity - \$500.00 |

Court of Honor Program & Newsletter Advertising (See Below)

Court of Honor Program Advertising

- | | | |
|--|---|---|
| <input type="checkbox"/> Back Cover - \$300.00 | <input type="checkbox"/> Inside Back Cover - \$250.00 | |
| <input type="checkbox"/> Inside Front Cover - \$250.00 | <input type="checkbox"/> Full Page - \$200.00 | <input type="checkbox"/> Half Page - \$125.00 |
| <input type="checkbox"/> Quarter Page - \$75.00 | <input type="checkbox"/> Business Card - \$35.00 | |

Newsletter Advertising

- | | |
|--|---|
| <input type="checkbox"/> Full Page (1 Issue) - \$200.00 | <input type="checkbox"/> Full Page (4 Issues) - \$750.00 |
| <input type="checkbox"/> Half Page (1 Issue) - \$125.00 | <input type="checkbox"/> Half Full Page (4 Issues) - \$450.00 |
| <input type="checkbox"/> Quarter Page (1 Issue) - \$75.00 | <input type="checkbox"/> Quarter Page (4 Issues) - \$250.00 |
| <input type="checkbox"/> Business Card (1 Issue) - \$35.00 | <input type="checkbox"/> Business Card (4 Issues) - \$100.00 |

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
230 Washington Avenue Extension, Suite 101
Albany, NY 12203

info@nysnla.com | Fax: 518-463-8656 | Phone: 518-580-4063