



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)
- Summer Celebration Sponsorship (August)
- Court of Honor Sponsorship (August)
- CNLP Day Sponsorship (September)
- College Roundtable (October)
- Green Industry Management Summit (October)
- Empire State Excellence in Landscaping Awards Sponsorship (October)
- Year-End Special Thank You for Your Whole Yard Support!

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.

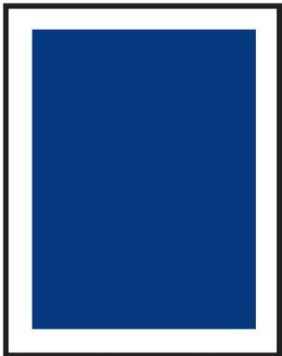
This year’s Court of Honor takes place on Wednesday, August 20, 2025.

Take an Ad in the Summer Celebration-Court of Honor Program

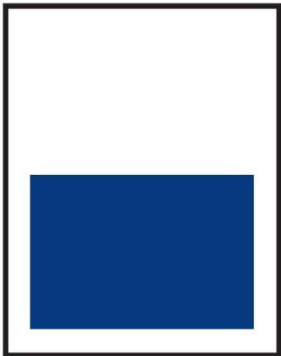
This commemorative program comes in a printed edition distributed at our events in Syracuse, followed by an electronic version that is distributed to all NYSNLA - PlantNYS Members & Supporters—as well as posted on the NYSNLA - PlantNYS website. This gives this publication a long “shelf life.”

Ad Options

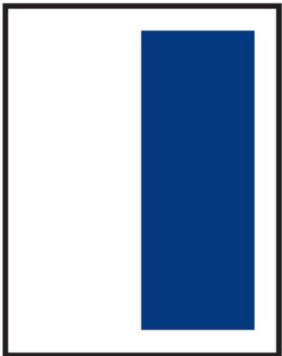
Back Cover	\$300.00
Inside Front Cover	\$250.00
Inside Back Cover	\$250.00
Full Page	\$200.00
Half Page	\$125.00
Quarter Page	\$75.00
Business Card	\$35.00



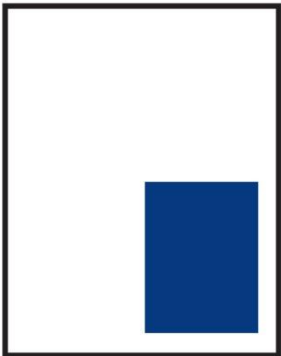
Full Page
7 1/2” x 9 1/4”



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”

Here is our Fall rundown...and up first...

CNLP Day Sponsorship (September 12, 2025)

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 at Cornell University's Long Island Horticultural Research & Extension Center (LIHREC).

In late October, we have an incredible combination event in conjunction with our Green Industry Management Summit that offers great exposure for your company...



College Roundtable, Green Industry Management Summit & Empire State Excellence in Landscaping Awards Ceremony

October 27-29, 2025

Our Green Industry Management Summit brings together the “best of the best” of New York State’s nursery and landscape owners, leaders, managers and decision-makers. We decided to add to this event two other important elements of our industry: professors and students as part of our College Roundtable—and the honoring of the most talented and creative member-companies and professionals with the Empire State Excellence in Landscaping Awards. The bringing together of these three events offers a wonderful opportunity to showcase your company’s services and products!

Here is what we have to offer:

NYSNLA-PlantNYS College

RoundTable

Monday, October 27, 2025

On the eve of the Green Industry Management Summit, we will host professors and top students from colleges and universities in New York State that teach horticulture, nursery and landscaping students—the future of our industry. NYSNLA leaders and Summit attendees will take part in this dynamic open discussion with the professors and students.

There are 3 ways you can support this program:

College RoundTable Adopt-a-School Sponsor

\$675.00 per School Team

Your sponsorship will allow a professor to bring 2-3 top students to this event—and expose them to the real-world of the green industry—allowing them to interact and learn from “best of the best.” Your support will provide a School Team with registration, accommodations, the dinner, and access to Day 1 of the Summit. Your company’s name will be denoted on all event materials. A representative will be introduced and have a moment to speak at the dinner. Your company will also be acknowledged in a post-event online thank you.

College RoundTable Dinner Sponsor

\$500.00

Your support of this meal will have your company branding prominently featured. Your handout and/or giveaway will be found at each place setting. Your representative is our guest for dinner and will offer comments at the start of the meal.

After RoundTable Cornhole Tournament

\$250.00

We plan on having some fun and networking after the RoundTable. Your company representative will participate and have an opportunity to speak prior to the kick-off of the fun—and your support will be acknowledged across our event—and afterward online.

Green Industry Management Summit

Tuesday-Wednesday, October 28-29, 2025

This year we gather in the Roebbling Library of the Rensselaer Conference Center at the Hilton Garden Inn in Troy for the 2025 Summit.

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.

There are 4 ways you can support this program:

Green Industry Management Summit Main Sponsor **\$750.00**

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 as guest for the Summit Dinner and provided with opportunity to make brief presentation to attendees at the meal.
- List of Summit attendees provided.

Summit Lunch (Tuesday) **\$300.00**

Your company and representative will have this specific time to speak about your company and share information with Summit Attendees.

Summit Breakfast (Wednesday) **\$300.00**

Your company and representative will have this specific time to speak about your company and share information with Summit Attendees.

Summit Boxed Lunch (Wednesday) **\$100.00**

A targeted opportunity to share your message, special offers and giveaways with a boxed lunch each Summit attendee will be given as they depart—and enjoy on their trip home.



We have more →

The Empire State Excellence in Landscaping Awards



Empire State Excellence in Landscaping Awards Celebration

October 28, 2025

In 2024, we reinvigorated the Empire State Excellence in Landscaping Awards and this year we will be presenting them as part of our Green Industry Management Summit event. Support our celebration 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.

There are 3 ways you can support this program:

Empire State Excellence in Landscaping Awards Dinner Sponsor **\$500.00**

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 is a guest for dinner and will be introduced at event and given 5 minutes to talk about your products or services.
- List of event attendees provided.

Awards Celebration Cocktail Hour **\$350.00**

Your company name will be affixed to a special cocktail featured this evening. Your company will be publicly acknowledged and your representative may say a few words to the group. Company logo featured on event materials.

Donate to Our Auction **Donation**

As part of the night's celebration, we will hold an auction of donated gift baskets, products and services to raise funds for the Nurserymen's-PlantNYS Foundation. All donations will be acknowledged at the event—and afterwards by the association & Foundation. If you would like to donate, please fill-in the proper section of the registration form.

And there's more...

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

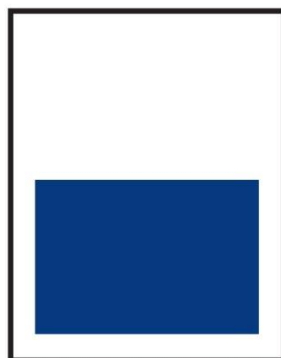
Our quarterly newsletter offers the latest news from the association, as well as features from the field and about our members. Your ad would be seen by our members and supporters across the state. Each newsletter is e-blasted to our entire distribution list.



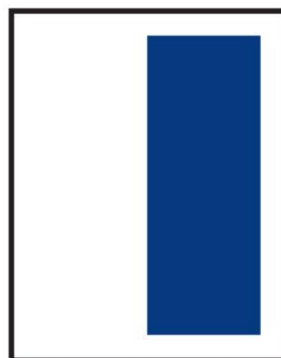
Ad Options	Single Issue	All 4 Issues (Can be different ads.)	
Full Page	\$200.00	\$750.00	Greater Savings
Half Page	\$125.00	\$450.00	with 4-pack!
Quarter Page	\$75.00	\$250.00	
Business Card	\$35.00	\$100.00	



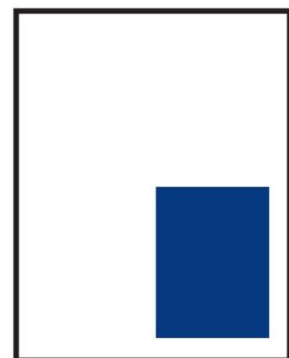
Full Page
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Half Page (Horizontal)
7 1/2" x 4 1/2"



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

And...

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

The Whole Yard Sponsorship - \$3,000.00

Court of Honor Sponsorship - \$350.00

College RoundTable

RoundTable Adopt-a-School - \$675.00

RoundTable Dinner - \$500.00

RoundTable Cornhole Sponsor - \$250.00

Summit

Summit Main Sponsor - \$750.00

Summit Lunch Sponsor - \$300.00

Summit Breakfast Sponsor - \$300.00

Summit Boxed Lunch - \$100.00

Empire State Excellence in Landscaping Awards

Dinner & Celebration Sponsor - \$500.00

Cocktail Hour Sponsor - \$350.00

Auction Donation (List item(s) & value below:

E-Blast Opportunity - \$250.00

Showcase Opportunity - \$500.00

Court of Honor Program & Newsletter Advertising (See Below)

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

Newsletter Advertising

Full Page (1 Issue) - \$200.00

Half Page (1 Issue) - \$125.00

Quarter Page (1 Issue) - \$75.00

Business Card (1 Issue) - \$35.00

Full Page (4 Issues) - \$750.00

Half Full Page (4 Issues) - \$450.00

Quarter Page (4 Issues) - \$250.00

Business Card (4 Issues) - \$100.00

TOTAL ENCLOSED: \$ _____

Check Enclosed (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