

2021 ALCC Sponsorship Program

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. A competitive marketplace is a healthy marketplace which is why it's equally important for us to support the success of the companies that sell products and services to the green industry. One of the many ways we work to achieve this is by facilitating stronger partnerships among landscape companies, suppliers, and other industry stakeholders.

Our comprehensive sponsorship packages have been designed to maximize year-round exposure while also providing tailored opportunities for market positioning and exclusivity. ALCC creates opportunities to form strong, lasting relationships with key industry players.

Positioning

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 and services as top-of-mind for purchasing decisions. Increase customer confidence by partnering with the industry's trusted resource for training and education. Let the marketplace know that you're a good steward of the environment by aligning with one of our many sustainability initiatives. Be an industry hero and band together to address the workforce shortage. Promote the highest level of professionalism by getting behind the ELITE awards. The examples go on and on.

Relationships

You know the value of relationships. An ALCC sponsorship bridges the gap between your marketing and sales efforts. Our packages facilitate brand awareness and positioning while simultaneously opening the door for your sales force to create lasting relationships with decision makers and purchasers from across the state.

We hope this guide provides a useful starting point to learn more about ALCC sponsor program. For pricing, proposals and questions please contact Tammy DiFalco at tdifalco@alcc.com or 720 414-2724. Let us help you select the sponsorship that is right for your business.

Platinum Sponsor

Annual Investment, \$7,000+

Platinum Sponsors demonstrate your leadership position within the industry as a year-long ALCC Platinum Sponsor. This tier receives the greatest amount of exposure and will include both color logo recognition in ALCC communications and spoken recognition at events throughout the year. Platinum sponsors will also be the first companies approached by ALCC with opportunities for further partnership for example use of equipment and/or facilities for training. The Platinum package offers the following ongoing opportunities designed to maximize your return on investment:

ALCC Platinum Sponsor benefits:

- Preferred partner for building tailored opportunities as they arise
- Recognition on select programming email blasts sent by ALCC (excludes CG NOW, member newsletter, and updates from the CEO) (dist 1,300+ per send)
- Print recognition including color logo in Colorado Green Nov/Dec issue (dist. 5,000)
- Quarterly recognition in ALCC member newsletter (dist. 1,300+)
- Logo recognition and hyperlink on ALCC website sponsor page
- Recognition on ALCC homepage (125,000+ page views annually by 44,000+ unique users)
- Monthly recognition on ALCC social media properties (3,000+ combined followers)
- Recognition in Spring online webinar series

Gold Sponsor

Annual Investment, \$5,000

ALCC Gold Sponsor benefits:

- Print recognition in *Colorado Green* Nov/Dec issue
- Quarterly recognition in ALCC member newsletter
- Year-long logo placement with hyperlink on ALCC website
- Monthly recognition on ALCC social media properties
- Recognition in Spring online webinar series

Silver Sponsor

Annual Investment, \$3,000

ALCC Silver Sponsor benefits:

- Quarterly recognition in ALCC member newsletter
- Year-long recognition on ALCC website
- Quarterly recognition on ALCC social media properties
- Recognition in Spring online webinar series

Bronze Sponsor

Annual Investment, \$1,500

ALCC Bronze Sponsor benefits:

- Year-long recognition on ALCC website
- Quarterly recognition on ALCC social media properties
- Recognition in Spring online webinar series

Secure your sponsorship today

ALCC sponsorship opportunities provide year-round benefits. Secure your sponsorship early to ensure 12 full months of enhanced exposure and positioning with the Colorado green industry.

For more information or to reserve your package, please contact Tammy DiFalco at tdifalco@alcc.com or call (303) 757-5611.