

# 2023 ALCC Sponsorship Program

## **Grow your business with ALCC**

Associated Landscape Contractors of Colorado (ALCC) is the premier professional organization for Colorado landscape companies and the largest, most diverse green industry association in Colorado. Our mission is to support the success of Colorado landscape companies. A competitive marketplace is a healthy marketplace, which is why it is equally important for ALCC to support companies that sell products and services to the green industry. One of the many ways we work to achieve this is by facilitating strong partnerships between landscape companies, suppliers, and other industry stakeholders.

Our comprehensive sponsorship packages have been designed to maximize ongoing exposure to optimize brand awareness and market positioning. ALCC sponsorship opens the door to forming 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. By aligning with ALCC's multitude of programs and initiatives, you signal to the marketplace that your company values professionalism and sustainability and is willing to band together to address industry challenges such as drought and the workforce shortage.

### **Relationships**

You already 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.

### **Exposure**

Grow your market share by remaining top of mind with purchasers. ALCC sponsorships provide a full year of touch points spanning multiple mediums including online, email, print and in person events. Sponsorship is a great way to add synergy to your other marketing initiatives such as advertising and tradeshows to round out your overall marketing plan.

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](mailto:tdifalco@alcc.com) or 720 414-2724. Let us help you select the sponsorship that is right for your business.

## **Platinum Sponsor**

### **Annual investment; \$9,000**

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**Platinum Sponsors** demonstrate your leadership position within the industry as an ALCC Platinum Sponsor. This top 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
- Logo on homepage footer and throughout alcc.com website (year-long)
- Printed recognition, including color logo, in the Nov/Dec issue of Colorado Green
- Additional engagement and recognition at ALCC Signature Events:
  - 10 VIP invitations for ALCC Member Reception
  - Additional recognition during Awards Ceremony
  - Recognition on promotions for Member Reception and Awards Ceremony

+ *all benefits from other tiers (below)*

- Engagement opportunities during ALCC networking events
- 'Proud ALCC Sponsor' sign
- Quarterly recognition on ALCC social media properties
- Quarterly recognition in ALCC member newsletter
- Year-long recognition on ALCC website at alcc.com/sponsors
- Printed recognition (signage) at all ALCC events

## Gold Sponsor

Annual investment; \$6,000

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### ALCC Gold Sponsor benefits:

- Proud ALCC Sponsor' sign
- Additional recognition during below signature events (printed recognition, verbal acknowledgment in scripts)
  - Member Reception at ProGreen
  - ELITE Awards Ceremony
- 5 VIP invitations to ALCC Member Reception at ProGreen
- Additional engagement opportunities at the following ALCC networking events (option to welcome guests, verbal acknowledgement, etc.)
  - Night out with ALCC (summer)
  - December holiday networking event (Metro Denver)
  - Chapter networking mixers (quarterly in Colorado Springs and Northern Colorado)

+ *all benefits from lower tiers (see below)*

- Quarterly recognition on ALCC social media properties
- Quarterly recognition in ALCC member newsletter
- Year-long recognition on ALCC website at [alcc.com/sponsors](http://alcc.com/sponsors)
- Printed recognition (signage) at all ALCC events

## Silver Sponsor

Annual Investment, \$3,000

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### ALCC Silver Sponsor benefits:

- Quarterly recognition in ALCC member newsletter
- Quarterly recognition on ALCC social media properties

+ *all benefits from lower tiers (see below)*

- Year-long recognition on ALCC website at [alcc.com/sponsors](http://alcc.com/sponsors)
- Printed recognition (signage) at all ALCC events

## **Bronze Sponsor**

### **Annual Investment, \$1,500**

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#### **ALCC Bronze Sponsor benefits:**

- Year-long recognition on ALCC website at [alcc.com/sponsors](http://alcc.com/sponsors)
- Printed recognition (signage) at all ALCC events

## **Secure your sponsorship today**

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ALCC sponsorship opportunities provide year-round benefits. Secure your sponsorship early to maximize exposure and positioning with the Colorado green industry.

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