

THE POWER OF (P) 2012



STRONGER THROUGH PARTNERSHIP

The Washington Association of Landscape Professionals' corporate partner program connects you to a critical marketplace. Whether you specialize in irrigation supplies, paving materials, heavy equipment, fertilizers, plants, education/training, outdoor lighting, insurance, software, communications, hand tools, turf, etc., partnering with WALP opens doors to the Green Industry. Through partnering with WALP, you can reach hundreds of landscape industry professionals – each one a customer or potential customer for your business.

The Power Of (P) provides maximum exposure year-round for a company seeking to align itself with WALP. Bundled packages enable you to leverage Industry recognition and build a comprehensive program to better target key decision makers and create awareness for your organization's products and services.

Sponsor packages are also priced to encourage participation by businesses of all sizes. The fee of each package is affordable and all maximize sponsor's exposure beyond what would be received if purchased individually.

Following are the new The Power Of (P) sponsor packages - providing partnerships that carry marketing objectives to levels never available before while building and maintaining a unique relationship with WALP and the landscape community as a whole.

Partnerships tap the power of those who share or are striving to achieve the same goal.

That's The Power Of (P)!

Titanium • \$6,000

The most comprehensive partnership opportunity available. This package delivers extensive overall exposure and benefits.

- Maximum of one (1) Titanium Partner
- Title sponsorship of WALP Annual Conference*
- Two complimentary annual memberships (Maximum value \$740)
- Two full page ads (color) in issues of choice of the *Northwest Landscape Professional*
- Full page ad (color) in Membership Directory
- Sponsor of one (1) Certification Exam Problem*
- Hickory sponsorship of Golf Tournament*
- Sponsor of two (2) broadcast e-mails
- Sponsor of two (2) membership mailings
- Logo on website with hyperlink
- Logo and listing on main electronic signature line

* Includes all benefits associated with respective sponsorship. For complete details contact the WALP Office.

Platinum • \$4,000

This Partnership Package includes a variety of benefits and marketing opportunities designed for a company to reach the Green Industry market. Platinum Partners select from one of the mega platforms listed below.

- Maximum of three (3) Platinum Partners
- Choice of one of the following:
 - Title sponsorship of Annual Golf Tournament*
 - Title sponsorship of Certification Field Exam*
 - Annual Conference Awards Dinner sponsorship*
- One complimentary annual membership (Maximum value \$370)
- Select one of the following if respective packages are not selected above
 - Certification Field Exam Problem sponsorship*
 - Annual Golf Tournament Hickory sponsorship*
- Full page ad (B&W) in issue of choice of the *Northwest Landscape Professional*
- Full page ad (B&W) in Membership Directory
- Sponsor of one (1) broadcast e-mail
- Sponsor of one (1) membership mailing
- Logo on website with hyperlink
- Logo and listing on main electronic signature line

Gold • \$2,750

The Gold Package provides significant exposure for a company seeking to capitalize on WALP's business and networking opportunities – providing additional visibility.

- Maximum of five (5) Gold Partners
- Choice of one of the following:
 - Annual Golf Tournament Graphite Sponsorship*
 - Annual Conference Name Badge Sponsorship*
 - Annual Conference Luncheon sponsorship*
- Select one of the following if respective package is not selected above
 - Certification Field Exam Problem sponsorship*
 - Annual Golf Tournament Hickory sponsorship*
 - Annual Conference tabletop*
- One complimentary annual membership (Maximum value \$370)
- 1/2 page ad (B&W) in issue of choice of the

Gold (continued)

Northwest Landscape Professional

- 1/2 page ad (B&W) in Membership Directory
- Sponsor of one (1) broadcast e-mail
- Listing on website with hyperlink
- Listing on main electronic signature line

Silver • \$1,500

Ideal for those companies that want to advance their sales and marketing goals while helping shape the future of WALP.

- Maximum of ten (10) Silver Partners
- Choice of one of the following:
 - Annual Golf Tournament Carbon Steel sponsorship*
 - Annual Conference Break sponsorship*
- Select one of the following if respective package is not selected above
 - Certification Field Exam Problem sponsorship*
 - Annual Golf Tournament Hickory Sponsorship*
 - Annual Conference tabletop*
- 1/3 page ad (B&W) in issue of choice of the *Northwest Landscape Professional*
- 1/3 page ad (B&W) in Membership Directory
- Sponsor of one (1) broadcast e-mail

Bronze • \$750

This Power Of (P) Package provides a variety of benefits and marketing opportunities in addition to the basic benefits for those companies seeking exposure on a smaller scale.

- Choice of one of the following:
 - Certification Field Exam Problem*
 - Annual Golf Tournament Hickory Sponsorship*
- 1/6 page ad (B&W) in issue of choice of the *Northwest Landscape Professional*
- 1/6 page ad (B&W) in Membership Directory

Baseline Benefits (included with all packages)

- Listing on website
- Listing as Power Of (P) Partner in every issue of the *Northwest Landscape Professional*
- Visual recognition as Power of (P) Partner at every event

* Includes all benefits associated with respective sponsorship. For complete details contact the WALP Office.

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STRONGER THROUGH PARTNERSHIP

Agreement / Reservation Form

Partner Packages are available on a first-come, first-served basis. Partnership period is based on the calendar year.

_____ agrees to participate in WALP's The Power Of (P) Program. *(Please list company/organization name as you want it to be listed on Association materials.)*

Signature _____

Date _____

Payment

Payment in full or your first installment of four installments must accompany this Agreement. You will receive a monthly invoice for the remaining three installments, if applicable. Payment in full is required within six months of the date of this agreement. If a balance is 30 days or more past due, Partner benefits will be suspended until payment is received.

Check Enclosed OR Visa Mastercard

Charge \$ _____

Card # _____

Expiration Date _____ CVV Code _____

Name On Card _____

Signature On Card _____

Primary Contact For Partnership (please print)

Name/Title _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____

Fax (_____) _____

E-mail _____

Web Address _____

THE POWER OF (P) FAQs

- Q.** Why become a Partner?
 - A.** To enhance your visibility year-round to hundreds of individuals that use your products and services every day.
- Q.** What does it cost to participate as a Partner?
 - A.** A variety of Partner Packages are available.
- Q.** How does a company/organization insure its desired sponsorship level?
 - A.** Partner Packages are available on a first-come, first-served basis. Reserve your's today!
- Q.** What is the difference between the Power Of (P) Packages and specific event sponsorships?
 - A.** The Power Of (P) Packages bring Partners exposure throughout the year through WALP's numerous marketing vehicles and communication channels.

Questions? Contact the WALP Office at (800) 833-2186, (425) 967-0729, or info@walp.org.

Please return to:

**WALP - The Power Of (P)
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www.walp.org**

