



OLCA 2021 MARKETING OPPORTUNITIES





WHY CHOOSE OLCA?

- **INCREASE** reach through affiliation with OLCA.
- **OBTAIN** direct access to OLCA members.
- **INTRODUCE** new products and services to key leaders in the field.
- **NETWORK** with professionals in the landscape industry.
- **ACHIEVE** public recognition as an organization that's making a difference in the landscape industry.

Who are OLCA Members?

- Licensed Landscape Contracting Companies
- Landscape Maintenance Companies
- Suppliers to the Landscape Industry
- Public Agencies
- Faculty & Students in Horticultural Programs

Reasons You Should Partner with OLCA

- Build brand name recognition
- Provide product education
- Gain industry-wide exposure
- Identify opportunities for your company
- Network with decision makers



OLCA PARTNERSHIP OPPORTUNITIES

Available to OLCA Members Only



Impact Partner—\$3,000

(5 available)

OLCA Newsletter Advertising—1/2 page, 4 times annually through electronic email.

Access to OLCA's Mail Database—Contact information for Regular and Maintenance Companies

Partner Spotlight—Listing as a Platinum partner in the NW Landscape Expo brochure, website, every newsletter and OLCA website link for one year

NW Landscape Expo Exhibit Space—One 10x20 exhibit space at the OLCA NW Landscape Expo

OLCA Membership E-Directory—OLCA Directory website page is exclusive to Platinum and Gold package advertisers. Directory artwork is due with the package contract

OLCA Weekly Membership Email—OLCA sends out a weekly blast with a spotlight news article. Platinum sponsor will be highlighted on every weekly email.

OLCA Preferred Vendor Directory—Your company's digital profile will be included on the OLCA website and association app.



2021 PARTNERING OPPORTUNITIES

By partnering with OLCA, you will help to further educate and develop the landscape industry. OLCA can connect you with individuals and organizations that are at the forefront of knowledge and expertise, while helping you raise your organization's profile and awareness within the landscape industry.



Package "contents" are subject to change.

OLCA
NORTHWEST LANDSCAPE EXPO



NW Landscape
Expo Presenting
Sponsor—\$2,000

Sponsor will receive special recognition at Expo (special booth signage, meeting graphics and attendee packet materials),and special recognition in Expo brochure (if received at time of print), and one 10x20 booth at Expo.



NW Landscape Expo
Pesticide Training
Sponsor—\$1,500

Sponsor will receive special recognition at Expo (special booth signage, meeting graphics and attendee packet materials),and special recognition in Expo brochure (if received at time of print), and one 10x10 booth at Expo.



NORTHWEST LANDSCAPE
EXPO & FIELD DAY

The OLCA Northwest Landscape Expo is the premier educational and exhibiting event of the landscape industry. This one-day event is held in early December in Portland, OR. Approximately 1,000 industry professionals attend this event each year. Exhibits and sponsorship opportunities are available for the Northwest Landscape Expo.

The Expo is a fantastic business opportunity to introduce and live-demo new products and innovations. Now we also have a Product Guide to showcase your business’ goods and services, which can serve as an introduction to your Expo booth. Be sure to include a company profile, product photos and contact information in your Product Guide space!

PRODUCT GUIDE SPACE			
	Expo Exhibitors	Members	Non-Members
Full Page	\$425	\$500.....	\$575
Half page	\$300	\$375.....	\$450

Package “contents” are subject to change.

OLCA PORTLAND REGIONAL CHAPTER EVENTS



Portland Virtual Meeting Sponsor—\$300

- Sponsor recognition on the meeting notices as the monthly sponsor
- Company and Product table display
- 5–10 minute presentation
- promotion as sponsor on all email promotions
- spotlight article in the Portland Regional Chapter monthly newsletter for the month they are sponsoring.
- 3 minute presentation or video at the beginning of the meeting.
- Logo and spotlighted in Intro slide deck
- Website recognition
- Attendee Liist
- Recognition on Survey email to attendee.



OLCA Golf Tournament

- Major Sponsor—\$1,500
- Lunch Sponsor—\$1,000
- Tournament Sponsors—\$800
- Scoring Sponsor—\$750
- Putting Sponsor—\$500
- Hole Sponsor—\$350
- Breakfast Sponsor—\$350



PORTLAND REGIONAL CHAPTER EVENTS

The Portland Regional Chapter of the Oregon Landscape Contractors Association invites you to sponsor our up-coming activities and chapter meetings in 2021, which includes the Landscape Awards Presentations this year, as well as our monthly chapter meetings. We also look forward to our annual golf tournament on June 4 at Langdon Farms Golf Course.



Preferred Vendor Directory—\$550

DIGITAL PROFILE

Your company's digital profile will be included on the OLCA website and in the association app.

Company listing includes the following:

- company logo
- company description
- company address
- contact email link
- link to your company's website
- welcome message (up to 60 characters)
- up to 5 product listings complete with description and photo
- brands (up to 100 characters)
- press release
- coupons and discounts (up to 5 offers)
- link to product video
- link to company's social media: Facebook, Twitter and LinkedIn



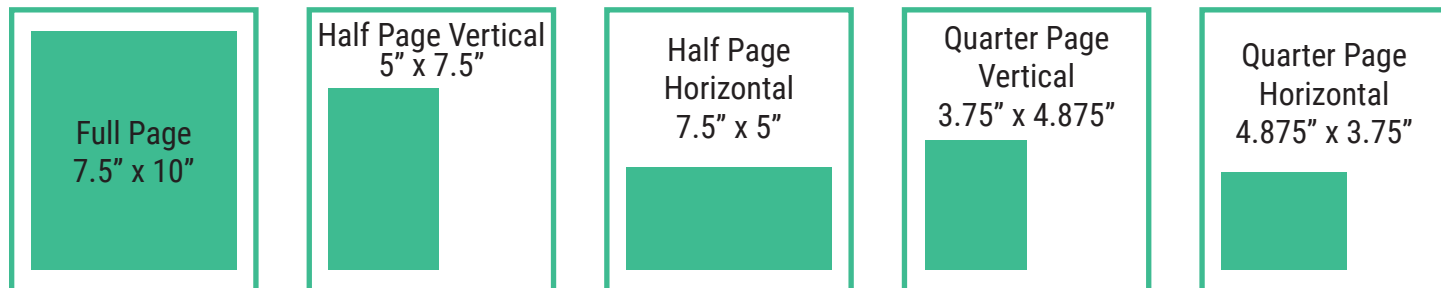
OLCA ADVERTISING RATES AND TERMS

Advertise in the OLCA newsletter

OLCA's newsletter, Oregon Landscape, is a quarterly e-newsletter with timely association and industry news and topics for the members of OLCA. Quarterly distribution reaches approximately 600 individuals. The 2nd and 3rd quarter issues are an expanded printed issue sent to the Association members and all licensed Landscape Contractors in the State of Oregon.

Newsletter: Display Ads

Size	Dimensions (Inches)	Member	Non-Member
1/4 page horizontal	4 7/8 x 3 3/4	\$325	\$425
1/4 page vertical	3 3/4 x 4 7/8	\$325	\$425
1/2 page horizontal	7 1/2 x 5	\$385	\$495
1/2 page vertical	5 x 7 1/2	\$385	\$495
Full page	7 1/2 x 10	\$495	\$595
Classified (OLCA Regular Members Only)..... Eight 50-character lines free. \$20 each additional line (B&W only)			



Advertising Requirements

1. If payment is not received by artwork deadline, the ad will not run. OLCA assumes no liability if for any reason it becomes necessary to omit an advertisement.
2. Please submit newsletter advertisements as high-resolution PDFs and digital ads as JPEGs. All files should have no bleeds. Email to info@oregonlandscape.org.
3. All advertising and links are subject to OLCA's approval. OLCA reserves the right to reject advertising or links which are not in keeping with OLCA's standards and objectives.
4. Advertisers are encouraged to describe products and services in an accurate and complete manner. OLCA reserves the right to refuse ads which, because of omissions or inaccuracies, provide misleading information. Advertisement for job openings and employee recruiting are not allowed with the exception of intern placement notices for accredited educational institutions.
5. The publication of any advertisement by OLCA is neither an endorsement of the advertiser nor of the products or services advertised. OLCA is not responsible for any claims made in any advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece, the fact that a product or service has been advertised in an OLCA publication.
6. Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed and links posted, and also assume responsibility for any claims arising therefrom made against OLCA, and all of its officers, directors, employees, members, and agents from and against any and all claims, damages, obligations, losses, liabilities, costs or debt, and expenses (including but not limited to attorney's fees) arising from any breach, or alleged breach, of the warranties identified in this section.
7. OLCA's liability for any error will not exceed the charge for the advertisement in question.
8. You retain copyright of your Advertisements. By submitting Advertisements, however, you hereby grant OLCA worldwide, irrevocable, non-exclusive, and transferable license to reproduce the

Advertisement, including any trademarks therein, and including without limitation in any future archive or database in any medium, now known or later invented.

Advertisement Specifications

- All ads submitted must be electronically, camera-ready, and match exact size specifications defined on these enclosed pages.
- Ads should be submitted electronically in either a JPEG or PDF file format with the color in a RGB format to sbarrett@oregonlandscape.org specifying which issue the ad is to run in and including a billing name, address and phone number. Please note that if the newsletter is printed (we typically print and mail two issue per year) the ads will be in black and white format.
- No bleeds or negatives.
- Color ads are preferred and need to be in a RGB format.

Payment Terms

Current advertising rates apply and may be changed by OLCA without notice. Where invoicing is requested, Advertiser agrees to pay net 30 days. Payments are accepted via check and credit card.

Cancellation

Written cancellation of an order must be received by deadline submission date to receive a refund of purchase less a 30% processing fee. No cancellation will be accepted without written acknowledgment from OLCA confirming receipt.

Advertising Due Dates:

- Q1: Ad due February 12th
- Q2: Ad due May 14th
- Q3: Ad due August 13th
- Q4: Ad due November 12th

Email Advertising

A monthly online newsletter with your editorial or advertorial content.

	MEMBER PRICE		TOTAL AVAILABLE
Member	\$500	Limit 3 per year	12
Spotlight		per customer	

Oregon Landscape Contractors Association (OLCA)

2021 Sponsorship/Advertiser Contract

Company: _____ Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

By signing this contract, I authorize OLCA to place the contracted ad(s) in the Oregon Landscape newsletter and agree to abide by the production and payment terms as stated within both pages of this contract.

Signature _____ Date _____

1. PARTNERSHIP PACKAGES

Impact Partner ☐ \$3000⁰⁰

1 \$ _____

2. INDIVIDUAL ADVERTISING

- ☐ **Newsletter Display Ads*** ☐ Full Page (\$495/\$595) ☐ 1/2 Horizontal (\$385/\$495) ☐ 1/2 Vertical (\$385/\$495)
☐ 1/4 Horizontal (\$325/\$425) ☐ 1/4 Vertical (\$325/\$425)

To run in the following Issue(s): ☐ Q1 (March) ☐ Q2 (June) ☐ Q3 (Sept/Oct) ☐ Q4 (December)

(*Member Pricing/Non-Member Pricing)

2 \$ _____

3. NW LANDSCAPE EXPO & FIELD DAY SPONSORSHIP

☐ NW Landscape Expo Presenting Sponsor \$2,000

☐ NW Landscape Expo Pesticide Training Sponsor \$1,500

3 \$ _____

4. PORTLAND REGIONAL CHAPTER

Website Advertising

	MEMBER PRICE	NON-MEMBER PRICE	TOTAL AVAILABLE
Banner Ad			4 per Month
1 Month	<input type="checkbox"/> \$100	<input type="checkbox"/> \$150	
1 Quarter	<input type="checkbox"/> \$300	<input type="checkbox"/> \$450	
1 Year	Included with Sponsorship Gold and Platinum		

	MEMBER PRICE	TOTAL AVAILABLE
Small Box Ad		72 per Year
1 Month	<input type="checkbox"/> \$150	6 per Month
1 Quarter	<input type="checkbox"/> \$450	24 per quarter
1 Year	<input type="checkbox"/> \$1,500	72 per year

Email Advertising

A monthly online newsletter with your editorial or advertorial content.

	MEMBER PRICE	TOTAL AVAILABLE
Member	\$500	Limit 3 per year
Spotlight		per customer

2021 Annual Golf Tournament

- ☐ Major Sponsor \$1,500
☐ Lunch Sponsor \$1,000
☐ Tournament Sponsors \$800
☐ Scoring Sponsor \$750
☐ Putting Sponsor \$500
☐ Hole Sponsor \$350
☐ Breakfast \$350

4 \$ _____

Portland Virtual Meeting Sponsor

☐ \$300

Please select month to sponsor:

- ☐ January ☐ February ☐ March
☐ April ☐ May ☐ September
☐ October ☐ November

—TOTAL AMOUNT DUE—

1 + 2 + 3 + 4 = \$ _____

—PAYMENT OPTIONS—

- ☐ Check, Payable to OLCA ☐ Visa/Mastercard ☐ American Express ☐ Discover

Card # _____ Exp. Date _____ Amount \$ _____

Name on Card _____ Signature _____

Card Billing Address _____ CVV _____

City _____ State _____ Zip _____

Phone _____ Email _____

Return Completed Contract and Payment to:

OLCA • 147 SE 102nd Ave. • Portland, OR 97216 • Phone: 800.505.8105 • Fax: 503.253.9172

Keep a copy of this information for your records.