



OREGON LANDSCAPE CONTRACTORS ASSOCIATION 2018 Marketing 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.

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.

The Oregon Landscape Contractors Association (OLCA) is a not-for-profit statewide trade organization that advocates for the landscape industry on local, state and national issues affecting both the profession and the world we live in. OLCA functions through the active volunteer work of our membership. OLCA members are professionals, who take pride in their work and uphold the highest standards in horticulture, environmental practices, agriculture and the landscape business. Members are licensed, certified, insured and continue to advance their knowledge as technology, research and practices develop.

Who are OLCA Members?

- Oregon Licensed Landscape Contracting Companies
- Landscape Maintenance Companies
- Suppliers to the Landscape Industry
- Public Agencies
- Educational Institutions Staff & 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

OREGON LANDSCAPE CONTRACTORS ASSOCIATION

2018 Sponsorship/Advertising Opportunities

OLCA provides you the opportunity to become a partner with the Association through advertising, exhibiting at the NW Landscape Expo, on a chapter level, Expo Kick-Off Party, Certification, and Portland Chapter Landscape Awards Program. These are available individually or in packages. The greatest savings to your company is through the packages. If you are interested in a customized partnership not listed here, we welcome your ideas. Please call the OLCA office to discuss (503) 253-9091 or (800) 505-8105.

PLATINUM PARTNERSHIP PACKAGE* — \$2,950 (Package Value: \$3,460):

Includes:	<ul style="list-style-type: none"> • Oregon Landscape Newsletter 1/2 page, 4 times annually • Database Mailing contact information for Regular and Maintenance Companies • Partners 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 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.
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GOLD PARTNERSHIP PACKAGE* — \$1,950 (Package Value: \$2,460):

Includes:	<ul style="list-style-type: none"> • Oregon Landscape Newsletter 1/2 page ad, 4 times annually • Partners Spotlight Listing as a Gold partner in the NW Landscape Expo brochure, website, every newsletter and OLCA website link for one year • OLCA Membership E-Directory OLCA Directory website page is exclusive to Platinum and Gold package advertisers. Directory artwork is due with the package contract.
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SILVER PARTNERSHIP PACKAGE* — \$1,550 (Package Value: \$1,960):

Includes:	<ul style="list-style-type: none"> • Oregon Landscape Newsletter 1/4 page ad, 4 times annually • Partners Spotlight Listing as a Silver partner in the NW Landscape Expo brochure, website, and every newsletter.
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Package "contents" are subject to change.

**Available to OLCA Members Only.*

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

<u>Size</u>	<u>Dimensions (Inches)</u>	<u>Member</u>	<u>Non-Member</u>
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 (Landscape Members Only)	Eight 50-character lines free. \$20 each additional line (B&W only)		



Partnership

Advertising

The OLCA Northwest Landscape Expo is the premier educational and exhibiting event of the landscape industry. This event is held in early December at the Oregon Convention Center in Portland, Oregon. Approximately 1,000 industry professionals attend this event each year. Exhibits and partnering opportunities are also available for this event.

OLCA Northwest Landscape Expo Presenting Partner **\$4,000**
 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.

OLCA Northwest Landscape Pesticide Training Partner **\$3,250**
 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.

OLCA Northwest Landscape Expo Speaker Partner **\$1,750**
 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).

The Portland Regional Chapter of the Oregon Landscape Contractors Association invites you to sponsor our up-coming activities and chapter meetings in 2018, Landscape Awards, Landscape Expo Kick-Off Party which includes the Landscape Awards Presentations this year, as well as our monthly chapter meetings.

Chapter Meeting Sponsor – \$250 or in-kind Raffle Prizes

- Sponsor recognition on the meeting notices as the monthly sponsor
- Company and Product table display
- 5–10 minute presentation

Landscape Awards Judging Sponsor – \$1,250

- Sponsor recognition on promotional material as sponsor

Landscape Expo Kick-Off Party and Landscape Awards Presentation

- Sponsor recognition on the meeting notices as the Expo Kick-Off Party sponsor
- Company and Product table display

Presenting Sponsor	\$1,500
Keynote Speaker Sponsor	\$2,500
Dinner Sponsor	\$1,500
Award Plaque Sponsor	\$350 each
Exhibitor Sponsor	\$250 (8 spots available)

If you are interested in a unique partnership not listed here, we welcome your ideas! Please contact the OLCA office to discuss.

Oregon Landscape Contractors Association (OLCA) 2018 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 _____

— PARTNERSHIP PACKAGES —

- PLATINUM** OLCA Member: \$2950⁰⁰
- GOLD** OLCA Member: \$1950⁰⁰
- SILVER** OLCA Member: \$1550⁰⁰ **1** \$ _____

— 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)
- Classified (Landscape Members Only)** Member (Free) _____ # additional 50 character lines (\$20 per line)
- To run in the following Issue(s):** Q1 (Prints March) Q2 (Prints June) Q3 (Prints Sept/Oct) Q4 (Prints December)

(*Member Pricing/Non-Member Pricing) **2** \$ _____

— NW LANDSCAPE EXPO SPONSORSHIP —

- OLCA Northwest Landscape Expo Presenting Sponsor \$4,000
- OLCA Northwest Landscape Pesticide Training Sponsor \$3,250
- OLCA Northwest Landscape Expo Speaker Sponsor \$1,750 **3** \$ _____

— PORTLAND CHAPTER —

- Chapter Meeting Sponsor \$250 Raffle Prize Donation (Raffle Prize Value \$ _____)
 Please select month to sponsor: January February March April May September October November
- Landscape Awards Judging Sponsor \$1,250
- Landscape Expo Kick-Off Party and Landscape Awards Presentation
- Presenting Sponsor \$1,500
 - Keynote Speaker Sponsor \$2,500
 - Dinner Sponsor \$1,500
 - Award Plaque Sponsor \$350 each **4** \$ _____
 - Exhibitor Sponsor \$250 (8 spots available)

— 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 _____
- 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.

Advertiser Contract

Advertising Requirements

I. General

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.
7. OLCA's liability for any error will not exceed the charge for the advertisement in question.

II. Orders

1. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
2. A contract period of one year starts the 1st of the month following receipt of contract, and all benefits must be utilized in the contract period. Orders are accepted for not more than one year in advance, without prior consent.
3. Space orders, whenever possible, should specify a definite schedule of insertions, issues, and sizes of spaces.

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