



BC LANDSCAPE &  
NURSERY ASSOCIATION

*Sponsorship Opportunities*



# ABOUT US

***Our Mission:*** To promote an effective organization for meeting the needs of nursery growers, landscape professionals & garden centers, while progressively engaging in relevant issues, to the benefit of the industry.

## 500+ MEMBERS

Representing the horticulture industry, including landscapers, garden centres, wholesale & retail nurseries, suppliers, as well as educators, students & horticulture affiliates

## 70 YEARS

Growing with the Green Industry for 70 Years

## 35+ Affiliations

The BCLNA has many linkages to other horticultural industries as well as educational institutions providing training in horticulture



# MEMBER BREAKDOWN

- Associate - 3
- Consultant - 9
- Cross Commodity - 40
- Growers - 117
- Horticulturist - 23
- Landscapers - 211
- Retailers - 28
- Suppliers - 78



# 70TH ANNIVERSARY CELEBRATION

## WHAT

The BCLNA is celebrating its 70th year as an association by holding a two day, multi-component event packed with exciting activities, such as member site tours, engaging educational sessions, a mini exhibit, & a large social celebration to round out this milestone!

Click [HERE](#) for more details!

## WHEN

This event will be held from September 28-29, 2023 at a variety of locations. We invite you to be a part of the growth & community that has defined us for seven decades!





# POTENTIAL REACH

## SOCIAL MEDIA

 1,384 followers

 1,284 followers

 681 followers

 1,123 followers

## WEBSITE

2,000

monthly users

5,400

monthly page views

## E-BLASTS

### Grower

441 subscribers

46.5% yearly open rate

### Landscape

432 subscribers

44.6% yearly open rate

### Retail

196 subscribers

44.8% yearly open rate



# AUDIENCE DEMOGRAPHICS

## DAY 1

### ***Member Site Bus Tours***

3 buses - 56 seats each

- Landscapers
- Garden Centres
- Growers

## DAY 2

### ***Seminar Series, Mini-Exhibition, and Celebration Party***

10 seminars - 30-250 seats per room

- Owners, managers, & employees of green industry companies in BC

Mini Tradeshow - 10 exhibitors

- Attendees of all seminars combined will have access

Final Celebration - est. 200 attendees

- Current & past BCLNA members, supply companies, horticulture students & faculty



# INVESTMENT

## CELEBRATION PARTY SPONSORSHIP | \$5,000

*Exclusive*

- Tier 1 sponsorship profile in the 70th Anniversary WhoVa app
- Opportunity to add a video to WhoVa profile
- Logo placement on the location site map
- Logo on exclusive event sponsor thank you sign
- Meta & Twitter mentions on relevant posts
- Meta shoutouts on the day of the event
- Logo & mention on dedicated e-blast
- Logo on select e-news and e-blasts
- Mention on select e-news and e-blasts
- Logo on the event registration page
- Show tickets to the celebration party
- Opportunity to display signage at celebration party
- A five-minute speaking opportunity at the celebration party
- Company shoutout on the bus tours



# INVESTMENT

## MINI-EXHIBITION SPONSORSHIP | \$2,500

*Exclusive*

- Tier 1 sponsorship profile in the 70th Anniversary Whova app
- Opportunity to add a video to Whova profile
- Logo on exclusive event sponsor thank you sign
- Meta & Twitter mentions on relevant posts
- Meta shoutouts on the day of the event
- Logo & mention on dedicated e-blast
- Logo on select e-news and e-blasts
- Mention on select e-news and e-blasts
- Logo on the event registration page
- Show tickets to the celebration party
- Opportunity to display signage at tradeshow exhibits





# INVESTMENT

## OUTDOOR DEMO ZONE SPONSORSHIP | \$2,000

*Exclusive*

- Tier 1 sponsorship profile in the 70th Anniversary Whova app
- Opportunity to add a video to Whova profile
- Logo & signage at outdoor demo zone
- Logo on exclusive event sponsor thank you sign
- Meta & Twitter mentions on relevant posts
- Meta shoutouts on the day of the event
- Logo on select e-news and e-blasts
- Mention on select e-news and e-blasts
- Show tickets to the celebration party
- Opportunity to display signage at outdoor demo zone



# INVESTMENT

## REGISTRATION DESK SPONSORSHIP | \$2,000

*Exclusive*

- Tier 2 sponsorship profile in the 70th Anniversary Whova app
- Logo & signage at registration desk
- Logo on exclusive event sponsor thank you sign
- Meta & Twitter mentions on relevant posts
- Meta shoutouts on the day of the event
- Logo on select e-news and e-blasts
- Mention on select e-news and e-blasts
- Show tickets to the celebration party
- Opportunity to display signage at registration desk



# INVESTMENT

## AISLE MARKER SPONSORSHIP | \$1,500

*Exclusive*

- Tier 2 sponsorship profile in the 70th Anniversary WhoVa app
- Logo & signage on aisle markers
- Logo on exclusive event sponsor thank you sign
- Meta & Twitter mentions on relevant posts
- Meta shoutouts on the day of the event
- Logo on select e-news and e-blasts
- Mention on select e-news and e-blasts
- Show tickets to the celebration party



# INVESTMENT

## BUS TOUR SPONSORSHIP | \$1,500

*2 remaining!*

- Tier 1 sponsorship profile in the 70th Anniversary Whova app
- Opportunity to add a video to Whova profile
- Mention on bus tour itinerary
- Logo on exclusive event sponsor thank you sign
- Meta & Twitter mentions on relevant posts
- Meta shoutouts on the day of the event
- Logo on select e-news and e-blasts
- Mention on select e-news and e-blasts
- Bus tour tickets



# INVESTMENT

## EDUCATIONAL SEMINAR SPONSORSHIP | \$1,000

*Multiple Available*

- Tier 2 sponsorship profile in the 70th Anniversary WhoVa app
- Logo & signage outside educational seminar
- Company mention on exclusive event sponsor thank you sign
- Meta & Twitter mentions on relevant posts
- Mention on select e-news and e-blasts
- Opportunity to display signage at educational seminar





# INVESTMENT

## CUSTOM BEER SPONSORSHIP | \$1,000

*SOLD*

- Tier 2 sponsorship profile in the 70th Anniversary Whoa app
- Opportunity to pick a flavour to add to a pre-existing base to create a custom BCLNA 70th Anniversary beer
- Name the event's custom beer!
- Ceremonial beer tap at the celebration party
- 2 tickets to the celebration party
- Meta & Twitter mentions on relevant posts
- Mention on select e-news and e-blasts



# INVESTMENT

## FOOD TRUCK SPONSORSHIP | \$1,000

*SOLD*

- Tier 2 sponsorship profile in the 70th Anniversary WhoVa app
- Logo & signage in front of food truck location
- Company mention on exclusive event sponsor thank you sign
- Meta & Twitter mentions on relevant posts
- Mention on select e-news and e-blasts



# INVESTMENT

## LANYARD SPONSORSHIP | \$1,500

*SOLD*

- Tier 2 sponsorship profile in the 70th Anniversary Whova app
- Company name & logo on lanyards
- Company mention on exclusive event sponsor thank you sign
- Meta & Twitter mentions on relevant posts
- Mention on select e-news and e-blasts



# INVESTMENT

## PARKING SPONSORSHIP | \$1,000

*Exclusive*

- Tier 2 sponsorship profile in the 70th Anniversary WhoVa app
- Logo & signage at parking lot
- Company mention on exclusive event sponsor thank you sign
- Meta & Twitter mentions on relevant posts
- Mention on select e-news and e-blasts



# INVESTMENT

## SEMINAR REFRESHMENT SPONSORSHIP | \$500

*Multiple Available*

- Tier 2 sponsorship profile in the 70th Anniversary WhoVa app
- Mention on signage outside educational seminar
- Mention on select e-news and e-blasts





# INVESTMENT

## WI-FI SPONSORSHIP | \$500

*Exclusive*

- Tier 2 sponsorship profile in the 70th Anniversary WhoVa app
- Logo & mention on wi-fi posters
- Mention on select e-news and e-blasts



# CONTACT



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Contact today for more information about this event  
& sponsorship opportunities



[www.bclna.com](http://www.bclna.com)

# CONTACT



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Contact today for more information about this event  
& sponsorship opportunities



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# CONTACT



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Contact today for more information about this event  
& sponsorship opportunities



[www.bcina.com](http://www.bcina.com)



**Canada** 

The word "Canada" is written in a large, black, serif font. A small, stylized Canadian flag is positioned above the letter 'a'.