

2021

SPONSORSHIPS

FOR OUR TCIA CORPORATE MEMBERS



TREE CARE INDUSTRY ASSOCIATION

Advancing tree care businesses since 1938

2021

SPONSORSHIPS


FOR OUR TCIA CORPORATE MEMBERS

2021



TREE CARE
INDUSTRY
ASSOCIATION

SPONSORSHIPS@TCIA.ORG
TCIA.ORG



TCIA is proud to offer exclusive sponsorship opportunities to our corporate members that will align with your company's annual marketing plan and business strategy. Enhance your company's visibility by determining the best fit for you!

Looking for something different? TCIA is open to creating customized sponsorship packages that provide additional value and help you achieve your business goals. See page 4 for more details!

Previous TCIA Partners Advancing Commercial Tree Care (PACT) maintain right of first refusal on sponsorship opportunities for 2021. Moving forward, companies receive first refusal on all previously confirmed sponsorships.

Sponsorship opportunities should be confirmed by 12/1/20 (unless otherwise noted).

TCIA reserves the right to refuse or modify submitted materials from sponsors regarding TCIA messaging and safety standards.

SPONSORSHIPS

PREMIUM

Gold Sponsor | \$15,000

- A one-time feature on your company and your products and services — including photos and hyperlinks — in Member Connections, TCIA’s monthly e-newsletter (circulated to all TCIA members).
- Recognition in a short “thank you” video shown before education sessions at Winter Management Conference (WMC). Opportunity to provide footage.
- Recognition on TCIA.org and the TCIA Mobile App featuring your logo, brief description and website link.
- Placement of a promotional item/ advertising flyer in each TCI EXPO attendee bag.
- Gold sponsor recognition on name badges for all company representatives at TCI EXPO, Executive Arborist Workshops (EAW) & WMC.
- Special signage recognition at TCI EXPO, WMC, EAW and other events as appropriate.
- Your logo included in the TCIA Products & Services Guide, 75,000+ distributed throughout the year.
- Use of TCIA Gold Level sponsor logo, which can be used for your own promotion and marketing efforts.



SPONSORSHIPS

PREMIUM



Silver Sponsor | \$7,000

- Recognition in a short “thank you” video shown before education sessions at Winter Management Conference (WMC). Opportunity to provide footage.
- Recognition on TCIA.org and the TCIA app featuring your logo, brief description and website link.
- Placement of a promotional item/advertising flyer in each TCI EXPO attendee bag.
- Silver sponsor recognition on name badges for all company representatives at TCI EXPO, Executive Arborist Workshops (EAW) and WMC.
- Special signage recognition at TCI EXPO, WMC, EAW and other events as appropriate.
- Your logo included in the TCIA Products & Services Guide, 75,000+ distributed throughout the year.

Bronze Sponsor | \$3,500

- Recognition on TCIA.org and the TCIA app featuring your logo, brief description and website link.
- Opportunity to place a promotional item/advertising flyer in each TCI EXPO attendee bag.
- Bronze sponsor recognition on name badges for all company representatives at TCI EXPO, Executive Arborist Workshops (EAW) & WMC.
- Special signage recognition at TCI EXPO, WMC, EAW and other events as appropriate.
- Your logo included in the TCIA Products & Services Guide, 75,000+ distributed throughout the year.



SPONSORSHIPS

Customizing your sponsorship to make the most of your messaging has never been easier!

TCIA is open to new ideas, new ways of outreach and helping you expand your presence to make your brand an integral part of the business of tree care.

TCIA is excited about this new sponsorship initiative and we want to help you realize the potential of sponsorships with TCIA.

Got an idea? Let us know!

Here are some ideas to get you started:

- Forums
- Happy Hours
- Social Photo Booths
- Snack Stations
- Give-Back Charity Events
- Wellness Events (Morning Yoga, 5K)
- Music
- Scavenger Hunts
- Event Field Trips

SPONSORSHIPS



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TCIA Podcast Sponsor

\$100 for each 60 sec

Get into the hearts and minds of the tree care industry by sponsoring TCIA's new podcast. This podcast is devoted to the advancement of tree care businesses. Owners, climbers and anyone connected to an arborist will be tuning in to better educate themselves on all things relating to the tree care industry.

Limited spots available!

Sponsor benefits include:

- Two :60 sec spots available (provided by sponsor) at the beginning and/or end of the podcast.
- Promotion of podcast on TCIA channels, including website, emails and social media.
- Podcasts will be archived and available digitally.

Webinar / Facebook

"Takeover" \$1,500 each

Sponsoring company can offer a webinar (via Facebook or alternative platform) that provides quality online education to members, as well as promotes your company.

Limited spots available!

Sponsor benefits include:

- Sponsoring company can host a webinar (up to one hour) on an educational topic, approved by TCIA.
- Sponsoring company can have 3-5 minutes at beginning or end of webinar to provide brief introduction about their company.
- Promotion of webinar on TCIA channels, including website, emails and social media.
- Webinars will be archived and digitally available.

TCI EXPO 2021**Name-Badge Lanyards | \$3,500**

Attendees receive an eye-catching name-badge lanyard. This is among the most visible sponsorships available for the conference, as attendees must wear their badges to gain entry to events. One sponsorship available.

Sponsor benefits include:

- Sponsor name and logo on lanyards
- Distribution of lanyards to all attendees

TCI EXPO 2021**Attendee Show-Bag Branding | \$7,500**

Attendees receive an eye-catching TCI EXPO tote bag. This is among the most visible sponsorships available for the conference, as attendees pick up their bags at registration and carry them throughout the event. One sponsorship available.

Sponsor benefits include:

- Sponsor name and logo on bags
- Distribution of bags to all attendees

TCI EXPO 2021**Mobile Charging Station | \$3,500 each**

Opportunity to customize a mobile charging station. Stations will be placed strategically throughout the trade-show floor and in common areas for attendee use. Five mobile charging station sponsorships available.

Sponsor benefits include:

- Recognition of sponsorship in branding
- Recognition of sponsorship on all materials and communication

TCI EXPO 2021**Exhibit-Hall-Entrance Floor Decal | \$3,000 each**

Highlight your booth and company via a large floor decal that will be immediately seen upon the attendees' entrance to TCI EXPO. Decals will be laid at the main exhibit entrance and will be highly visible to all attendees. Three floor-decal sponsorships available.

Sponsor benefit:

- Immediate recognition on the show floor entrance.



TALK OF THE TOWN

Just attended another Executive Arborist Workshop, and I can't tell you what a tremendous, professional series of presentations it was. TCIA is in the business of building the individuals that are building the industry, and I'm grateful that I can be a part of it.

Nate Herford, Owner
Herford's Tree Care, Inc.

The greatest strength of TCI EXPO is the ability to draw a tight knit industry of professionals and offer them a platform to learn and conduct business.

Michael Eads, Manager,
Trade Shows & Sales
Training, Izuzu Commercial
Truck of America

Winter Management Conference is the industry's premier venue to connect with like-minded individuals that want to connect and build relationships and improve their businesses.

August Hoppe, Owner
Hoppe Tree Service



SOME NUMBERS

TCIA continues to lead the tree care industry in growth and access.



Barbados
TCI AWMC '21
WINTER MANAGEMENT CONFERENCE

15.22% average annual growth in attendance over the past **10** years!

WMC is the premier conference for tree care company CEOs/Presidents/Owners!



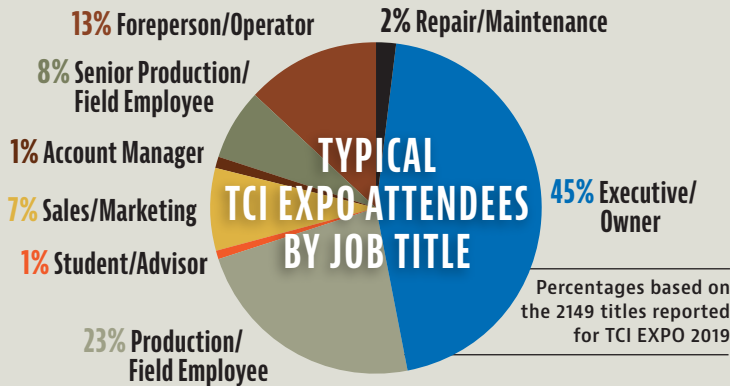
192,000
TCIA.org visitors in 2019

400,000
SOCIAL IMPRESSIONS
3/1/20 - 5/16/20



Indianapolis
TCI EXPO '21

Now is the perfect time to create the best strategy for your business at TCI EXPO '21!



Contact sponsorships@tcia.org
to take your relationship to the next level.

TCI EXPO 2021 Welcome Reception | \$25,000

Kick off TCI EXPO in style! This signature event takes place on the first night of TCI EXPO (Thursday), at an off-site location (such as a sports stadium) and typically lasts two to three hours. One sponsorship available.

Sponsor benefits include:

- Participatory vote in the final location
- Recognition on printed materials, signage and more
- Other opportunities, as available (pending location)
- Greet and distribute marketing collateral to attendees at the door

TCI EXPO 2021 “Go Green” Hydration Package | \$10,000

Help attendees go green by sponsoring a hydration package! This includes water stations in the lobby of the trade show, as well as branded water bottles (provided by sponsor) to all attendees in their show bags. One sponsorship available.

TCI EXPO 2021 Coffee Stations | \$3,000 each

Welcome attendees each morning! Coffee/tea stations will be set up outside the trade show (in the main lobby) on Thursday, Friday and Saturday. Three coffee-station sponsorships available.

Sponsor benefits include:

- Recognition on printed materials, signage and more

Executive Arborist Workshop (EAW) 2021

Dallas TX & Milwaukee WI Coffee Stations | \$750 each

Welcome all attendees to EAW by sponsoring coffee/tea each morning of EAW. Coffee/tea stations will be set up in the main lobby on both days of the event. Two opportunities for the year 2021

Sponsor benefits include:

- Recognition on printed materials, signage and more

Winter Management Conference (WMC) 2021

Barbados Welcome Reception | \$10,000

Kick off WMC in style with the Welcome Reception. This event takes place on the first night of WMC (Sunday) on host hotel property, and typically lasts two to three hours. One sponsorship available.

Sponsor benefits include:

- Recognition on printed materials, signage and more
- Other opportunities, as available (pending property)
- Greet and distribute marketing collateral to attendees

WMC 2021 Barbados Coffee Station | \$1,500

Welcome all attendees to WMC by sponsoring coffee/tea each morning of WMC. Coffee/tea stations will be set up in the main lobby throughout the event. One sponsorship available.

Sponsor benefits include:

- Recognition on printed materials, signage and more



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