



NATIONAL  
ASSOCIATION OF  
**LANDSCAPE  
PROFESSIONALS**

## **CONTENT PARTNERSHIP PROSPECTUS**

### **NALP Content Partners**

The National Association of Landscape Professionals has created a new and exciting program to provide supplier members opportunities to educate contractor members, by providing educational and training resources to the NALP membership and landscape/lawn care industry at large through our mix of print and digital delivery vehicles.

NALP Content Partners, in collaboration with and approval from NALP staff and committees, will develop and distribute educational content, conference and workshop sessions, webinars, white papers, newsletter articles, and social media content of interest to NALP's members. Content will be free of marketing, sales messaging and imagery from the supplier member, except for appropriate source credit, presenter ID credit, and supplier logo at the beginning and/or end of the presentation.

Suppliers benefit by demonstrating a high level of professionalism and expertise in areas of interest to NALP members, brand recognition, collaboration with NALP and the opportunity to develop new business relationships through participation in the program. NALP benefits by delivering best in class training and education, developed for NALP use by supplier members, that is free of direct sales pitches.

Only supplier members who can demonstrate sufficient knowledge and expertise in the topic areas for which NALP is seeking content will be approved as Content Partners. NALP will promote/market all content partner content/presentations within NALP's current marketing plan and guidelines.

Content Partners enter the program at one of two levels - or 'tiers.' Tiers are based on the annual dollar commitment to NALP. As the annual commitment increases, the scope and volume of opportunities to provide content to NALP members likewise increases.

## Supplier Categories

Content partnership opportunities will be open to all supplier members in good standing, in all industry segments, some of which include:

- Mowing and maintenance equipment
- Heavy/Large equipment
- Light/handheld equipment & tools
- Hardscape/pavers
- Irrigation
- Fleet
- Chemical
- Software GPS
- Software CRM/Sales/Marketing
- Consulting/Other

## Preferred Content Partner

**Annual financial commitment: \$17,500**

### Benefits:

- Opportunity to develop and present at up to 1 panel session at LANDSCAPES, Leaders Forum or the National Collegiate Landscape Competition (NCLC) – as directed by NALP, based on availability (terms/definitions to be provided)
- Opportunity to develop 2 webinars for presentation by NALP
- Opportunity to develop 2 white papers or similar technical papers accessible on NALP's newly redesigned website
- Opportunity for 3 sponsored content campaigns to be distributed via NALP's social media channels (Facebook, LinkedIn, Twitter)
- Supplier name, logo and link to be included in NALP's new Monthly Member Benefit email
- Podium and screen recognition by NALP leadership at LANDSCAPES, Leaders Forum and NCLC

## Supporting Content Partner

**Annual financial commitment: \$7,500**

### Benefits:

- Opportunity to develop up to 1 webinar for presentation by NALP
- Opportunity to develop up to 1 white papers or similar technical paper accessible on NALP's newly redesigned website
- Opportunity to develop up to 2 content pieces for NALP blog posts or other social media channel (Facebook, LinkedIn, Twitter)
- Supplier name, logo, and link to be included in NALP's new monthly Member Benefit email.

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Name	Company		
Address	City	State	ZIP
Email	Phone		

**Select One:**

- Preferred Content Partner (exclusive/limited to one partner per supplier segment) Annual financial commitment: \$17,500
- Supporting Content Partner (non-exclusive/multiple allowed per each supplier category) Annual financial commitment: \$7,500

**Payment Information:**

- Mail check in U.S. dollars payable to:  
National Association of Landscape Professionals | PO Box 822945 | Philadelphia, PA 19182-2945
- Visa  Mastercard  Amex  Discover

Fax to 703-736-9668

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Card #	Expiration date (mm)/(yy)
Cardholder name	Signature

Card billing address (if different from company address)

**Program Details and Terms:**

Eligibility limited to NALP supplier members in good standing.

Demonstration of sufficient knowledge and expertise in the topical areas of need as determined by NALP is required.

Suppliers agree to phone interview with NALP staff/leadership to determine subject suitability, expertise, etc.

Content will be free of marketing, sales messaging and imagery from the supplier member, except for appropriate source credit, presenter ID credit, and supplier logo at the beginning and/or end of the presentation.

NALP staff may provide prospective Content Partners with lists or samples of topics that members value and that is of need.

NALP reserves sole rights to determine at which events live presentations (sessions/workshops, etc.) for Preferred Content Partners will take place.

Preferred Content Partners may voice a preference for a particular event at which to present—however, NALP ultimately will assign Content Partners to events based on need, topic to be presented, other commitments to event sponsors, etc.

Sessions, workshops or other content provided at Landscapes may be subject to restrictions and prior agreements with GIE+EXPO.

Content Partners agree that all content submitted will be owned by and branded as NALP content but will be presented as “Powered by TBD Supplier” or similar acknowledgment crediting the supplier as the collaborative party in producing the content.

NALP reserves exclusive right to reject any content for any reason (topic not of strong enough interest; content not professionally presented; presentation too sales oriented, etc.).

If, at the end of the contract year, there is “unused” partner content that NALP could not fit into the schedule (for example, a webinar that could not get scheduled), then that content will be presented in the following year.

In the event the Content Partner fails to provide all of the content (appropriate and approved) in a timely manner, there are no refunds or accommodations guaranteed to that partner.

50% of fees are due upon signing of the contract, with the remaining 50% due six (6) months after contract signing.

**I hereby agree to the terms of this agreement:**

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Signature

Date