



**WILSON**360  
INSIGHT + IMPACT

2024  
SPONSORSHIP  
PROSPECTUS

## WELCOME

Prospective Industry Partners,

We are delighted that you are considering a sponsorship opportunity with WILSON 360. Whether you are interested in our flagship event, the Thought Leaders Retreat set to take place in Denver, Colorado from July 29 to 31, 2024 or if you are exploring other independent engagement opportunities with WILSON 360, we welcome your participation.

WILSON 360, formerly known as Bruce Wilson & Company, has a rich history and a steadfast commitment to uniting diverse voices to propel our clients' businesses, empower their teams, and elevate our industry. Our foremost dedication is to our clients, and we eagerly welcome partnerships with businesses that will contribute to their personal and operational triumphs.

Our events, webinars, and podcasts serve as vital platforms where top-tier executives within the landscape industry converge. These gatherings offer invaluable opportunities for continuous learning, productive discourse, and genuine relationships. This prospectus highlights many of the ways we can work together in 2024, be it at the Thought Leaders Retreat or a stand alone webinar. We can also develop a custom package that more specifically meets your goals.

Here's to a prosperous partnership ahead!

Cheers,

Robert Clinkenbeard  
Chief Executive Officer

# WHO WE ARE

## WILSON 360 | OVERVIEW

At Wilson 360, we are the catalysts for sustainable and groundbreaking growth within the landscape industry. Our clients are trailblazers, constantly pushing boundaries, testing the limits, and relentlessly striving for transformative change. We stand shoulder to shoulder with these visionary leaders at every stage of their journey, offering strategic guidance that will reshape the landscape industry of tomorrow.

With an unwavering commitment to growth, we harness the power of technology, nurturing skills and capabilities across organizations. Together, we are propelling ourselves toward a more impactful, innovative, and prosperous future for all stakeholders.

From the boardroom to the frontline, we collaborate closely with our clients to ignite innovation, attain

enduring improvements in performance, and cultivate workforces that will thrive for generations to come. We partner with those who are not content with the status quo but are determined to define the future.

Our success is intrinsically tied to the success of our clients. Year after year, we are proud to have more of our clients represented on prestigious lists like the *Lawn & Landscape Top 100*, *The Landscape Management Top 150*, and NALP's Awards of Excellence than any other consulting group. Join Wilson 360 in pioneering the future of the landscape industry, as we continue to accelerate sustainable growth, foster innovation, and empower our clients to shape a flourishing tomorrow.

**In 2022, our Peer Group members represented more than \$650,666,000 in annual revenue and as seen below, their collective spend is significant.**



CONTRACT

RENTALS  
\$5,133,000+



TECHNOLOGY  
\$3,746,000+



MATERIALS  
\$113,036,000+



FLEET  
\$35,129,000+



EQUIPMENT  
\$21,825,000+



COMMUNICATION  
\$2,272,000+



INSURANCE  
\$15,449,000



IRRIGATION  
\$4,280,000+

# PREVIOUS PARTNERS



JOHN DEERE



# THOUGHT LEADERS RETREAT

## WHAT IT IS

WILSON 360's flagship event, The Thought Leaders Retreat (TLR) is an exclusive three-day executive conference for forward-thinking CEOs and key executives. It is a place where leaders venture beyond their comfort zones to explore new concepts, forge fresh connections, embrace innovative ideas, and partake in a rich blend of learning, networking, and fun.

More than just a conference, TLR has been shaped by feedback from clients and past sponsors. This event has been crafted to be distinctive in the landscape industry; It doesn't merely bring industry leaders together, it offers a tailored and personalized conference experience while delivering an unparalleled Return on Investment.

## THE THREE PILLARS OF TLR



### RELATIONSHIP BUILDING IN AN INTIMATE SETTING

TLR offers sponsors multiple avenues to connect with attendees, fostering relationships through receptions, participation in sessions, facilitated networking, engaging social events, shared meals, and more. The focus is on forging authentic, lasting connections.



### INSPIRING EXECUTIVE-LEVEL CONTENT

High quality content prevails over quantity at TLR. We curate content specifically for executives, ensuring that it's thought-provoking and forward-looking. With a highly targeted audience, limited sponsor attendance, and a program designed for meaningful interactions with high-value contacts, this event embodies excellence in professional education and networking.



### UNRIVALED ROI

TLR is committed to delivering the highest ROI in the landscape industry for both attendees and sponsors. Our attendees are owners, CEOs, and senior-level decision-makers who share a common commitment to driving growth and fostering innovation within their organizations. These prominent leaders represent companies that stand as key influencers in their respective markets.

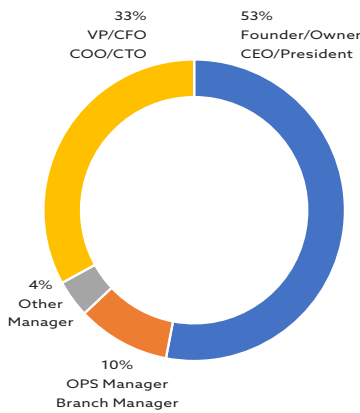


# THOUGHT LEADERS RETREAT

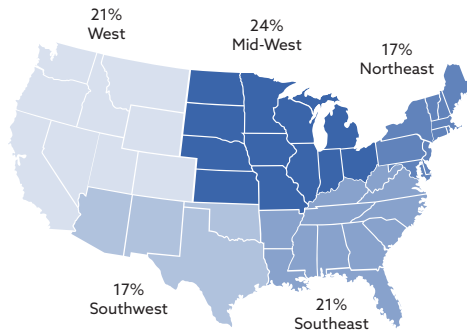
## OUR ATTENDEES

Exclusive to invited landscape industry professionals, Subject Matter Experts, and WILSON 360 clients and friends

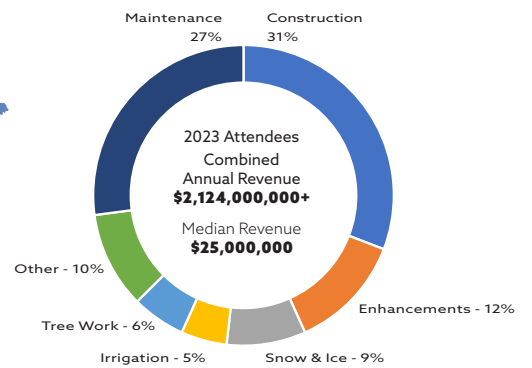
2023 ATTENDEE TITLES



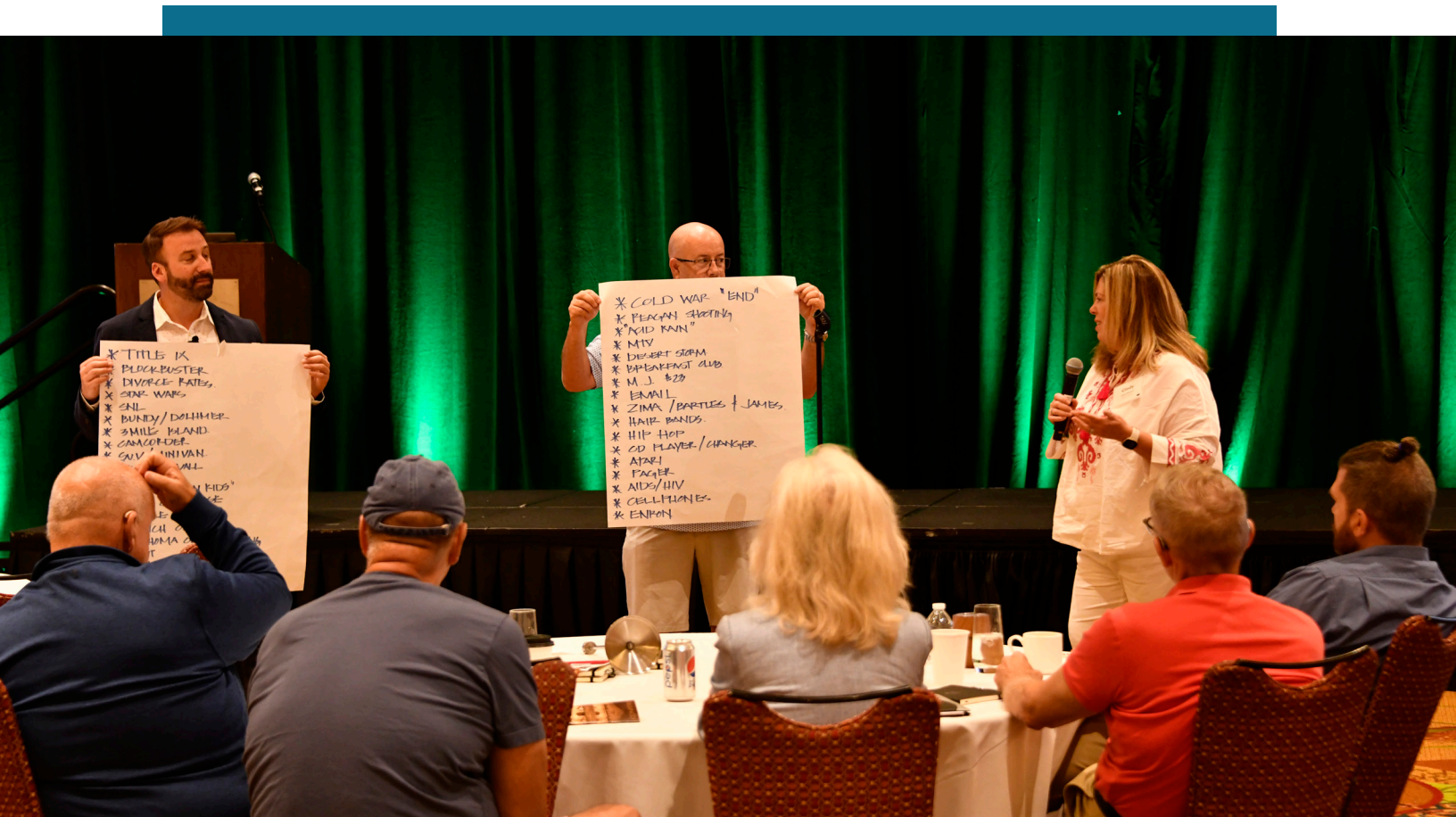
WHERE THEY ARE FROM



SERVICE MIX\*



\* WILSON 360 Peer Group Clients



# WHAT ATTENDEES SAY ABOUT TLR

"Some of the greatest minds in the entire industry discussing the most important and pressing issues of our time."

**Ben Collinworth**  
Yellowstone

"Excellent opportunity for higher level thinking with industry peers."

**Tim Johnson**  
Tim Johnson Landscaping

"If you want to see the heart and soul of landscaping come to this event."

**John Janes**  
Caterpillar

"It is important in this business to make relationships and this is one of the only events I've been to that understands that and built in time for us to connect"

**Char Farley Chacon**  
Designscapes Colorado

"The educational atmosphere at a Bruce Wilson & Company event is unsurpassed. You can feel the energy, see the knowledge exchange, and be part of the problem solving."

**Brett Lemcke**  
RM Landscape

"I'm positive that we will look back at this retreat as a pivotal turning point in our business."

**Evan Felt**  
Living Concepts Landscape Management

"Many of our most valuable industry relationships can be tracked back to this unique organization."

**Brodie Bruner**  
Weathermatic

# 75.6%

# NPS

NET  
PROMOTER  
SCORE

## SPONSOR SURVEY RESULTS

How satisfied were you with the quality of attendees?

**4.9/5.0**

How satisfied were you with the quantity of attendees?

**4.9/5.0**

How satisfied were you with the networking at the event?

**4.9/5.0**

How satisfied were you with the quality of the sessions?

**4.7/5.0**

How likely are you to sponsor this event next year?

**4.8/5.0**

# ENGAGE WITH THOUGHT LEADERS

## THERE'S SO MUCH MORE IN 2024

**MORE INFLUENCE AND INVOLVEMENT.** Show your expertise by presenting an educational session, moderating a panel or hosting a post event webinar. You can get recognized as a subject matter expert on a compelling topic. But hurry - these sponsorships are limited.

**MORE SPONSOR VISIBILITY.** All sponsor tabletop displays will be located in a high traffic area at the center of the activity. It's where TLR attendees will register, and grab all their breakfasts and breaks. The Tuesday evening cocktail reception will also take place in the showcase area, right outside the meeting rooms.

**MORE SPONSOR INTERACTION.** New this year, Tuesday's cocktail reception will take place in the sponsor showcase. Plus, we're introducing an incentive driving activity guaranteed to deliver attendees to your tabletop (where they can qualify to win high-value prizes). It's the perfect way to meet prospective customers.

**MORE MATCHING AND NETWORKING.** This year we've added even more options for networking with potential clients or rewarding existing ones. Enjoy a private setting and we'll help you with the invites and logistics. Sponsorship for these opportunities is limited so don't delay.

**MORE SPONSOR ENGAGEMENT.** Get to know attendees at breakfast roundtables where as a sponsor you will be recognized and can help facilitate introductions and keep the conversation flowing.

**MORE MEETING AND MINGLING.** In addition to the welcome party, our Tuesday night reception will now have a casual cocktail vibe complete with a dinner buffet, energizing music and fun activities to make sure everyone gets to know someone new.

Didn't get the chance to chat with a prospective client? Our two Raise The Bar after-hour sessions will take place behind the velvet rope at a private bar in the lobby.

**MORE INTRODUCTIONS.** Get to know all the new people at the conference by attending (or hosting) the Newcomers Reception on the first day. Make an impression and build a lasting relationship with these new attendees.

**MORE CONVENIENCE FOR YOU.** This year's conference registration bag means you won't have to ship promotional items back home. All attendees will receive a custom bag at registration that they can take back to their room filled with all of our partners literature and gift items.

## PRELIMINARY SCHEDULE

### MONDAY, JULY 29

12:00 - 5:00 **Registration**  
12:30 - 2:00 **Pre-Event Workshops**  
2:30 - 3:30 **Newcomers Reception**  
4:00 - 7:00 **Plenary Sessions**  
7:00 - 10:00 **Welcome Party**  
10:00 - ??? **After Hours**

### TUESDAY, JULY 30

7:30 - 8:30 **Networking Breakfast**  
8:45 - 12:15 **Educational Sessions (Two Tracks)**  
12:15 - 5:00 **Networking Activity & Free Time**  
5:00 - 7:00 **Sponsor Showcase**  
7:00 - 9:00 **Dinner**  
9:00 - ??? **After Hours**

### WEDNESDAY, JULY 31

7:30 - 8:30 **Networking Breakfast**  
8:45 - 12:00 **Educational Sessions (Two Tracks)**  
12:00 - 12:15 **Closing**

*SCHEDULE SUBJECT TO CHANGE*

**THOUGHT LEADERS RETREAT**  
Denver, Colorado  
July 29, 2024 - July 31, 2024

# ENGAGE WITH THOUGHT LEADERS

## WHY SPONSOR TLR?

Sponsoring the Thought Leaders Retreat isn't just an investment, it's an opportunity to position your brand at the forefront of innovation and leadership within the landscape industry. As a TLR sponsor, you'll have a unique chance to:

- **Showcase Your Expertise:** Demonstrate your company's thought leadership and commitment to industry excellence.
- **Connect with Influential Decision-Makers:** Engage with key stakeholders, and top executives in landscaping.
- **Access Exclusive Networking:** Forge meaningful connections with existing and potential clients, in an intimate setting.
- **Elevate Your Brand:** Enhance brand visibility and reputation by aligning your company with this premier industry event.
- **Shape the Future:** Contribute to the industry's growth and transformation by participating in high-level discussions.

At TLR, we aim to create an environment where ideas are conceived, partnerships are forged, and the future of the landscape industry takes shape. Elevate your brand with a TLR sponsorship and be part of the industry's most exclusive event.

We welcome your suggestions and ideas on how to make all sponsorship opportunities more effective in meeting your goals. We are excited to partner with you and will be happy to work with you to promote your brand and increase your exposure to event attendees. Review the opportunities on the following pages or reach out to us if you are interested in a sponsorship opportunity that you do not see here.

**All advertising, sponsorships, education, and hospitality are chosen individually from the following pages. The total investment determines your overall sponsorship level and additional benefits**

**Sponsors Receive One Conference Registration For Every \$5,000 Of Investment.**

Questions or want to discuss a custom opportunity?

Contact Joe Kujawa at (414) 349-3382 or [Joe.Kujawa@Wilson-360.com](mailto:Joe.Kujawa@Wilson-360.com)



# ENGAGE WITH THOUGHT LEADERS

## PRESENTING SPONSOR

### **\$20,000 Investment – EXCLUSIVE (1 available)**

The Presenting Sponsor is TLR's premier partnership opportunity, offering multiple high-profile thought leadership speaking positions throughout the conference, as well as end-to-end brand recognition before, during and after the conference. This sponsorship includes top billing on site and on-line.

#### **BENEFITS:**

- 10 minutes of speaking time
- Moderate a panel discussion
- Be a panelist (topic to be agreed upon)
- Introduce the keynote speaker
- Display pop-up banners at registration
- Display pop-up banners at the keynote
- Your logo on all attendee badges
- Your logo on the cover of the event guide
- Your logo on home page of event website
- Your logo on select pre- and post-event emails
- Linked banner ad in registration confirmation email
- Your flyer personally handed out at registration

**NEW**

## DEVELOP AN EDUCATIONAL SESSION

### **\$18,500 Investment – EXCLUSIVE (2 available)**

This is your opportunity to show the attendees your expertise and thought leadership. Design and present an educational breakout session (45 - 60 minutes). Session content must be non-commercial in nature, support a focus area of the conference (Strategy, Growth, Innovation, or People) and requires approval by WILSON 360. Sponsor develops the presentation, provides description for program and provides speaker/panel.

#### **BENEFITS:**

- 45 - 60 minutes of speaking time
- Demonstrate thought leadership with session
- Recognized in event guide with logo next to session

**NEW**

## DEVELOP A PRE-CONFERENCE SESSION

### **\$17,500 Investment – EXCLUSIVE (2 available)**

Host an open or private 1-1.5 hour session on the first afternoon prior to the opening session. WILSON 360 will provide a large breakout room with a standard AV package (microphone, projector, and screen). Use this time as a Voice of Customer session, focus group, client appreciation, private lunch for key prospects or what ever makes sense for you. Work with WILSON 360 to identify and invite attendees. We can include a description in the agenda and on the registration page or keep it private, your choice. Food and Beverage and AV tech support if needed are extra.

#### **BENEFITS:**

- 60 - 90 minutes of speaking time
- Demonstrate thought leadership with the event
- Recognized in event guide with logo next to session
- Display pop-up banners at the workshop/session
- Evite featuring your logo sent to all attendees

# ENGAGE WITH THOUGHT LEADERS

## WELCOME PARTY

### \$15,000 Investment - EXCLUSIVE (1 available)

The conference fun officially begins on the first day at the Welcome Party! As the kickoff social event, this event is well attended. Make a lasting first impression with attendees. Catch up with old friends, meet new ones and network within a relaxed environment while enjoying a hosted bar and dinner buffet.

#### BENEFITS:

- 3-minutes of speaking time
- Verbal recognition from the podium
- Recognized in event guide with logo next to function
- Display pop-up banners at the function
- Evite featuring your logo sent to all attendees
- Welcome attendees to the function
- A dedicated table for branded literature and giveaways at the function
- Your logo on tabletop signage
- Sponsor may provide branded reception supplies

## DAY TWO DINNER RECEPTION

### \$15,000 Investment - EXCLUSIVE (1 available)

The Day 2 dinner reception is a key social event of the conference - all attendees are invited. It will have a casual cocktail vibe with an open bar, a dinner buffet, energizing music and fun activities. It provides maximum opportunity to network with attendees as well as engage in conversation in a relaxed social environment.

#### BENEFITS:

- 3-minutes of speaking time
- Verbal recognition from the podium
- Recognized in event guide with logo next to function
- Display pop-up banners at the function
- Evite featuring your logo sent to all attendees
- Welcome attendees to the function
- A dedicated table for branded literature and giveaways at the function
- Your logo on tabletop signage
- Sponsor may provide branded reception supplies



Questions or want to discuss a custom opportunity?  
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# ENGAGE WITH THOUGHT LEADERS

**NEW**

## POST-EVENT EDUCATIONAL WEBINAR

**\$12,500 Investment - EXCLUSIVE (2 available)**

WILSON 360 will promote and host a webinar that you will develop and deliver (date to be agreed upon). Webinar content must be non-commercial in nature, support a focus of the conference (Strategy, Growth, Innovation, or People), and be approved by WILSON 360. WILSON 360 will promote the webinar to its marketing lists and social media accounts. The webinar will use a WILSON 360 template and be co-branded with your logo on the title slide, the end slide, up to two "about us" slides, and a "for more information" slide.

### BENEFITS:

- 45-60 minutes of speaking time
- Recognition with name/click through logo on WILSON 360 website
- Recognition with name/click-through logo on emails promoting the webinar
- Recognized as thought leader for content provided
- Recognition with name/click through logo on WILSON 360 social posts promoting the webinar
- Recognition with name/click through logo on newsletter ad promoting the webinar

**NEW**

## PRIVATE EXECUTIVE BREAKFAST MEETING

**\$12,500 Investment - EXCLUSIVE (2 available)**

Host a private breakfast meeting in the 14-seat boardroom. Work with WILSON 360 to identify and invite attendees. Use this time as a Voice of Customer session, focus group, client appreciation, private breakfast for key prospects or whatever makes sense for you. Enjoy the provided breakfast buffet or other F&B options available at additional cost.

### BENEFITS:

- 60 minutes of speaking time
- Display pop-up banners at the function
- Evite featuring your logo sent to selected attendees
- Demonstrate thought leadership
- Room rental and Food and Beverage included
- Basic AV set-up



# ENGAGE WITH THOUGHT LEADERS

**NEW**

## PRIVATE EXECUTIVE SESSION

**\$11,000 Investment - EXCLUSIVE (1 available)**

Host a private meeting in the 14-seat boardroom. Work with WILSON 360 to identify and invite attendees. Use this time as a Voice of Customer session, focus group, client appreciation, private lunch for key prospects or what ever makes sense for you. Food and Beverage options are available for an additional cost.

### BENEFITS:

- 90 minutes of speaking time
- Display pop-up banners in the room
- Evite featuring your logo sent to selected attendees
- Demonstrate thought leadership
- Room rental
- Basic AV set-up

## INDUSTRY PARTNER PROFILE

**\$11,000 Investment - EXCLUSIVE (4 available)**

Present your company's value proposition to all attendees with command of the podium and screen for 7 minutes.

### BENEFITS:

- 7minutes controlling the podium and screen
- Verbal recognition from the podium
- Event team can distribute materials and/or promotional item for you during presentation

Questions or want to discuss a custom opportunity?

Contact Joe Kujawa at (414) 349-3382 or [Joe.Kujawa@Wilson-360.com](mailto:Joe.Kujawa@Wilson-360.com)



# ENGAGE WITH THOUGHT LEADERS

**NEW**

## MODERATE A PANEL

**\$10,000 Investment - EXCLUSIVE**

Work with WILSON 360 to develop a topic and recruit a set of panelists for a breakout session that you moderate.

### BENEFITS:

- Demonstrate thought leadership
- Your representative is the moderator
- Recognized in event guide with logo next to session
- Profile of moderator in event guide

## FACILITATED NETWORKING ACTIVITY

**\$10,000 Investment - EXCLUSIVE**

Spend an afternoon with attendees discussing business at their own pace. We will help you craft a custom event that will make people feel welcome, encourage relationship building and reinforce your brand message. We are open to your ideas. Some possibilities include: Corn Hole Tournament, Pedal Bar, Scavenger Hunt, or a Pool Party. Depending on the design of the event, it could include speaking time, pop-up banners, signage, giveaways/raffles/prizes, etc.

### BENEFITS:

- Recognized in event guide with logo next to function
- Welcome attendees and lead the event
- Pre-event evite featuring your logo
- Verbal acknowledgment from the podium

Questions or want to discuss a custom opportunity?

Contact Joe Kujawa at (414) 349-3382 or [Joe.Kujawa@Wilson-360.com](mailto:Joe.Kujawa@Wilson-360.com)



# ENGAGE WITH THOUGHT LEADERS

## NEWCOMERS RECEPTION

**\$8,000 Investment - EXCLUSIVE (1 available)**

Be the first company to make an impression on TLR newcomers and build a lasting relationship with these attendees by creating an unforgettable experience. Sponsor will be able to participate in the pre- and post-conference email to all first-time attendees, as well as address the attendees during the reception.

### BENEFITS:

- 5-minutes of speaking time
- Recognized in event guide with logo next to function
- Pre-event evite featuring your logo
- Welcome attendees
- Display pop-up banners in the room
- Signage at the food and beverage stations
- Sponsor may provide branded reception supplies
- A dedicated table for branded literature and giveaways at the function

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## AFTER-HOURS NETWORKING EVENT

**\$8,000 Investment - EXCLUSIVE (2 available)**

Savor the end of the day while recapping all the insights, fun and new ideas with fellow attendees over a hosted bar before retiring for the evening.

### BENEFITS:

- Recognized in event guide with logo next to function
- Pre-event evite featuring your logo to all attendees
- Tabletop signage with your logo at the function
- Sponsor may provide branded reception supplies
- Verbal acknowledgment from the podium



# ENGAGE WITH THOUGHT LEADERS

## BREAKFAST AND BREAK

**\$7,500 Investment - EXCLUSIVE (2 available)**

Join attendees as they start their day off right with the most important meal of the day, then be there for them when they need a break. This sponsorship offers terrific visibility and generates plenty of recognition from attendees.

### BENEFITS:

- Recognized in event guide with logo next to function
- Recognition from the podium
- Sponsor may provide branded reception supplies
- Signage with your logo at the buffet and beverage stations

## BREAKOUT SESSION

**\$7,500 Investment - Exclusive (multiple available)**

Sponsor one of our educational breakout sessions and increase your brand exposure to our targeted audience of green industry leaders.

### BENEFITS:

- Recognized in event guide with logo next to event
- Opportunity to introduce the session speaker

Questions or want to discuss a custom opportunity?

Contact Joe Kujawa at (414) 349-3382 or [Joe.Kujawa@Wilson-360.com](mailto:Joe.Kujawa@Wilson-360.com)



# ENGAGE WITH THOUGHT LEADERS

## ADD-ON OPPORTUNITIES

Increase your brand presence at the Thought Leaders Retreat by upgrading your sponsorship package. These add-on sponsorships can only be paired with the previously listed sponsorship opportunities.

### CONFERENCE REGISTRATION BAG

**\$3,000 (EXCLUSIVE)**

Your logo on a quality bag given to all attendees, includes literature and /or promotional item placement.

### WI-FI SPONSOR

**\$2,500 (EXCLUSIVE)**

Your Company name and logo on page at each table with custom wi-fi log-in information.

### SPONSOR DISPLAY TABLE

**\$1,500 (Multiple Available)**

All sponsor tabletop displays will be located in a high-traffic area, where attendees will grab all their breakfasts and snacks. The Tuesday cocktail reception will also take place in this location. Plus, we're introducing an incentive-driving activity guaranteed to deliver attendees to your tabletop (where they can qualify to win high value prizes).

### PRE OR POST EVENT eBLAST

**\$1,250 (EXCLUSIVE)**

WILSON 360 will send an approved one page eBlast composed by you to all registered attendees (may include a hyperlink).

### COMPANY PROFILE

**\$1,000 (Multiple Available)**

Provide a one-page advertorial company profile to be included in the conference program.

### FEATURED SPONSOR

**\$1,000 (EXCLUSIVE)**

Banner ad and hyperlink on final "get ready" email to attendees before conference.

### FULL PAGE AD IN CONFERENCE PROGRAM

**\$500 (Multiple Available)**

Upgrade your complimentary ad in the conference program to a full page ad.

### LOGO CANDY BARS

**\$500 (2 Available)**

Full sized candy bars wrapped with your logo and set at each spot for mid-morning break.

Questions or want to discuss a custom opportunity?

Contact Joe Kujawa at (414) 349-3382 or [Joe.Kujawa@Wilson-360.com](mailto:Joe.Kujawa@Wilson-360.com)

# TLR RECOGNITION AND BENEFIT LEVELS

**Platinum**      **Gold**      **Silver**      **Bronze**  
 \$20,000      \$15,000      \$10,000      \$7,500

## BEFORE THE EVENT

	INDIVIDUAL	GROUP	GROUP	GROUP
Company included in press release				
Company description on event website (words)	200	150	50	25
Logo featured in monthly newsletter article about conference	◆	◆	◆	◆
Advanced conference attendee list for direct mail purposes	◆	◆	◆	ADD-ON
Logo with hotlink on conference website	◆	◆	◆	
Logo on Social media post	◆	◆	◆	
Gift Registrations for your non WILSON 360 clients	4	2	1	
25% discount on additional gift registrations for non-WILSON 60 clients	8	4	2	
Logo in footer of select pre-event emails (based on day of commitment)	◆	◆		
Meet our Sponsor profile on social media	◆	◆		
20% discount on TLR additional Opportunities	◆			

## AT THE EVENT

Complimentary registrations for your team	4	3	2	1
Tiered recognition on room screens at event	◆	◆	◆	◆
Tiered event guide recognition	◆	◆	◆	◆
Sponsor level designation on name tag	◆	◆	◆	◆
Sponsor provided promotional item placed in event registration bag	◆	◆	◆	◆
Tiered Podium recognition	◆	◆	◆	◆
Sponsor Display table and participation in showcase	◆	◆	◆	ADD-ON
Ad in event guide (size)	2-PAGE	FULL PAGE	1/2 PAGE	ADD-ON
Company profile in event guide (words)	200	150	50	ADD-ON
Up to 5 sheets of branded literature in event registration bag	◆	◆	◆	
Priority location for display table	◆	◆		
Logo featured on screens between plenary sessions	◆			
From our sponsor email sent on second day of conference	◆			

## AFTER THE EVENT

Post event opt-in attendee list with emails	◆	◆	◆	◆
Logo featured in post event article in WILSON 360 newsletter	◆	◆	◆	◆
Brand recognition in wrap-up thank you email	◆	◆	◆	◆
Post event social mentions thanking your company for partnering	◆	◆	◆	
First right of renewal for TLR 2025 sponsorships	◆	◆		
Brand recognition in email with presentations and event photos	◆	◆		

# OTHER WILSON 360 OPPORTUNITIES

## WILSON 360 STRATEGIC PARTNER

### \$10,000 investment - 10 available

Growing a business isn't easy, but with help from our Strategic Partners, our mutual clients see a better way forward. As an Industry Partner, being vetted and accepted into the Strategic Partner Program provides you with preferred access, referrals and recognition with WILSON 360 members. Partners are expected to provide an elevated level of service, grant potential savings and deliver superior value on both services and products.

Contact Robert Clinkenbeard directly to discuss this unique program ([Robert@Wilson-360.com](mailto:Robert@Wilson-360.com)) and explore how we may be able to work together.

#### BENEFITS:

- Recognized as Strategic Partner with linked logo on WILSON 360 website
- Right of first refusal for 2025 Strategic Partnership
- Priority access to further partnership opportunities with WILSON 360 (additional investment required)
  - Thought Leaders Retreat
  - The Commercial Landscaper Podcast
  - Wilson 360 Webinars
  - Monthly WILSON 360 Newsletter.



# OTHER WILSON 360 OPPORTUNITIES

## WEBINAR PRESENTER

### **\$7,500 Investment - Exclusive (multiple available)**

WILSON 360 will promote and host a webinar that you will develop and deliver (date to be agreed upon). Webinar content must be non-commercial in nature, and be approved by WILSON 360. WILSON 360 will promote the webinar to its marketing lists and social media accounts. The webinar will use a WILSON 360 template and be co-branded with your logo on the title slide, the end slide, up to two "about us" slides, and a "for more information" slide.

#### **BENEFITS:**

- 45-60 minutes of speaking time
- Recognition with name/click through logo on WILSON 360 website
- Recognition with name/click-through logo on emails promoting the webinar
- Recognized as thought leader for content provided
- Recognition with name/click through logo on WILSON 360 social posts promoting the webinar
- Recognition with name/click through logo on newsletter ad promoting the webinar

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## WEBINAR SPONSOR

### **\$5,000 Investment - EXCLUSIVE (multiple available)**

#### **BENEFITS:**

- Include a slide promoting the sponsor
- Recognition with name/click through logo on WILSON 360 website
- Recognition with name/click-through logo on emails promoting the webinar
- Recognition with name/click through logo on WILSON 360 social posts promoting the webinar
- Recognition with name/click through logo on newsletter ad promoting the webinar
- Logo on presentation slides

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## QUARTERLY PODCAST SERIES

### **\$5,000 investment - EXCLUSIVE (4 available)**

#### **BENEFITS:**

- Exclusive for 3-months, 10-12 episodes
- Exposure to 3 - 5,000 listeners per episode
- Recognition with name/click through logo on Commercial Landscaper Podcast website
- Recognition with name/click-through logo on emails promoting the series and episodes
- Recognition with name/click through logo on WILSON 360 social posts promoting the podcast
- A brief customized statement about your company and its services/products at both the beginning and end of each podcast read by the host

# OTHER WILSON 360 OPPORTUNITIES

## WILSON 360 REGIONAL BOOTCAMPS

New for 2024, WILSON 360 will be conducting a series of smaller one-day events, complemented by a dinner the night before. They will be held at strategically selected regional hubs. Each bootcamp will focus on a specialized topic (e.g., Finance/Budgeting; Sales; Account Management; Training; Strategic Planning/M&A; etc.). The bootcamps are designed to maintain an intimate atmosphere by limiting attendance to 30 people. The number of sponsoring companies will also be limited to three for each event (one presenting and two supporting).

## BOOTCAMP PRESENTING SPONSOR

**\$15,000 Investment - Exclusive (multiple available)**

### BENEFITS:

- Category Exclusive for date
- Podium recognition
- Opportunity to provide a 15-minute presentation
- Exclusive sponsor to attend the pre-event dinner
- Two registrations for your team
- Recognition with name/click through logo on WILSON 360 website
- Recognition with name/click-through logo on emails promoting the bootcamp
- Recognition with name/click through logo on WILSON 360 social posts promoting the bootcamp
- Recognition with name/click through logo on newsletter ad promoting the bootcamp
- Co-branding on PowerPoint slides used during the bootcamp
- Display pop-up banners at the event
- Opportunity to provide a branded promotional item to attendees
- Opt-in email list of attendees with name, company and role
- Name and click-through logo on registration confirmation email

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## BOOTCAMP SUPPORTING SPONSOR

**\$5,000 Investment (2 per bootcamp)**

### BENEFITS:

- Podium Recognition
- One registration for your team
- Recognition with name/click through logo on WILSON 360 website
- Recognition with name/click-through logo on emails promoting the bootcamp
- Name and Logo on social media posts promoting the bootcamp
- Name and Logo on newsletter ad promoting the bootcamp
- Opportunity to provide a branded promotional item to attendees
- Opt-in email list of attendees with name, company and role

# SPONSORSHIP AGREEMENT

Company Name \_\_\_\_\_

Primary Contact \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Billing Contact \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

## TLR Engagement Opportunities

- Presenting Sponsor (\$20,000)
- Develop An Educational Session (\$18,500)
- Develop A Pre-Conference Session (\$17,500)
- Welcome Party (\$15,000)
- Day Two Dinner Reception (\$15,000)
- Post-Event Educational Webinar (\$12,500)
- Private Executive Breakfast Meeting (\$12,500)
- Private Focus Group (\$11,000)
- Industry Partner Profile (\$11,000)
- Moderate A Panel (\$10,000)
- Facilitated Networking Activity (\$10,000)
- Newcomers Reception (\$8,000)
- After-Hours Networking Event (\$8,000)
- Breakfast And Break (\$7,500)
- Breakout Session (\$7,500)

## TLR Add-On Opportunities

- Conference Registration Bag (\$3,000)
- Wi-Fi Sponsor (\$2,500)
- Sponsor Display Table (\$1,500)
- Pre Or Post Event eBLAST (\$1,250)
- Company Profile (\$1,000)
- Featured Sponsor (\$1,000)
- Full Page Ad In Conference Program (\$500)
- Logoed Candy Bars (\$500)

## WILSON 360 Engagement Opportunities

- WILSON 360 Strategic Partner (\$10,000)
- Webinar Presenter (\$7,500)
- Webinar Sponsor (\$5,000)
- Quarterly Podcast Series (\$5,000)
- Bootcamp Presenting Sponsor (\$15,000)
- Bootcamp Supporting Sponsor (\$5,000)

**TOTAL PAYMENT: \$ \_\_\_\_\_**

All sponsor contributions are voluntary. Sponsorships are accepted on a first-come, first-served basis based on date and time of the receipt of the Sponsorship Agreement. WILSON 360 reserves the right to accept or reject sponsors.

Sponsorships are non-refundable. If notice is received within 60 days of commitment (and at least 120 days before a scheduled event) sponsorship dollars may be rolled to another available opportunity less a \$250 administrative fee.

WILSON 360 reserves the right to resell any sponsorship package not paid in full within 15 days of receiving electronic invoice from WILSON 360.

ACH payments are preferred.

Credit Card payments will incur a charge fee.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

ALL COMPLETED SPONSORSHIP AGREEMENTS AND QUESTIONS SHOULD BE DIRECTED TO:  
JOE KUJAWA AT (414) 349-3382 OR JOE.KUJAWA@WILSON-360.COM