



LCA

MD DC VA

**LANDSCAPE
CONTRACTORS
ASSOCIATION**

**2025
MEDIA KIT**

lca@lcamddcva.org | lcamddcva.org

Why LCA

Landscape Contractors Association MD • DC • VA (LCA) has been dedicated to promoting excellence in all facets of the landscape industry by providing education on industry best practices, sharing updates, and helping to connect local green businesses. Our members are decision makers and users of solutions the industry has to offer.



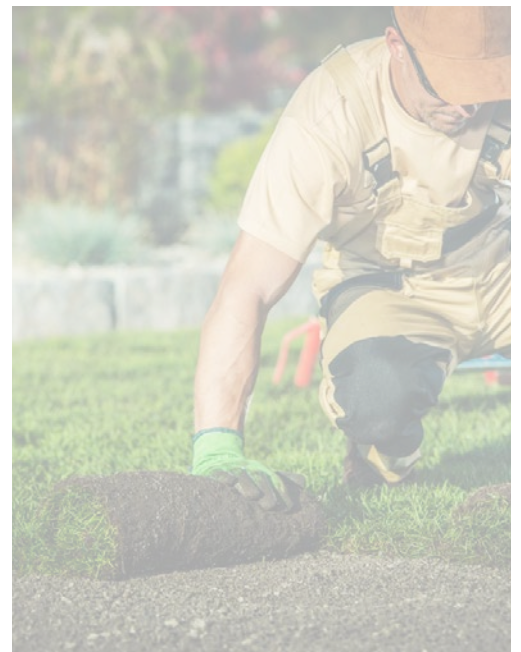
**700+ LANDSCAPE
CONTRACTORS, DESIGNERS,
ARCHITECTS, AND SUPPLIERS
CONTACTS**



**110+ LANDSCAPE
COMPANIES**



**76% MARYLAND
21% VIRGINIA
13% DC**



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Corporate Partner Council Program

LCA is committed to promoting collaboration, coordination, and connection throughout the landscaping community. To advance these efforts, we are excited to announce the **LCA Corporate Partner Council**, a new initiative for 2025 and beyond. The Council convenes landscape contractors and industry leadership to discuss, strategize, and advance solutions to our most pressing needs and challenges.

LCA Corporate Partners are companies and organizations that care about LCA's Mission and Vision and have a vested interest in helping them come to fruition, while also working with LCA to further strengthen their brand and purpose. We work with each partner to understand your goals and then tailor an annual program to help reach those objectives

As a **Council Partner**, you gain access to corporate partner meetings, Gold level status at all LCA educational events (excludes Awards Ceremony), and recognition throughout the year.

Key Benefits

- Participation in bi-annual Corporate Partner Council strategy meetings with LCA leadership (virtual or in-person)
- LCA Supplier/Corporate Membership
- Customized programs tailored to meet your business objectives. This can include a combination of digital advertising, email blast, or content development for the Gram.
- Opportunity for content leadership at LCA meetings, workshops, and webinars
- Increased exposure with LCA members through networking and advertising
- Complimentary attendance at LCA webinars
- Sponsor recognition at every education event in 2025

The Council will begin January 2025 and run through December 2025. | **\$3,000**

Networking Events

Join leaders in the landscape industry for collaboration, learning, and networking at LCA's 2-3 annual events. These gatherings offer opportunities to connect with key decision-makers, host an event at your location, or sponsor an event to showcase your brand. Sponsorship fees vary depending on the type of event. To explore hosting or sponsorship opportunities, contact us at lca@mddcva.org.

Annual Awards of Excellence | November 2025

LCA's Annual Networking Dinner and Awards Celebration is an ideal opportunity to show your support for the industry and amplify your brand at the same time. Sponsorship includes

- Two registrations (full table purchases available)
- Item (to be approved) included in attendee takeaway bags, guaranteeing your collateral or sample is in each attendees hands
- Walk-in slide rotating during the networking event
- Recognition on event website and onsite signage
- Cost: Member: \$800; Nonmember: \$900

*Please note, no tabletop displays will be at this event.



LCA Meeting Opportunities

Pesticide and Fertilizer Recertification Workshop | Turf Valley Resort | January 16, 2025

Connect with close to 100 attendees during this one-day event. Develop strong relationships right before the spring season begins. Exhibiting will gain visibility for your company and promote your products and services to LCA conference attendees.

Foremanship Training Seminar | February 13, 2025

Offered in both Spanish and English, this is the industry’s go-to event for growing their teams. This intimate seminar addresses the unique challenges faced by production and maintenance landscape foremen who must navigate their dual roles as worker and leader. Expected attendance is 75.

Sustainability Symposium | March 4, 2025

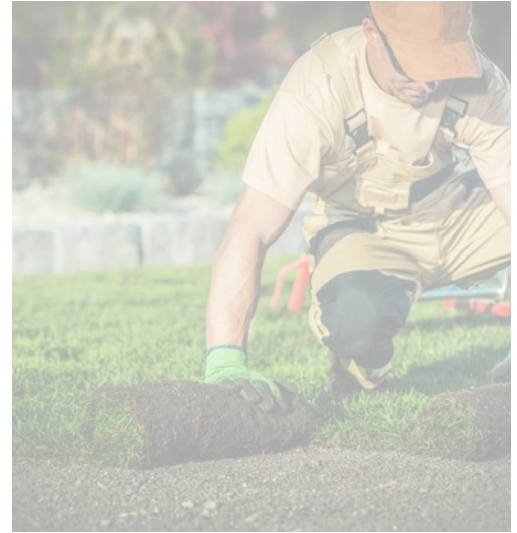
Over 100 attendees will come together to connect and learn of the latest approaches to designing sustainable landscapes and the latest tools and equipment in the industry. We have expanded the opportunities to connect with attendees through a breakfast coffee chat, lunch, and the evening reception

	Gold (per meeting) \$600/\$650 (NM)	Silver (per meeting) \$475/\$525 (NM)
Number of Attendees for Meeting and Associated Networking Events	2	1
Recognition on LCA website and event signage	x	x
Company material in takeaway bag	x	N/A
Advertisement in LCA newsletter, Gram	x	N/A

Meeting Benefits

Each event exhibitor will receive:

- One 6' table with two chairs
- One-time use attendee list (opted-in attendees only), provided post-event. Attendee list (name and company) will be provided one week prior to event
- Walk-in slide rotating in main session room during every break



A La Carte Enhancements

- Breakfast/Lunch Sponsor: \$150
- Takeaway Bag Sponsor: \$800
- Lanyard Sponsor: \$250
- Reusable Straw Sponsor (for Sustainability Symposium only): \$1,400

Additional Opportunities

Newsletter

LCA's weekly newsletter, *The Gram*, is sent to over 650 landscape contractors, designers, and architects in the DC/MD/VA area. This key communication vehicle provides readers with the latest association news and happenings in the industry. Consistently having an open rate of over 30%, this is the newsletter to include your content in to get noticed.

Sponsored Newsletter Content | \$1,500/issue

Show your expert knowledge by providing an educational piece, exclusive to one per month, which will help advance the knowledge of the readers. Newsletter will include up to a 150 word "teaser" then will link out to the full article or video of your choice. This is a perfect value-add to the newsletter that is important to the industry. Content must be approved by LCA.

Newsletter Advertising

Members: \$70/issue | Nonmembers: \$110/issue

Increase your visibility with LCA member firms and their employees by advertising in *The Gram*. Showcase your product or service to readers in a vibrant and bold way. Your ad will be prominently located throughout *The Gram*.



Advancing the success of members and providing a welcoming community for landscape industry professionals.

IPM Report

Here are highlights from this week's **Integrated Pest Management report**, courtesy of University of Maryland Extension:

- Tough Weather Continues: Record temperature spikes and spotty storms are



Additional Opportunities

Website



Members: \$70/month | Nonmembers: \$110/month

Complement your sponsorship package with a rotating ad on the LCA website. This is home to all landscape professionals in DC, MD, and VA for the most up to date information and resources. Take advantage of the visibility on the homepage of **lcamddcva.org** and grow your brand awareness.



Email

\$1,000



Amplify your brand awareness with an email blast to the full LCA membership list (approximately 650), leading up to the event. Average open rate is 33%.

lca@lcamddcva.org | lcamddcva.org

Webinars

Get in front of your key audience and decision makers, while also showing support to the landscape industry. There are two options to expand your brand through our webinar program.

Webinar Partner | \$500

- Promotion of your logo and direct link to your website in all promotions leading up to the webinar (email, website and social media).
- Acknowledgement during the webinar (verbal and on a slide).
- Inclusion in the follow-up email to all contacts with the on-demand recording.
- On-demand recording posted on the website for six months after webinar.

Webinar Presenter | \$1,500

- Develop the content and choose your speaker (with approval).
- Two email promotions and one inclusion in the LCA newsletter, The Gram and social media.
- Acknowledgement during the webinar (verbal and on a slide).
- Follow-up email to all contacts with the on-demand recording.
- On-demand recording will be posted for six months on the LCA website.



Stay Tuned For Additional
Opportunities



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