

Dear Valued Industry Members:

RE: Sponsorship for 2009 Tree and Landscape Short Course
February 20, 2009 Special Events Center, Florida State Fairgrounds

Greetings from the University of Florida IFAS Extension! As members of industry, we hope you are finding Extension programming useful and relevant to your professional tool box, and we sincerely value your participation and contribution to these events.

You may recall from the 2005 Economic Impacts of the Florida Environmental Horticulture Industry study, the landscape services industry has a major impact on employment and our economy throughout the state. While reviewing that information did you notice that Hillsborough County was consistently in the top five in sales and employment impacts among the 67 Florida counties? Hillsborough County is a major center of economic activity in the environmental horticulture industry, and as the Professional Horticulture Services Agent for Hillsborough County, I am proud to introduce one of the state's major educational opportunities for the landscape professional, the Tree and Landscape Short Course!

What is the Tree and Landscape Short Course?

The Short Course has been held in Hillsborough County for over 30 years and has consistently supplied the environmental horticulture industry with comprehensive, relevant information for the hands on landscape professional. The Tree and Landscape Short Course is one of the largest horticultural gatherings in the state. This annual event has historically served an average of 450 landscape professionals from around the state and is held in conjunction with the Tampa Spring Expo at the Florida State Fairgrounds, which averages 3000 participants.

Sponsorship Opportunities:

The Hillsborough County Extension Tree and Landscape Advisory Committee is seeking sponsors to help cover the expenses of the 2009 Short Course and would like to invite you to participate. As our major sponsorship efforts have only recently been established, your company has an excellent opportunity to become distinguished as a major contributor to the educational efforts of Hillsborough County IFAS Extension and of the environmental horticulture industry state-wide. This 2009 Short Course agenda is in development, however we expect to draw a crowd with some of the most revered University of Florida speakers on the most current critical topics for tree and landscape professionals. See last year's agenda by clicking on the Short Course at www.prohort.net and see the back of this sheet for sponsorship details.

Hillsborough County Extension is a cooperative service of Hillsborough County Board of County Commissioners and the University of Florida.

The Institute of Food and Agricultural Sciences (IFAS) is an Equal Employment Opportunity Institution authorized to provide research, educational information and other services only to individuals and institutions that function with non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, marital status, national origin, political opinions or affiliations. U.S. Department of Agriculture, Cooperative Extension Service, University of Florida, IFAS, Florida A. & M., University Cooperative Extension Program, and Boards of County Commissioners Cooperating.

General Sponsorship Levels:

Tree Top Sustainer \$1000 or more-

This honored level of sponsorship is reserved for those committing \$1000 or more to the expenses of the Short Course. Benefits of this level of sponsorship include: one eight foot table with electrical service; three entrances to the Short Course, including lunch, refreshments and applicable CEUs; three entrances to the Spring Expo trade show; and three free parking passes. Your company logo will appear on one slide of the sponsorship appreciation rotating presentation displayed during breaks and will also be printed on attendee packets distributed at the program. Your company will receive a plaque of appreciation and five sponsorship ribbons to wear to the event.

Exhibitor Partner Level \$500 or more-

The Tree and Landscape Advisory Committee has set the commitment for exhibitor sponsorship at \$500. Benefits of this level of sponsorship include an eight foot table with electrical service; three entrances to the Short Course, including lunch, refreshments and applicable CEUs; three entrances to the Spring Expo trade show; and three free parking passes. Your company logo will appear on one slide of the sponsorship appreciation rotating presentation displayed during breaks and will also be printed on attendee packets distributed at the program. Your company will receive a plaque of appreciation and three sponsorship ribbons to wear to the event.

Grassroots Supporter \$250 or more-

This level of sponsorship is for those not able to contribute at the Exhibitor or Tree Top level. All contributions are welcome; however, this level of sponsorship does not include exhibitor space. Benefits of this level of sponsorship include one entrance to the Short Course including lunch, refreshments, and applicable CEUs; one entrance to the Spring Expo trade show and one free parking pass. Your company logo will appear with other Grassroots supporters on screen during breaks. Your company will receive a certificate of appreciation and one sponsorship ribbon to wear to the event.

Sponsor Specific Items and Services:

Chose to sponsor a specific item or service and a certificate of appreciation with your logo will be displayed associated with the item or service you have provided in addition to the benefits described above, according to the commitment level.

Food: Morning refreshments of coffee and pastry total \$2000 or sponsor an individual station for \$500.
Bottled water, juice, soda total \$1100 or sponsor an individual station for \$275.
BBQ lunch total \$5000 or sponsor an individual station for \$1,250

Other items: Audio Visual Equipment \$400
Presentation recording service \$400
Printing attendee packets \$2000
Thumb drives for event \$2000
Event decorations (greenery, etc. for stage, etc.)
Raffle items
Donate your service or propose an idea

Please note:

Sponsorship of the Tree and Landscape Short Course does not constitute an endorsement of any company's product or service and only reputable companies will be accepted as sponsors. As part of the University of Florida and Hillsborough County government we are not able to recommend any sponsor's product. We appreciate your sponsorship, and hope it will provide opportunity for your company to communicate the merits and qualities of your product or service directly to the professionals who may use them.

The Tree and Landscape Short Course is one the largest gatherings of its kind in the state providing relevant information for professionals and excellent networking opportunities. Sponsorship of the Tree and Landscape Short Course is a great opportunity to connect with landscape professionals and we wish you success! We value your partnership and look forward to working together! Should you have any questions or need to make particular arrangements, please don't hesitate to call Mary Beth Henry at (813) 744-5519 x 103.

Sincerely,

Mary Beth Henry
Professional Horticulture Services
Extension Agent I