

TOCA SPONSORSHIP OPPORTUNITIES

Growing green industry communications for 35 years!



TOCA Annual Meeting

*April 29 - May 1, 2025
Charleston, South Carolina*



The TOCA Annual Meeting provides a unique opportunity to network and learn alongside green industry communicators.

Editors, writers, publishers, photographers, public relations/advertising practitioners, industry association leaders, manufacturers and others involved in green industry communications.

From our beginnings in 1990, TOCA has been serving members of the green industry by fostering an open exchange of information regarding issues that affect how we communicate to our various audiences.



TOCA TRADITIONS SPONSORSHIP

KEYNOTE SPEAKER

\$5,000 - Includes opportunity to introduce the keynote speaker and moderate audience Q&A.

WELCOME RECEPTION COCKTAIL HOUR

\$2,500 - Includes cost of beverages for annual meeting attendees. Opportunity to address attendees and new members.

T-SHIRTS

\$2,500 - plus cost of t-shirts. Includes logo printed on sleeve of t-shirts. All attendees receive a t-shirt.

TOCA HAT

\$2,500 - plus cost of hats. Includes logo on hats given to all attendees.

SERVICE PROJECT

\$2,000 - may work with Project EverGreen to secure a project at the annual meeting location. Includes opportunity to address the attendees at the event.

TOUR HOST

\$2,000 - Includes opportunity to address attendees while on the tour bus.

AWARDS DINNER COCKTAIL HOUR

\$1,500 - Includes opportunity to address attendees during Happy Hour.

Previous year's sponsor receives right of first refusal.

Sponsorship Categories

Sponsorships include recognition through the website, newsletter, signage, podium announcements, social media, etc.

Platinum Sponsorship - \$15,000+

Major sponsorship elements could include:

- Major event breakfast/reception
- One TOCA board member
- Unlimited memberships
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Gold Sponsorship (unlimited available) - \$10,000+

Major sponsorship elements:

- TOCA Communications Contest sponsor
- Major event breakfast/reception
- Unlimited memberships

Major Event Sponsorship - \$5,000

Major sponsorship elements could include: (recognition benefits at annual meeting)

- GCSAA Conference and Trade Show breakfast
- Equip Expo member meet-up
- Elevate (presented by NALP) member reception

Silver Sponsorships (unlimited available) -- \$2,501 to \$5,000

Major sponsorship elements could include:

- Half-day meeting sponsor
- Breakfast at annual meeting

Bronze Sponsorships (unlimited available) - \$1,000 to \$2,500

Major sponsorship elements could include:

- Sponsorship of TOCA Talk, association newsletter
- Sponsorship of Germinate Webinar series, quarterly webinars, co-branded with your logo
- Annual meeting support

Green Sponsorships (unlimited available) - Under \$1,000, choose one

- Break sponsor, \$500 for each break or \$750 for both
- Fun run sponsor, \$250 plus prizes if you wish
- Annual meeting support

Previous year's sponsor receives right of first refusal.



Foundation Sponsorship Categories

Sponsorships include recognition through the website, newsletter, signage, podium announcements, social media, etc.

Foundation Partner – The sky is the limit, donate what you wish!

The goal of this sponsorship is to raise funds to keep TOCA's future thriving by providing opportunities to students and young professionals through internships, scholarships, and professional awards, etc.

Media Internship Program Sponsor - \$10,000

Sponsor up to two media interns annually.

TOCA Foundation Auction & Reception Sponsor - \$5,000

Includes opportunity to address attendees. Branding opportunities at reception.

Publishers Scholarship Program (unlimited available) – Each \$1000

TOCA sponsors up to two \$2,500 scholarships annually.

TOCA Marketing Communications Internship

Jose Milan and Gardner & Gardner Communications - \$2,500 each - MarComm Internship Co-sponsors

Project EverGreen - \$3,000 - Environmental Communicator of the Year TBD

