

2026 WILSON360 PARTNERSHIP PROSPECTUS

BUILD RELATIONSHIPS THAT DRIVE REVENUE

FEATURING:

- THOUGHT LEADERS RETREAT 2026
- STRATEGIC PARTNERSHIPS
- CONTENT & MEDIA PARTNERSHIPS

TLR 2026 | JULY 27-29, 2026
ARLINGTON, TEXAS

EXECUTIVE SUMMARY - CHOOSE YOUR PATH

THE WILSON360 OPPORTUNITY

Our partners build relationships with the CEOs and owners who control $2.7 billion in combined revenue.

- 95% of TLR attendees are C-suite or ownership level
- 150 attendees, fewer than 25 partners (6:1 ratio actually allows conversations)
- 91% of 2025 partners reported positive ROI
- 100% of Silver+ parters returned in 2025

THREE PARTNERSHIP PATHS



TLR PARTNERS (PAGES 6-17) | $10,500 - $22,500

Connect face-to-face with 150 C-suite landscape executives at our 3-day July event.

- *Best for:* Companies prioritizing in-person relationship building.
- *What you get:* Event activations, speaking opportunities, hospitality hosting, and brand visibility (Bronze, Silver, or Gold recognition based on total investment)



STRATEGIC PARTNERS (PAGES 18-20) | $25,000+

Build year-round thought leadership presence while attending TLR

- *Best for:* Companies establishing market authority and sustained visibility.
- *What you get:* Everything in TLR Partnership + year-round content distribution, priority access, dedicated showcase page, (Limited to: 10 partners annually)



CONTENT & MEDIA PARTNERS (PAGES 21-25) | $1,000 - $12,500

Reach our 11.000+ subscriber audience without attending TLR.

- *Best for:* Companies seeking visibility or testing the Wilson360 relationship.
- *What you get:* Sponsored content, podcast partnerships, webinars, & newsletter features

QUICK DECISION GUIDE

Your Primary Goal	Start Here	Investment
Meet landscape CEOs face-to-face	TLR Partnership	$10,500 - $22,500
Build year-round thought leadership + attend TLR	Strategic Partnership	$25,000+
Gain visibility without event commitment	Content & Media	$1,000 - $12,500

WHAT PARTNERS SAY

"The single best opportunity in the landscape industry is with Wilson360. Sponsors are offered many opportunities to meet customers. Wilson360 adds value to clients and sponsors the old fashioned way, by hard work, industry knowledge and a laser focus on ROI."

— John Janes, Caterpillar

NEXT STEPS

Ready to discuss which path fits your 2026 goals?

414-349-3382 | Joe@Wilson-360.com

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WHO WE ARE

THE WILSON360 DIFFERENCE

Wilson360 provides peer groups, executive coaching, fractional services, and education for landscape industry business leaders. We work with business leaders who are building companies, not just running crews. Our clients consistently earn rankings on prestigious lists like the Lawn & Landscape Top 100 and NALP's Awards of Excellence. We've guided 40+ landscape companies through successful exits and PE transactions.

> *"The single best opportunity in the landscape industry is with Wilson360. Sponsors are offered many opportunities to meet customers. Wilson360 adds value to clients and sponsors the old fashioned way, by hard work, industry knowledge and a laser focus on ROI."*
>
> **— JOHN JANES, CATERPILLAR**

> *"At a Wilson event, you get some of the best minds in the entire industry discussing the issues that actually matter right now."*
>
> **— BEN COLLINSWORTH, YELLOWSTONE**

Our Flagship event - The Thought Leaders Retreat brings together forward-thinking CEOs and key executives for a 3-day executive conference focused on strategy, leadership, and relationships. It's where partners meet decision-makers face-to-face, in an environment built for genuine conversation, not sales pitches (see full event details on pages 6-17).

THE WILSON360 ADVANTAGE

RIGHT AUDIENCE. REAL IMPACT. LASTING REACH.

THE RIGHT AUDIENCE

152
Total TLR Attendees In 2025

95%
C-Suite or Ownership Level

$23 M
Median Size of Company

$2.7 B
Combined Revenue

PROVEN IMPACT

94%
Said TLR Delivered Meaningful Relationship Building Opportunities That Justified Their Spend

91%
Of Partners Agreed or Strongly Agreed TLR Provided a Positive ROI

100%
Of 2024 Silver-Tier and Above Partners Returned In 2025

88%
Said TLR Provided Greater Long-Term Value Than Other Industry Events

EXPANDED REACH

63,500+
LinkedIn Members Reached Annually

222,000+
Annual Linkedin Impressions

11,457
Email Subscribers

60+
Active Clients

94% Commercial Maintenance

80% Construction

69% Irrigation

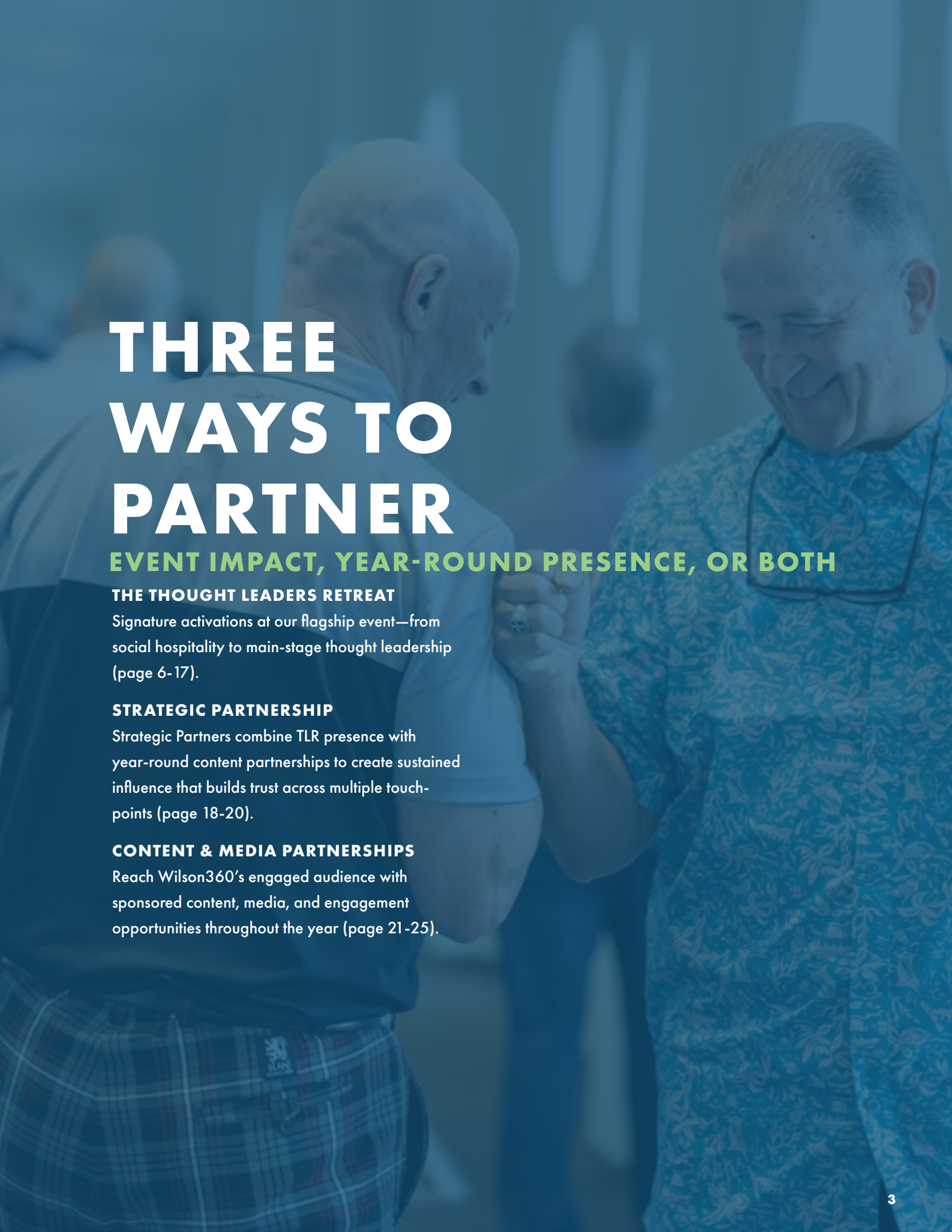
51% Snow & Ice

47% Residential Maintenance

34% Tree Services

OFFICIAL **NALP PREFERRED PROVIDER** FOR PEER GROUPS

Based on 2025 post-event survey of TLR attendees and partners



THREE WAYS TO PARTNER

EVENT IMPACT, YEAR-ROUND PRESENCE, OR BOTH

THE THOUGHT LEADERS RETREAT

Signature activations at our flagship event—from social hospitality to main-stage thought leadership (page 6-17).

STRATEGIC PARTNERSHIP

Strategic Partners combine TLR presence with year-round content partnerships to create sustained influence that builds trust across multiple touch-points (page 18-20).

CONTENT & MEDIA PARTNERSHIPS

Reach Wilson360's engaged audience with sponsored content, media, and engagement opportunities throughout the year (page 21-25).

HOW IT WORKS

Wilson360 offers three distinct partnership paths, each designed for different objectives and investment levels. You can choose the path that aligns with your business goals.



PATH 1- TLR PARTNERSHIP

Best for companies prioritizing face-to-face relationship building with landscape industry decision makers. TLR Partners showcase expertise and elevate their brand at our 3-day flagship event.

HOW IT WORKS

Your total investment across these items unlocks recognition benefits (page 16):

- **TLR Activations** | Event partnerships and speaking opportunities (pages 11-15)
- **Add-on Opportunities** | Enhanced visibility and customization options (page 17)
- **Editorial Thought Leadership** | Content featured at TLR and throughout the year (pages 22-24)

To participate in TLR, at least one TLR Activation must be selected. Your total investment across all three categories determines your recognition level—Bronze ($10,500+), Silver ($15,500+), or Gold ($19,000+)—each offering distinct recognition, access, and benefits outlined on page 16. Each partnership includes one team pass for every $5,000 invested.



PATH 2 - STRATEGIC PARTNERSHIP

Best for companies building year-round thought leadership and sustained industry presence. Strategic Partners connect with landscape leaders multiple times throughout the year through webinars, podcasts, TLR, and content distribution. Repeated value-driven touch points transform vendor relationships into trusted advisor status.

HOW IT WORKS

Strategic Partnership requires a total annual investment of $25,000 or more, which includes your TLR Partnership (Silver recognition or higher) plus any combination of the following opportunities:

- Additional TLR Activations or Add-ons (pages 11-17)
- Editorial Thought Leadership (pages 22-24)
- Audience Engagement (page 25)

Strategic Partners receive all benefits of their TLR recognition level plus exclusive year-round recognition and priority access to 2027 opportunities. Strategic Partnership is limited to 10 companies annually to maintain exclusivity and deliver meaningful support.



PATH 3 - CONTENT & MEDIA PARTNERSHIPS

Best for companies seeking industry visibility without attending TLR. Purchase Editorial Thought Leadership opportunities (pages 22-24) and Audience Engagement Partnerships (page 25) independently - no event partnership required.

These standalone partnerships work well for:

- Companies whose target audience includes Wilson360's broader community beyond TLR attendees
- Partners testing the Wilson360 relationship before committing to TLR
- Organizations with content assets they want distributed to landscape industry decision-makers

PARTNERSHIP COMPARISON

	TLR Partnership	Strategic Partnership	Content & Media
TLR Event Access	Yes	Yes	No
Year-Round Presence	Limited	Yes	Varies
Minimum Investment	$10,500	$25,000	$1,000
Must Include TLR Activation	Yes	Yes	No

HOW TO RESERVE YOUR PARTNERSHIP

Partnerships are first-come, first-served. Popular opportunities fill early.

TO GET STARTED

Email Joe Kujawa at Joe@Wilson-360.com with:

- Your preferred partnership path (TLR, Strategic, or Content & Media)
- Your preliminary interest in specific opportunities
- Your name, phone number, and company

Joe will follow up within 2 business days to discuss your objectives and finalize details.

PAYMENT TERMS

ACH preferred. Credit cards accepted with processing fee.

Partnerships are non-refundable once confirmed. Cancel within 60 days of commitment, and at least 120 days before the event, to transfer your investment to another 2026 opportunity (less a $250 administrative fee).

If Wilson360 cancels the event due to force majeure, you receive a full refund or can transfer your investment to the rescheduled date.



THOUGHT LEADERS RETREAT

THREE DAYS. SIGNATURE EXPERIENCES. MEANINGFUL CONNECTIONS.

The 2026 Thought Leaders Retreat brings 150 landscape industry executives together for three days of strategic thinking, peer learning, and relationship building. TLR Partners choose from 20+ signature activations—from hosting the Leadership Dinner to delivering an educational session—each designed to create genuine connections with decision-makers who control the industry's growth.

WHAT DEFINES THE TLR EXPERIENCE

THE THREE PILLARS OF TLR



DECISION -MAKERS, NOT DELEGATES

95% ownership/C-suite, $2.7 B combined revenue, median $23M
Business owners and senior executives attend, established leaders with direct purchasing authority. When you connect with an attendee, you're speaking with someone who can evaluate partnerships and make commitments on the spot.



INTIMATE ACCESS

150 attendees. Fewer than 25 partners.
That ratio matters. You'll sit at breakfast tables with CEOs, join afternoon activities with owners who control eight-figure budgets, and have actual conversations at evening receptions—not booth flybys. Nearly 90% of 2025 partners rated Quality of Attendee as Better or Significantly Better than at other industry events they support.



CONTENT WORTH THEIR TIME

We bring in speakers and topics you won't find anywhere else

94% of attendees return each year. They pay $2,000+ to be here, and protect their time fiercely. No recycled ideas. We curate fresh voices from outside the industry echo chamber: futurists, AI strategists, Fortune 500 CEOs, generational experts. When landscape pros take the stage, they challenge industry assumptions—not reinforce them. Every session delivers new insight.

THE TLR ADVANTAGE

At the Thought Leaders Retreat, you'll sit across the breakfast table from a $30 million contractor, trade ideas on workforce challenges, continue the conversation at happy hour, and see them again at dinner. You leave with relationships, not just contacts.

This is the WILSON360 difference.

We don't give you access to thousands. We give you meaningful connection with dozens—the right dozens. Market leaders. Innovators. C-suite decision-makers who run some of the most successful landscape contracting firms in North America.

This isn't an event. It's a relationship incubator. Join the most trusted conversations shaping our industry's future. Be remembered as a contributor, not just a participant.

94%	68	93%
Of Attendees Said They Are Likely to Return to TLR	Net Promoter Score (World Class)	Of Partners Rated ROI at TLR as "Strong" or "Exceptional"

TRUSTED BY INDUSTRY LEADERS

aspire – A ServiceTitan Company
Rainbow ecoscience
CATERPILLAR
Attentive
John Deere
CCG Advisors
Team Engine
SCYTHE
SiteRecon
Ariens | Gravely
Nufarm
TopGreen by Turing
LandScaling
Rancho Mesa
Wright
Weathermatic

WHAT'S NEW FOR 2026

Each year, Wilson360 refines the Thought Leaders Retreat using partner and attendee feedback to increase satisfaction and ROI. For 2026, we're building on what works - enhancing the experience with new features that deepen conversations and strengthen relationships while preserving the intimacy that defines TLR.

NEW LOCATION

ARLINGTON, TEXAS

July 27-29, 2026

We're moving TLR to the Dallas-Fort Worth area for three reasons:

EASY TO GET TO

Within a day's drive of Texas and surrounding states, home to one of the nation's largest concentrations of landscape firms and two major airports.

GREAT VENUE

Live! by Loews sits between AT&T Stadium and Globe Life Field. Everything happens in one location—sessions, meals, receptions, and evening networking.

GROWTH

Texas positions us closer to the fastest-growing landscape markets in the country. That geographic advantage is why we're targeting 175 attendees (up from 152 in Denver).

The Compendium features all Editorial Thought Leadership content, giving your brand year-round visibility beyond the three-day event.

TLR INDUSTRY INSIGHTS COMPENDIUM

The Compendium extends your TLR presence beyond three days. When a contractor references your insight report in October while building their 2027 strategy, you're part of their decision-making process, not just a memory from July.

Wilson360 and content partners contribute strategic insights and industry perspectives to the Compendium. We distribute it to all TLR attendees and our 11,000+ subscribers, positioning you as a trusted advisor rather than a vendor.

WHAT'S INCLUDED

- Thought leadership content from TLR and Editorial Thought Leadership Partners
- Educational content not product brochures
- Author bio and company info on every page of your content
- Professional editing and design

WHAT YOU GET

- Your content distributed to all TLR attendees
- Digital distribution to our 11,000+ subscriber base, post event
- Featured in year-round marketing across Wilson360 platforms
- PDF files you can use in your own marketing
- Optional: print copies for your sales team (additional cost)

THE PARTNER EXCHANGE

Last year Partners told us 90-minutes felt rushed—especially when dinner service started and attendees left for tables.

In 2026, we've redesigned the Partner Exchange:

THE SHOWCASE IS DINNER

Food stations throughout the room keep attendees moving, talking, and engaged with partners for the full three hours.

MORE TIME WITH DECISION-MAKERS

You get meaningful conversations, not just quick table flybys.

LIVE DEMO SPOTLIGHT

This NEW activation gives you dedicated time to showcase your product with emcee introduction and directed attendee traffic (see page 13).

PREMIUM VENUE

Outdoor balcony and floor-to-ceiling windows overlooking AT&T Stadium create an impressive networking backdrop.

> *"The Passport Game was great, helped us make a lot more connections, even with people we know."*
>
> **— WRIGHT MANUFACTURING**

EASIER INTRODUCTIONS

Good networking shouldn't require work. Here's what we added:

STRUCTURED INTRODUCTIONS

The opening session includes facilitated networking so you meet 20-30 people before the keynote even starts—making subsequent conversations feel natural, not awkward.

TOPIC TABLES DURING BREAKS

Topic-specified high-tops help attendees naturally cluster around shared interests. Join a table where your expertise is relevant.

DINE-AROUND OPTION

Tuesday lunch, small groups head to nearby restaurants. Sign-ups are topic based. Partners can join a table, share insights, and build relationships over tacos instead of trade show small talk.

AFTER HOURS SUITE

Instead of the lobby bar, we've reserved a premium suite overlooking both stadiums for late-night conversations. Open to all attendees, More intimate. More memorable. Better atmosphere for better conversations *(activation opportunity available - see page 14).*

TLR PARTNERSHIP OPPORTUNITIES

This table presents all TLR 2026 partnership activations. Detailed information begins on page 11. Your recognition level (Bronze, Silver, or Gold) is determined by your total investment across these activations, add-ons (page 17), and Editorial Thought Leadership (pages 22-24). See page 16 for benefits by level.

PREMIER PARTNERSHIPS	Description	Speaking Time	Investment
Title Partner 1 Available	"Presented By" partner with your brand alongside Wilson360 on all event materials.	10 minutes	**$22,500**
Half Day Workshop 2 Available	Host a 3-4 hour workshop Monday AM or Wednesday PM. Control the entire format.	3-4 hours	**$19,000**
Educational Session 2 Available	Present a 45-minute educational session during main conference programming.	45 minutes	**$19,000**
CONTENT & EXPERTISE			
Executive Session 4 Available	Host a 75-minute closed-door session with up to 20 invited attendees.	75 minutes	**$13,000**
Live Demo Spotlight **NEW** 3 Available	Showcase your product during The Exchange as attendees circulate among displays.	15 minutes	**$11,500**
Partner Profile 4 Available	Deliver a 7-minute presentation on main stage to all attendees.	7 minutes	**$11,500**
CONNECTIONS & HOSPITALITY			
Leadership Dinner 1 Available	Dinner reception with open bar, buffet, and networking in a relaxed atmosphere.	3 minutes	**$15,500**
After-Hours Hospitality 2 Available	Late-night networking in a private setting beginning at 9:00 pm after main program.	2 minutes	**$10,500**
Poolside Networking 1 Available	Poolside reception where attendees gather for drinks and conversation.	2 minutes	**$10,500**
Newcomers Welcome 1 Available	Recognized as session host for in all newcomer communications.	2 minutes	**$10,500**
CONNECTIONS & HOSPITALITY			
Own The Main Stage **NEW** 2 Available	Your branding visible in the main ballroom during all morning programming.	3 minutes	**$15,500**
Own The Breakout Room **NEW** 2 Available	Your branding visible in the breakout ballroom during all morning programming.	3 minutes	**$13,000**
Breakfast & Breaks 2 Available	Branding visible at breakfast and snack stations for one day.	–	**$10,500**
Wi-Fi Sponsor 1 Available	Wi-Fi password themed to your company name.	–	**$10,500**

= Most Popular items

TLR ACTIVATION DETAILS

PREMIER PARTNERSHIPS

TITLE PARTNER
$22,500 - Exclusive 1 available

"Presented By" partner with your brand alongside Wilson360 on all event materials.

WHAT YOU GET

- 10 minutes of main stage speaking time
- Introduce the keynote speaker
- "Presented By" branding on all event materials
- Verbal recognition at open and closing sessions
- Logo on all attendee badges and program cover
- Premium logo placement on all digital materials
- Full-page ad on outside back cover of program
- Full-page feature in the event program
- "Message From Our Partner" Post-event email to attendees
- First selection of Partner Exchange table location
- Display pop-up banners in main ballroom (day 1)

EDUCATIONAL SESSION
$19,000 - 2 available

Present a 45-minute educational session during main conference programming.

WHAT YOU GET

- 45 minutes of speaking time during main conference program
- Content must be educational and non-commercial
- Reference your solutions as examples within educational context
- Speaker bio in event program and online
- Display pop-up banners in session room
- Brand your slides and provide handouts

HALF DAY WORKSHOP
$19,000 - 2 available

Host a 3-4 hour workshop Monday morning or

WHAT YOU GET

- 3-4 hours of session time (Monday AM or Wednesday PM)
- Content may include product demonstrations and direct promotion
- Targeted invitations sent on your behalf (attendance not guaranteed)
- Display pop-up banners in session room
- Room capacity: 70 people
- AV projection and microphone included
- Food & beverage available at additional cost

> *"The difference is who shows up. At TLR, I'm talking to owners who can make decisions on the spot. No 'let me run this by my team' just real conversations with real decision-makers."*
>
> **— MARK ADAMSON, DOUGLAS DYNAMICS**

CONTENT & EXPERTISE

EXECUTIVE SESSION
$13,000 - 4 available

Host a 75-minute closed-door session with up to 20 invited attendees.

WHAT YOU GET

- 75 minutes of session time
- You choose the topic and format
- Content may include product demonstrations and direct promotion
- Targeted invitations sent on your behalf (attendance not guaranteed)
- Display pop-up banners in session room
- Room capacity: 20 people
- AV projection and microphone included
- Food & beverage provided

PARTNER PROFILE
$11,500 - 4 available

Deliver a 7-minute presentation on main stage between plenary sessions to all attendees.

WHAT YOU GET

- 7 minutes of main stage speaking time
- Positioned between plenary sessions for maximum attendance
- Company profile in the event program and online
- Option to place materials on seats before your presentation

LIVE DEMO SPOTLIGHT NEW
$11,500 - 3 available

Showcase your product or service live during Partner Exchange as attendees circulate among displays.

WHAT YOU GET

- 15 minutes in a designated demo area on Exchange floor
- Emcee introduces your demo and directs attendee traffic
- Demo time published in the event program and online agenda
- Display pop-up banners during demo
- Space to distribute materials or giveaways
- PA system, handheld mic, and screen provided

> *"When a partner takes the time to understand my business at TLR, I remember them. Three months later when I need what they offer, they get the call."*
>
> **— TIM JOHNSON II, TJL**

CONNECTIONS & HOSPITALITY

LEADERSHIP DINNER
$15,500 - Exclusive 1 available

Tuesday dinner reception with open bar, buffet, and music in a relaxed networking atmosphere.

WHAT YOU GET

- 3 minutes of speaking time
- Logo on dinner invitations sent to all attendees
- Display pop-up banners at the dinner
- Branded signage at all bar and food stations
- Logo on tabletop signage
- Dedicated table to display materials or distribute giveaways
- Option to provide branded reception supplies

POOLSIDE NETWORKING
$10,500 - Exclusive 1 available

Tuesday afternoon poolside reception where attendees gather for drinks and conversation.

WHAT YOU GET

- 2 minutes of speaking time for welcome toast
- Verbal recognition from the podium
- Logo on invitations sent to all attendees
- Branded signage displayed in the cabana area
- Add games or activities to enhance engagement
- One hosted drink ticket per attendee

AFTER-HOURS HOSPITALITY
$10,500 - 2 available

Late-night networking in a private setting beginning at 9:00 pm after main program.

WHAT YOU GET

- 2 minutes of speaking time for welcome toast
- Verbal recognition from the podium
- Logo on invitations sent to all attendees
- Branded signage at the bar
- Option to provide branded reception supplies
- Hosted bar for the evening

NEWCOMERS WELCOME
$10,500 - Exclusive 1 available

Welcome session for first-time attendees. Recognized as host in all newcomer communications.

WHAT YOU GET

- 2 minutes of speaking time
- Verbal recognition from the podium
- Branded invitations sent to all attendees
- Display pop-up banners in session room
- Dedicated table for materials and giveaways
- Facilitated icebreaker activities to drive engagement

ENVIRONMENT & PRESENCE

OWN THE MAIN STAGE NEW
$15,500 - 2 available

Your branding visible all day in main ballroom during plenary and select breakout sessions.

WHAT YOU GET

- 3 minutes of speaking time
- Introduce speakers in main ballroom
- Display pop-up banners in main ballroom (1 day)
- Logo on screen between sessions
- Option to place materials on every seat before plenary session

BREAKFAST & BREAKS
$10,500 - 2 available

Sponsor breakfast and breaks for one day. Branding visible at breakfast and snack stations (1 day).

WHAT YOU GET

- Verbal recognition from the podium
- Branded signage at all breakfast & snack stations
- Option to provide branded reception materials

OWN THE BREAKOUT ROOM NEW
$13,000 - 2 available

Your branding visible all day during breakout ballroom programming.

WHAT YOU GET

- 3 minutes of speaking time
- Introduce speakers in breakout ballroom
- Display pop-up banners in breakout ballroom (1 day)
- Logo on screen between sessions
- Option to place materials on every seat before breakout sessions

WI-FI PARTNER
$10,500 - Exclusive 1 available

Your company name as the Wi-Fi password.

WHAT YOU GET

- Company name as W-Fi network password
- Password printed in event program with logo
- Branded signage throughout venue displaying password

TLR PARTNERSHIP RECOGNITION LEVELS

We've moved away from rigid sponsorship packages. Instead, your total investment across ALL opportunities—TLR Activations (pages 11-15), Add-ons (page 17), and Editorial Thought Leadership (pages 22-24)—determines your recognition level. Mix and match what works for your goals. The more you invest, the more recognition and access you unlock. These aren't separate packages to purchase.

	RECOGNITION LEVEL		
	GOLD **$19,000**	**SILVER** **$15,500**	**BRONZE** **$10,500**
Partner Team Passes*	**3**	**3**	**2**
Thought Leadership Content	Executive Q&A case study partner perspective	Executive Q&A case study	Executive Q&A
First Right of Renewal	✓	–	–
Logo on Post-Event Resource Email	✓	–	–
Dedicated Social Media Post	**2**	**1**	–
Hosted Guest Passes	**3**	**2**	**1**
Attendee List	2 weeks pre-event Plus phone & demographics	1 week pre-event Plus opt-in email & revenue	1 week pre-event Name, company, title, & location
Partner Exchange Table Selection Priority**	Priority	Reserved	Included
Newsletter Recognition	Featured article	Logo & link	Name mention
Company Profile in Event Guide	✓	✓	✓
Podium Recognition	Individual logo verbal thanks	Grouped logo verbal thanks	Grouped logo
Event Guide Advertisement***	Inside cover	Full page	Half page
Logo Placement (Event Communications)	Prominent	Featured	Standard
Social Media Group Recognition	✓	✓	✓

* One partner team pass is included for every $5,000 invested.
** Table selection priority: Partners with higher investments choose first. Earlier commitments break ties.
*** Inside cover locations for first 2 Gold Partners (first-come basis).

STRATEGIC ADD-ONS

Customize your partnership experience and amplify your presence where it matters most to your business objectives with these add-on opportunities.

These investments count toward your partnership level threshold:
Bronze: $10,500+ | Silver: $15,500+ | Gold: $19,000+

PRE-EVENT ADVANTAGES

PRE-EVENT SPONSORED EMAIL
$1,250 - 1 available

Send a one-page email to all registered attendees one week before the event. Announce your presence, promote offers, or schedule meetings before calendars fill. You compose; Wilson360 sends.

ATTENDEE LIST - EARLY ACCESS
$750 - multiple available

Receive the attendee list one week earlier than standard timing. Research contacts and schedule meetings before competitors start reaching out.

PROGRAM ENHANCEMENTS

COMPANY PROFILE
$1,000 - multiple available

One-page editorial-style profile (150-250 words) in the printed event guide. Tell your story beyond a traditional ad.

UPGRADE EVENT GUIDE AD
$500 - Bronze Level Only

Upgrade from half-page to full-page ad in the event guide. Double your visual presence in the guide attendees reference throughout TLR.

ON-SITE VISIBILITY

FITNESS ACTIVITY PARTNER
$2,500 - 1 available

Sponsor morning fitness activities on Tuesday and Wednesday. Includes branded signage, verbal recognition, and logo in event program.

ROOM DROP
$1,500 - multiple available

Place promotional items in attendee rooms when competition for attention is lowest. You provide materials; Wilson360 coordinates with hotel.

SEAT DROP
$750 - multiple available

Place materials on seats in specific sessions where your message is most relevant. You provide materials; Wilson360 places them.

EDITORIAL THOUGHT LEADERSHIP CONTENT

See Pages 22-24 for options ranging from $3,500 - $12,500. Investment in Thought Leadership Content also counts toward your TLR recognition level.



STRATEGIC PARTNERSHIP PROGRAM

TWO WAYS TO PARTNER. ONE WAY TO MAXIMIZE IMPACT.

Most Wilson360 partners engage with us in one of two ways: they sponsor the **Thought Leaders Retreat** for three powerful days in July, or they invest in content and media partnerships.

Strategic Partners connect with landscape industry leaders multiple times throughout the year, building familiarity and trust through repeated valuable touch points. When decision-makers encounter your insights in March, experience your presence at TLR in July, and reference your content in October, you **move from vendor to trusted advisor.**

STRATEGIC PARTNERSHIPS

HOW THEY WORK

TLR Partnership (Silver Level or above) + Any combination of TLR Activations, Add-ons, or Content & Media Partnerships = **STRATEGIC PARTNER STATUS**

You design your partnership by selecting the opportunities that align with your business goals.
Minimum Combined Investment: $25,000 | Limited Availability: 10 Strategic Partnerships

THREE EXAMPLES



EXAMPLE 1

New Market Entry

Best for companies expanding or launching new products wanting to establish credibility quickly

Executive Session $13,000
Webinar Presenter $7,500
Case Study $4,500
Total: 25,000



EXAMPLE 2

Relationship Nurturing

Best for established brands deepening relationships with existing customers and strategic prospects

Workshop $19,000
Partner Perspective $5,000
Webinar Sponsor $5,000
Total: $29,000



EXAMPLE 3

Maximum Event Impact

Best for companies prioritizing deep TLR engagement to maximize exposure

Leadership Dinner $15,500
Newcomers Session $10,500
Room Drop $1,500
Total: $27,500

These are examples only. Combine any silver-or-above TLR Partnership with any audience engagement or content partnerships to match your objectives and reach the $25,000 threshold

STRATEGIC PARTNER BENEFITS

REVENUE ACCELERATION

- Premium Showcase Placement (first choice of location)
- 60-minute Strategic Planning Consultation with Wilson360 leadership
- Priority notification of emerging opportunities in our network
- First access to 2027 opportunities before they're announced

THOUGHT LEADERSHIP PLATFORM

- Featured content in Wilson360 monthly newsletter (4,000+ subscribers)
- Dedicated showcase page on Wilson360 website (year-round)
- Individual logo recognition (vs. grouped) across all communications
- Annual consultation to align partnership with your business goals

EXCLUSIVE ACCESS

- Strategic Partner Badge (visible recognition at TLR)
- First right of refusal on premium 2027 opportunities
- Full-page program profile (vs. standard listing)

KEY DIFFERENCES

TLR PARTNERSHIP		STRATEGIC PARTNERSHIP
3 Days	**DURATION**	365 Days
Event Sponsor	**POSITIONING**	Thought Leader
Single Event	**TOUCH-POINTS**	Multiple Places
Standard Level	**RECOGNITION**	Elevated Partnership
Leads Generated at Event	**ROI MEASURE**	Brand Authority + Long-Term Relationship Value

WHY ONLY 10?

We cap Strategic Partnerships at 10 because intimate programs deliver better results. With fewer partners at this level, your content stands out, your brand doesn't get lost in a crowd of logos, and you have direct access to Wilson360's leadership for strategic collaboration.

When all 10 spots are filled, the program closes until the following year.

QUESTIONS ABOUT STRATEGIC PARTNERSHIP?

Contact Joe Kujawa
Joe@Wilson-360.com
(414) 349-3382



CONTENT & MEDIA PARTNERSHIPS

EXTEND YOUR VISIBILITY BEYOND THREE DAYS

The following pages detail our content, media, and engagement opportunities available year-round. You can select any of these individually, or combine them with a TLR Activation to build your own Strategic Partnership.

EDITORIAL THOUGHT LEADERSHIP

Demonstrate thought leadership by creating educational content that shares your insights, research, and expertise with the Wilson360 community and TLR attendees.

AUDIENCE ENGAGEMENT

Build visibility and connections through Wilson360's media platforms, reaching landscape industry leaders year-round through podcasts, webinars, and digital content.

COMPENDIUM CONTENT

The following opportunities are featured in the TLR Compendium, a collection of strategic insights and industry perspectives distributed to all TLR attendees and shared with the greater Wilson360 community throughout the year.

INSIGHT REPORT

$12,500 - 2 Available

Co-branded research study with original data examining industry trends and opportunities.

CONTENT DEVELOPMENT

You and Wilson360 collaborate on research design and topic selection. Wilson360 leads writing, design, and production. All content meets research standards and educational requirements.

WHAT'S DELIVERED

- 4-6 page professionally designed research brief
- Co-developed research design and key findings
- Co-branded: "Wilson360 | [Partner Name]"
- Data from Wilson360 surveys, event polls, or industry benchmarks
- Optional gated download page with lead capture

PARTNER PERSPECTIVE

$5,000 - Multiple Available

500-750-word bylined article on industry trends, strategic challenge, or operational insights.

CONTENT DEVELOPMENT

You draft article on approved topic. Wilson360 provides editorial review for educational value and quality standards. Content must focus on industry insights, not product promotion.

TOPICS MAY INCLUDE

- Industry trends and market shifts
- Leadership and management insights
- Operational strategies and best practices
- Strategic challenges facing the industry

CONTENT GUIDELINES FOR ALL EDITORIAL THOUGHT LEADERSHIP

Wilson360 maintains editorial approval to ensure all content delivers educational value, not sales pitches. Our audience trusts us for valuable insights. **Submit content by June 1, 2026** to guarantee inclusion in the 2026 Compendium.

ACCEPTABLE CONTENT FOCUSES ON

- ✓ Industry trends and market analysis backed by data
- ✓ Strategic frameworks and decision-making approaches
- ✓ Operational best practices with real-world application
- ✓ Leadership insights and lessons learned from experience
- ✓ Case studies that emphasize the problem, approach, and outcomes (not product features)

UNACCEPTABLE CONTENT INCLUDES

- x Product promotions, feature lists, or sales messaging
- x Content that serves primarily as company overviews or capabilities statements
- x Thinly veiled ads with minimal educational value
- x Generic advice that could apply to any industry without landscape-specific context

Reference your solutions as examples within educational context. However, **your content must deliver value even with all company references removed**. We'll help refine content that doesn't misses the mark, but content that cannot without educational value won't be published.

CASE STUDY

$4,500 - Multiple Available

2-page case study (approximately 750 words) showcasing how your solution helped a landscape company address a real-world challenge.

CONTENT DEVELOPMENT

You provide client details, data, outcomes, and lessons learned. Wilson360 conducts interviews as needed and writes case study. Content emphasizes business problem, implementation, and results while naturally featuring your solution.

WHAT'S DELIVERED

- Professionally written case study
- Professional design and formatting
- Focus on client challenge, solution approach, and measurable outcomes

EXECUTIVE Q&A

$3,500 - Multiple Available

Structured interview (approximately 750 words) where your executive responds to standardized industry questions alongside other industry leaders.

CONTENT DEVELOPMENT

Wilson360 provides standardized questions on industry trends, and leadership perspectives. You submit written responses. Wilson360 provides light editing for clarity and consistency.

WHAT'S DELIVERED

- 4-6 question interview with professional formatting
- Executive bio and head-shot included
- May be published alongside other executives' responses in collective "Industry Voices" format

SAMPLE QUESTION THEMES

- Industry evolution and emerging trends
- Leadership and team development
- Strategic priorities and decision-making
- Technology and innovation adoption

FOR TLR PARTNERS: Your investment in editorial thought leadership counts toward your TLR recognition level (bronze: $10,500+ | silver: $15,500+ | gold: $19,000+). Combine these content opportunities with TLR Activations and add-ons (pages 11-17) to reach your desired recognition level.

MULTI-MEDIA CONTENT CREATION

Share your expertise and industry perspectives through presentations and video content distributed to the Wilson360 community.

ALL MULTI-MEDIA CONTENT CREATION PARTNERSHIPS INCLUDE:

- We promoted year-round through our newsletter (4,000+), website, and social media (222,000+ annual LinkedIn impressions)
- Full distribution rights-use content in your own marketing

WEBINAR PRESENTER

$7,500 - Multiple Available

Wilson360 will promote and host a webinar your team develops, and presents.

CONTENT DEVELOPMENT

Your team develops and delivers all webinar content. Content must be educational and non-commercial in nature (case studies and practical applications are appropriate; product demos are not). Wilson360 provides guidance on topics that resonate with our audience and approves final topic/description.

WHAT'S DELIVERED

- 45-60 minutes of speaking time controlled by your team
- You select the topic (subject to Wilson360 approval for educational value and audience relevance)
- Your presenters deliver the webinar (Wilson360 provides platform and technical support)
- Co-branded presentation with your logo on title slide, up to two "about us" slides, and "for more information" slide

VIDEO INSIGHT FEATURE

$6,500 - Multiple Available

High-quality 3-5 minute video interview showcasing your leadership voice and perspective on an emerging industry issue or strategic topic.

CONTENT DEVELOPMENT

Wilson360 provides creative direction and conducts interview. Video may be filmed on-site at TLR or remotely post -event. You and Wilson360 collaborate on topic selection to ensure relevance and educational focus.

WHAT'S DELIVERED

- Filming, editing, and post-production by Wilson360
- Co-branded video with your logo placement
- Branded graphics and professional production quality

AUDIENCE ENGAGEMENT

QUARTERLY PODCAST SERIES
$6,000 - 8 available (two per quarter)

Exclusive sponsor of Commercial Landscaper Podcast for one quarter (10-12 episodes).

WHAT YOU GET

- Exposure to 3,000-5,000 listeners per episode
- Logo with hyperlink on podcast website
- Logo with hyperlink on emails and social posts promoting episodes
- Customized intro and outro read by host on each episode

NEWSLETTER PROFILE
$2,500 - Multiple Available

500-word feature about your company written by seasoned business reporter. You approve content.

WHAT YOU GET

- 500-word feature published in Wilson360 monthly newsletter (5,000+ circulation)
- Featured post on Wilson360 LinkedIn
- Archived on Wilson360 website
- Full distribution rights for your marketing use

PODCAST WEBSITE PARTNERSHIP
$5,000 - 3-month term

Feature your brand on Commercial Landscaper Podcast website.

WHAT YOU GET

- Logo with hyperlink on podcast website for 3 months
- Prominent placement on podcast landing page
- Exposure to ongoing listener traffic throughout term

PODCAST EPISODE PARTNER
$500 - Multiple Available

Sponsor one Commercial Landscaper Podcast episode.

WHAT YOU GET

- Exposure to 3,000-5,000 listeners per episode
- Logo with hyperlink on emails and social posts promoting episode
- Logo with hyperlink in episode show notes and description on website
- Partner mention read by host during episode

WEBINAR PARTNER
$5,000 - Multiple Available

Sponsor a Wilson360 webinar. Wilson360 controls content; you receive exclusive branding.

WHAT YOU GET

- Logo as exclusive partner on title slide and up to two content slides
- "Brought to you by" recognition at start and close of webinar
- Logo with hyperlink on Wilson360 website, emails, and social media

> *"Every episode, I walk away with at least one idea I can actually use. The guests aren't selling—they're teaching."*
>
> **— GREGG GROSS, ELM**

SUMMARY OF OFFERINGS

TLR Activations are event partnerships and speaking opportunities that form the foundation of your TLR partnership (pages 11-14)

	INVESTMENT	AVAILABLE	DESCRIPTION
TLR ACTIVATIONS			
Title Partner	$22,500	Exclusive	Page 12
Educational Session	$19,000	Limited	Page 12
Half Day Workshop	$19,000	Limited	Page 12
Leadership Dinner	$15,500	Exclusive	Page 14
Own The Main Stage	$15,500	Limited	Page 15
Own The Breakout Room	$13,000	Limited	Page 15
Executive Session	$13,000	Limited	Page 13
Partner Profile	$11,500	Limited	Page 13
Live Demo Spotlight	$11,500	Limited	Page 13
Newcomers Welcome	$10,500	Exclusive	Page 14
Poolside Networking	$10,500	Exclusive	Page 14
Breakfast & Breaks	$10,500	Limited	Page 15
Wi-Fi Partner	$10,500	Exclusive	Page 15
After-Hours Hospitality	$10,500	Limited	Page 14

Add-on opportunities allow you to enhance your TLR presence and customize your partnership experience (page16)

STRATEGIC ADD-ONS			
Fitness Activity Partner	$2,500	Exclusive	Page 17
Room Drop	$1,500	Multiple	Page 17
Pre-Event Sponsored Email	$1,250	Exclusive	Page 17
Company Profile	$1,000	Multiple	Page 17
Attendee List - Early Access	$750	Multiple	Page 17
Seat Drop	$750	Multiple	Page 17
Upgrade Event Guide Ad	$500	Multiple	Page 17

Content Partnerships demonstrate your thought leadership and featured throughout the year (pages 21-23)

EDITORIAL THOUGHT LEADERSHIP			
Insight Report	$12,500	Limited	Page 22
Webinar Presenter	$7,500	Multiple	Page 24
Video Insight Feature	$6,500	Multiple	Page 24
Partner Perspective	$5,000	Multiple	Page 22
Case Study	$4,500	Multiple	Page 23
Executive Q&A	$3,500	Multiple	Page 23

These Partnerships reach Wilson360's engaged audience with sponsored content throughout the year (page 24)

AUDIENCE ENGAGEMENT PARTNERSHIPS			
Quarterly Podcast Series	$6,000	Limited	Page 25
Podcast Website Sponsorship	$5,000	Multiple	Page 25
Webinar Sponsor	$5,000	Multiple	Page 25
In focus Profile	$2,500	Multiple	Page 25
Podcast Episode Sponsor	$500	Multiple	Page 25

NOTE: Your total investment across all items determines your recognition level and benefits (see pages 5-6).

READY TO PARTNER?



BILLY OTTEMAN
VP OF BRAND + CUSTOMER
SCYTHE ROBOTICS

"I was able to connect with senior-level decision makers at companies my team had already demoed for. With one in particular, the contact was interested in exactly what my presentation focused on—which led to a meaningful conversation and an important follow-up meeting."

When asked what they valued most about their TLR partnership, Scythe emphasized: ***"Depth of relationship building with industry leaders and key decision makers, as well as the opportunity to position our brand as thought leaders in the space."***

HERE'S WHAT HAPPENS NEXT

- **INITIAL CONVERSATION** - Discuss your objectives and budget. No pressure.
- **PARTNERSHIP DESIGN** - We recommend the right opportunities.
- **PLANNING & EXECUTION** - Receive a detailed timeline and hands-on support.
- **RESULTS** - Build relationships that drive revenue.

All Wilson360 Partnership opportunities are first-come, first-served. Popular items fill quickly.

LET'S DESIGN YOUR 2026 PARTNERSHIP

Joe Kujawa

414.349.3382 | Joe@Wilson-360.com