



Landscape Ontario

HORTICULTURAL TRADES ASSOCIATION



LANDSCAPE ONTARIO TRAINING CENTRE

SPONSORSHIP & NAMING RIGHTS PROSPECTUS

Partners in Growth:
Building the Future of the Landscape Trades

GET IN TOUCH

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ABOUT THE TRAINING CENTRE

The Landscape Ontario (LO) Training Centre is a landmark investment in the future of the green trades in Ontario and, indeed, across North America. It will serve as a hub for leading-edge training in all aspects of landscape horticulture, from design to construction to environmental innovation. This will be a space where learning, sustainability and community converge. Supported by government funding, the facility will bring to life LO's commitment to advancing the industry, building sustainable and beautiful landscapes and developing a resilient, highly skilled workforce for the future.

Beyond industry training, the centre will serve the broader community, providing a modern, state-of-the-art space for education, meetings and shared innovation, as well as spectacular outdoor grounds and gardens that all may enjoy.

It was the vision of LO's Board of Directors in the early 1990s that this association be the beacon for our sector's training in the province. It was their vision, forethought and planning that led to the purchase of our property here at 7856 Fifth Line South in Milton, Ont. That vision took shape over the years with the development of a robust professional development program. Through a capital improvement, LO opened its doors to an upgraded facility in 2019 and was able to offer an even better lineup for training and education.

LO's volunteers and staff have taken the Board's initiative and are building on it even further. Through the Skills Development Fund – Capital Stream grant, we are building a world-class multi-use training facility that will change the trajectory for training for the landscape horticulture trades across Ontario and Canada. With this partial investment from our provincial government, we are making the biggest investment in training in our organization's history.

The training centre will have upskill opportunities for every sector within the landscape trades.



LANDSCAPE ONTARIO AT A GLANCE

Landscape Ontario represents 2,600+ professional member companies across the province's landscape trades.

The association reaches over 60,000 individual professionals through its membership community and sector partners.

Each year, Landscape Ontario delivers:



125 professional development courses



50-60 major external industry events, including symposiums, networking forums, B2B events, and job fairs

The training centre will allow LO to broaden our offerings, scale delivery and introduce new forms of experiential and skills-based learning.



- The training centre/campus is situated along a high-exposure corridor with an estimated 1.2 million vehicle impressions daily
- While serving its core membership, LO also collaborates across related skilled trades including arboriculture, construction, and infrastructure development – expanding sector impact and recruitment pathways
- Through its training arm (HortTrades), LO is preparing for next-generation instruction using:
 - VR and simulator-based learning
 - Hands-on technical and certification training
- New sector-specific courses (e.g., permeable paving, working-at-heights for arborists, irrigation accreditation)

WHY PARTNER WITH LANDSCAPE ONTARIO?

Your partnership connects your brand and legacy with leadership in the landscape trades.

By aligning with LO, you're investing in education, sustainability and community impact – helping to shape the skilled workforce that designs, builds and cares for our shared environment.

Benefits of partnership:

- ✓ Brand alignment with skilled trades excellence and innovation
- ✓ Visibility through signage, digital media and events
- ✓ Access to members, professionals and visitors across Ontario
- ✓ Opportunities for engagement, demos and recognition
- ✓ Enhanced visibility and legacy recognition as a champion of the industry and our broader community



BE PART OF THE LEGACY

Recognition Levels & Giving Wall

All partners will be recognized prominently on the Giving Wall in the main atrium along with designated recognition for each specific item. Each level carries distinct benefits and visibility. Levels are based on total commitment over the term (or one time where noted).

LEVEL	COMMITMENT RANGE	RECOGNITION & BENEFITS
Founders Circle - Visionary Partner	\$2,000,000+	Title naming rights, top wall placement, VIP access to all major events, primary logo and brand exposure, press and digital recognition, first right of renewal.
Pinnacle Partner	\$1,000,000 - \$1,999,999	Naming of major spaces, wall recognition, prominent signage and digital branding, VIP event access, annual custom impact/ROI reports.
Flourish Partner	\$500,000 - \$999,999	Naming of significant spaces or programs, wall recognition, logo in print/digital, event hospitality, media acknowledgements.
Canopy Partner	\$200,000 - \$499,999	Naming of spaces or environmental features, wall recognition, digital mentions, speaking/activation opportunities at select events.
Growth Partner	\$100,000 - \$199,999	Naming of rooms or areas, wall recognition, logo on interior signage and website, invitations to major events.
Seed Partner	\$25,000 - \$99,999	Recognition wall listing, logo on materials and website, invitations to donor events, named scholarship option where available.
Friend of the Trail / Legacy Partner	\$5,000 - \$24,999 (one-time or multi-year)	Engraved brick/leaf/bench plaque recognition, donor wall listing, certificate and welcome package.

SPONSORSHIP & NAMING OPPORTUNITIES

Pricing and terms are based on visibility, exclusivity and audience engagement. All packages are customizable – we encourage you to connect with us to create something truly unique for you and your organization. *Term length can be customizable.*

• Category 1: Signature Naming Opportunities

BUILDING TITLE NAMING RIGHTS

Investment & Term: Contact for details

The cornerstone of LO's training centre, this prestigious opportunity puts your name on the building itself – a lasting symbol of leadership in sustainability, training and innovation. Every visitor, student and partner will see your brand woven into the future of the landscape trades.

MULTI-USE HALL

Investment: \$35,000 per year • Term: 10 years • Total Commitment: \$350,000

A versatile indoor venue for hands-on training, conferences and community events. Become the backdrop for marquee gatherings that inspire careers and connect the industry.

WELLNESS HUB

Investment: \$35,000 per year • Term: 10 years • Total Commitment: \$350,000

A dedicated space promoting mental, physical and environmental well-being across Ontario's green trades. This hub will host wellness workshops, stress-reduction sessions, mindfulness and recovery programming, and industry health campaigns – supporting the people who support our environment. Be the brand that champions the health of the workforce that keeps Ontario green.

SPONSORSHIP & NAMING OPPORTUNITIES

HORTICULTURALIST GARDEN/COURTYARD SPACE

Investment: \$25,000 per year • Term: 10 years • Total Commitment: \$250,000

A peaceful outdoor space for reflection and celebration, framed by native plants and seasonal colour. Align your name with wellness, biodiversity and community connection.

GREEN WALL AT ENTRANCE

Investment: \$20,000 per year • Term: 10 years • Total Commitment: \$200,000

Serving as the gateway to the new facility, the lush vertical garden is a living symbol of the green trades – a vibrant expression of growth and craftsmanship that welcomes every visitor.

• Category 2: Program & Learning Sponsorship Opportunities

TRAINING ROOM 1

Investment: \$25,000 per year • Term: 10 years • Total Commitment: \$250,000

A dedicated classroom for certifications and workshops, outfitted for modern learning. Associate your brand with skills building and professional excellence.

TRAINING ROOM 2

Investment: \$25,000 per year • Term: 10 years • Total Commitment: \$250,000

Twin to Training Room 1, this space hosts high-demand courses and meetings, offering steady, high-value visibility with learners and industry leaders.

SPONSORSHIP & NAMING OPPORTUNITIES

EQUIPMENT & TOOL EXPERIENCE ZONE

Investment: \$30,000 per year • Term: 2 years • Total Commitment: \$60,000

A dynamic demonstration area where brands bring their products to life from battery-powered tools to compact equipment in practical, hands-on scenarios.

WIFI SPONSORSHIP (BUILDING-WIDE)

Investment: \$20,000 per year • Term: 3 years • Total Commitment: \$60,000

Every login becomes a brand touchpoint (e.g., "CompanyName Guest Network"), providing ongoing exposure across the training centre's everyday activity.

ENTRY & INTERIOR DIGITAL/DECAL SIGNAGE PACKAGE

Investment: \$20,000 per year • Term: 3 years • Total Commitment: \$60,000

Prominent digital screens and high-impact wall/stair decals at key wayfinding moments embeds your brand as part of the arrival experience and daily journey.

KITCHEN/COMMONS NAMING

Investment: \$12,500 per year • Term: 10 years • Total Commitment: \$125,000

The social heart where students, faculty and partners connect over coffee and conversation. Own a welcoming space that fosters community.

SPONSORSHIP & NAMING OPPORTUNITIES

INNOVATION & TECHNOLOGY LAB

Investment: \$15,000 per year • Term: 10 years • Total Commitment: \$150,000

A state-of-the-art lab for drones, sensors and smart irrigation – a launchpad for the next generation of green technology and best practices.

PODCAST STUDIO/MEDIA HUB

Investment: \$15,000 per year • Term: 10 years • Total Commitment: \$150,000

A dedicated studio within the facility for recording podcasts, industry conversations, webinars and digital content related to the landscape trades.

SUSTAINABILITY PARTNER (SOLAR, WATER, EV)

Investment: \$25,000 per year • Term: 10 years • Total Commitment: \$250,000

Champion the training centre's clean-energy and conservation features. Be recognized as our Sustainability Partner across onsite and digital channels.

SCHOLARSHIP FUND (PER PROGRAM)

Investment: \$10,000 per year • Term: Annual (renewable) • Total Commitment: \$10,000 per year

Empower the next generation of horticulture and landscape professionals. Your named scholarship directly supports student success.

SPONSORSHIP & NAMING OPPORTUNITIES

• Category 3: Environmental & Outdoor Sponsorship Opportunities

STORMWATER POND & BRIDGE (ENTIRE FEATURE)

Investment: \$35,000 per year • Term: 10 years • Total Commitment: \$350,000

A stunning showcase at the front of the campus featuring a living classroom that filters and reuses rainwater. Your brand is linked to visible stewardship and beauty.

LANDSCAPE ONTARIO TRAIL - OVERALL NAMING (1 KM)

Investment: \$15,000 per year • Term: 10 years • Total Commitment: \$150,000

A signature one-kilometre educational loop with interpretive stops for each of Landscape Ontario's regional Chapters. Ideal for brands that champion healthy communities and outdoor learning.

LANDSCAPE ONTARIO TRAIL - CHAPTER STATIONS (10)

Investment: \$10,000 per year • Term: 10 years • Total Commitment: \$100,000 each

Sponsor an individual LO Chapter Stop featuring a bench and plaque. Proposed Chapter Stops: Durham, Georgian Lakelands, Golden Horseshoe, London, Muskoka North, Ottawa, Toronto, Upper Canada, Waterloo, Windsor.

COURTYARD BENCHES (PER BENCH)

Investment: \$10,000 • Term: In perpetuity (one-time) • Total Commitment: \$10,000 one-time

Beautifully crafted seating for reflection and connection. Each bench includes a custom plaque and becomes part of the campus experience for decades.

SPONSORSHIP & NAMING OPPORTUNITIES

EV CHARGING STATION (PER UNIT)

Investment: \$2,500 per year • Term: 10 years • Total Commitment: \$25,000

Power progress by underwriting EV charging on site. A highly visible, future-focused recognition touchpoint for staff, students and visitors.

SIGNATURE ARTWORK OR LANDMARK TREE

Investment: \$25,000 - \$50,000 per year • Term: In perpetuity (one-time)

Total Commitment: \$25,000 - \$50,000 one-time

Create an iconic focal point – a public artwork or heritage tree that symbolizes renewal and pride, celebrated in onsite and digital recognition.

• Category 4: Recognition & Legacy Giving Opportunities

BUY A BRICK (PER BRICK)

Investment: \$2,500 • Term: In perpetuity (one-time) • Total Commitment: \$2,500 one-time

Place a personalized engraved brick along the Landscape Ontario Trail to show a lasting tribute to a company, colleague, client or loved one.

SPONSOR A METAL LEAF (PER LEAF)

Investment: \$2,500 • Term: In perpetuity (one-time) • Total Commitment: \$2,500 one-time

Add your name to the decorative metal tree at the main gates. Each leaf represents a story of generosity and growth.

SPONSORSHIP & NAMING OPPORTUNITIES

PLANT A TREE (PER TREE)

Investment: \$5,000 • Term: In perpetuity (one-time) • Total Commitment: \$5,000 one-time

Sponsor a tree planted onsite, recognized on the Tree Dedication Map and onsite signage, leaving a living legacy for generations.

ENDOWED PROGRAM FUND (PERPETUAL)

Work with LO to create a tailored, named endowment that funds a targeted area of particular interest to you.

NEXT STEPS

01

Select your sponsorship or naming opportunity

Identify the area or initiative that aligns with your interests and values.

02

Confirm your recognition level and benefits

Work with our team to outline a recognition approach that reflects your contribution and engagement preferences.

03

Formalize your commitment and join our Founders Circle

Be part of the group of early supporters helping to bring this project to life and strengthen Ontario's landscape and horticulture community.

Together, we will advance the industry, cultivate the next generation of professionals and celebrate your legacy within the heart of Ontario's green trades.

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