



**How to Become an Endorsed
Service Provider for the
Texas Nursery & Landscape Association**

STEP 1

Submission criteria

1. A company's initial submission should include:

A. Executive summary that addresses the following criteria:

☆ Program or service has the capacity and ability to service the TNLA members using the program

☆ Program or service will increase association member's satisfaction by providing or using this product/service

☆ Program or service will enhance our Association's ability to reach its goals

☆ Program or service will benefit TNLA and the interested company in what ways

B. History and description of company

C. A complete description of your product/service, including a detailed rate sheet, if appropriate.

D. Audited financial statements for the two most recent years completed.

E. How would the product be used by association members?

F. How is the product/service competitive with others in the industry in quality and price? Who are **your competitors**?

G. A list of other associations that may currently be using your product or service.

H. What financial remuneration would TNLA receive for endorsement?

I. What legal or ethical questions need to be addressed?

Does your product or service meet the approval of all local, state and federal regulatory agencies? What are these?

J. How will you **report business activity** and member usage of the product/service? How often?

K. Initial **marketing plan** to include:

- ☆ Proposal for introduction to TNLA members.
- ☆ What collateral materials will be used?
- ☆ On-going marketing efforts

2. A company should sign the **agreement** stating understanding of the basic requirements and the desire to move forward with the process.
Agreement to include:

☆ Agree to assign an experienced account executive to the TNLA account, if chosen for endorsement.

☆ Agree to work with the TNLA in the development of an annual marketing plan to promote the sponsored program. This plan should include exhibiting at the TNLA tradeshow and advertise twice in TNLA's *Green* magazine.

☆ Agree that TNLA will be involved in the development of marketing strategies and promotion activities that affect the membership.

☆ Agree to provide periodic marketing updates to the TNLA.

☆ Agree to pay an initial \$500 participation fee. It will be used to offset initial costs for marketing the new TNLA partnership.

☆ Agree to become a member of TNLA and renew yearly for the length of the contract.

☆ Agree to use the TNLA logo per the Association policies.

☆ Agree to hold TNLA harmless from liability (legal or financial).

STEP 2

Review Criteria *(Based on the above information)*

The TNLA Staff will review the submitted information. If there is a clear potential benefit for TNLA members, they will begin a due diligence process.

Questions Staff will consider:

1. Does the program/service have a broad-based appeal to TNLA members?
2. Does it satisfy recognized needs of members?
3. Does there appear to be reasonable opportunity for TNLA to profit, if the relationship is established?
4. Is the company financially viable? Does a third party need to review the financials?
5. Is the initial agreement signed?
6. Does the company have a sales force that can adequately sell and market to TNLA throughout the state?

STEP 3

Proposal Review & Selection Criteria

After due diligence is completed, a TNLA task force will review the proposals that are complete and have passed the due diligence process. After the selection has been narrowed down, the TNLA Board of Directors will make the final decision. Once the decision is made, approved companies will be contacted, so contracts and final details can be made.

Questions that will be considered:

1. Has the proposal addressed the items listed in the criteria?
2. Is there evidence of savings for TNLA members?
3. Does the marketing plan include participation with TNLA programs/events and its publications?
4. Should a survey of existing customers be conducted for additional feedback?
5. What would be the “start-up” timeline for the service?
6. Does the service fill a need for TNLA members?