

P O T O M A C
C H A P T E R
AMERICAN SOCIETY OF
LANDSCAPE ARCHITECTS



SPONSORSHIP PROGRAM
2020



Photo: 2016 Annual Design Awards

Reach your audience!

The Potomac Chapter of ASLA serves the **Greater DC metro area**, including Northern Virginia and suburban Maryland. Reach **400+ landscape architecture professionals and members** in both the public and private sectors.

There are **150+ expected attendees** at the **Annual Design Awards Gala**, and monthly events to provide your business with **consistent exposure and recognition** from the moment you become a sponsor!



ASLA
POTOMAC

Sponsorship Program 2020

Select the Sponsorship Level that best supports your objectives for the year and become a sponsor today to increase your exposure and recognition immediately.

POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

**Executive Committee
2019-2020**

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*Student ASLA
Representatives*
Ashley Coates
Lynda Ramirez-Blust
ne



Premiere Sponsor \$5,000

- Receive the combined benefits of both the Gala and Annual packages and attendee lists for all events. Details below.



May 14 Gala Sponsor \$3,500

- Recognition and introduction at 2020 Awards Gala on May 14 at UDC
- 2 complimentary tickets to the 2020 Annual Awards Gala
- Your logo in all communications to the membership promoting the event
- Company logo highlighted on 2020 Awards Program and event signage
- Company website linked on Sponsor page of the website
- Visibility and promotion through emails, website, and social media
- Opportunity to distribute product and company material at the Gala
- Copy of attendee list



Annual Sponsor \$3,000

- Quarterly eblast promoting company and products to members
- One social media post promoting company
- Large logo linked on Chapter Home page and Sponsor page
- Linked logo AND recognition included on electronic communications to the Potomac Chapter membership.



Two-Month (June 29-September 11) Exhibition of Chapter Award Winners EXCLUSIVE Sponsor \$1500

- One board promoting your company/products as part of the exhibition at AIA DC's DAC
- Your sponsor logo on 2 Chapter boards AND ON THE FRONT WINDOW!
- Opportunity to distribute product and company material at the Opening Reception
- Recognition and introduction at Opening Reception with brief speaking opportunity
- Your logo on communications, website, and signage promoting the event (summer)
- Visibility and promotion through emails and social media



Exhibition of Chapter Award Winners Opening Reception Sponsor \$750 (limit: **3 - EXCLUSIVE BY INDUSTRY**, i.e. playground equipment, lighting, furniture, green roof, pavers, plants)

- Your logo on communications, website, & signage promoting the Opening Reception
- Recognition and introduction at Opening Reception with brief speaking opportunity
- Visibility and promotion through emails, website, and social media
- Opportunity to distribute product and company material at the reception



Fall Annual Chapter Celebration Event Sponsor \$1500

- Brief speaking opportunity at event, honoring Fellows, New Members, & Chapter officers
- Opportunity to distribute promotional materials to attendees
- 2 complimentary tickets; Copy of attendee list
- Visibility and promotion through emails, website, and social media
- Company logo on event promotions & signage; website linked on Sponsor page of website



Fall Annual Chapter Celebration Event Sponsor \$750-Silver

Same as above without speaking

more →



ASLA
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Sponsorship Program 2020

- Fall Annual Chapter Celebration Event Sponsor \$500-Bronze
Same as above without opportunity to distribute materials, speaking, or web link
- Web Sponsor \$1,000
 - Company website linked on Sponsor page of the website
- Monthly Networking Event/Ed Session Sponsorship \$500
 - Visibility and promotion for this event through email, website, and social media
 - Signage and recognition at the event (such as studio and landscape tours; happy hours)
 - Company logo on event promotions & signage
 - 2 complimentary tickets to the event
 - Copy of attendee list

Add Potomac Chapter Edward Ballard Scholarship Fund Donation:

The Potomac Chapter awards scholarships to deserving students in Landscape Architecture. Contributions to the Fund in any amount are welcome at any time. Contributors will be recognized at the 2020 Annual Awards Gala and on the Chapter website. All proceeds go toward Chapter development and the Student Scholarship Fund. \$_____

TOTAL ENCLOSED (sponsorship + optional donation): \$_____

Please make checks payable to **Potomac Chapter ASLA** and mail this form and your check to
Susan Newman
Potomac Chapter ASLA
7421 Tower St.
Falls Church, VA 22046

Company name as it should appear in promotions:

Contact Name _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____

E-mail _____

URL to link _____

Any questions, please contact:
Susan Newman, Executive Director, Potomac Chapter
snewman@potomacasla.org, phone 202-827-7380