



ASLA
POTOMAC

Sponsorship Program 2021

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

202-827-7380
info@potomacasla.org

**Executive Committee
2020-2021**

President
Matt Johnston

President-Elect
Annie Varma

Immediate Past President
Kerri Blackman

Trustee
Rob Tilson

Secretary
Carla Ellern

Treasurer
Matthew Sellers

Executive Director
Susan Newman

Members At-Large
Brad Bartell
Laurie Beth Donnachie
Lindsay Hand
Jules Krinsky
Stephen McLaughlin
Stephanie Roa
Mike Stelfox
Abigail Thomas



Premiere Sponsor \$5,000

Receive the combined benefits of both the Gala and Annual packages and attendee lists for all events, as well as the opportunity to present an educational program approved for credit to Potomac ASLA members (a \$750 value). Details below.



Gala Sponsor \$3,500 (usually in May)

- Recognition and introduction at 2021 Awards Gala
- 2 complimentary tickets to the 2021 Annual Awards Gala
- Your logo in all communications to the membership promoting the event
- Company logo highlighted on 2021 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 both before and after the event



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.



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 for 2 months!*
- 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
- Visibility and promotion through emails and social media

*If exhibition is online again in 2021, Sponsor will be featured with a slide show [like this](#).



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

*If exhibition is online again in 2021, this sponsorship will be revised.



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 both before and after the event.
- Visibility and promotion through emails, website, and social media
- Company logo on event promotions & signage; website linked on Sponsor page of website

*If event is virtual again in 2021, this sponsorship will be revised to benefit the Sponsor.



ASLA
POTOMAC

Sponsorship Program 2021

- Fall Annual Chapter Celebration Event Sponsor \$750-Silver*
Same as above without speaking
*If event is virtual again in 2021, this sponsorship will be revised to benefit the Sponsor.
- Fall Annual Chapter Celebration Event Sponsor \$500-Bronze*
Same as above without opportunity to distribute materials, speaking, or web link
*If event is virtual again in 2021, this sponsorship will be revised to benefit the Sponsor.
- Web Sponsor \$1,000
 Company website linked on Sponsor page of the website
- Social Media Influencer \$750 *(new in 2021!)*
 Quarterly interesting/educational social media posts on Potomac Chapter platforms (Facebook, Twitter, LinkedIn)
- Your program promoted to our members \$750 *(new in 2021!)*
 Program must qualify for LA CES credit and fit into Potomac's calendar
 If needed, Potomac will administer the LA CES application and certificates
 Visibility and promotion for this event through email, website, and social media
 Signage and recognition at the event with brief speaking opportunity
- 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 with brief speaking opportunity
 Company logo on event promotions & signage
 2 complimentary tickets to the event
 Copy of attendee list both before and after the event

TOTAL ENCLOSED (sponsorship + optional Ballard Scholarship Fund 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 _____ **URL** _____

E-mail _____