



ASLA
POTOMAC

Sponsorship Program 2023

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
2022-2023**

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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 \$4,000

- Recognition and introduction at 2023 Awards Gala
- 2 complimentary tickets to the 2023 Annual Awards Gala
- Your logo in all communications to the membership promoting the event
- Company logo highlighted on 2023 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.



LARE Webinars EXCLUSIVE Sponsor \$1000-*new SOLD!*

- Sponsorship slide and introduction at beginning of each Chapter LARE Webinar scheduled throughout the year. At least three are planned.
- Logo and sponsorship recognition included on website and in communications promoting the webinars. (min. 6-8 email promotions).
- Webinars will be cross promoted to the Virginia and Maryland ASLA Chapters.
- Copy of attendee list both before and after the event



Emerging Leader Award EXCLUSIVE Sponsor \$1000- *new*

- Logo and sponsorship recognition for this award through email, website, and social media
- Sponsor's logo on certificate/plaque
- Personal introduction to Awardee



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



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



Annual Chapter Celebration Event Sponsor (Nov/Dec) \$1500

- Brief speaking opportunity at event, honoring Fellows, New Members, & Chapter officers
- Opportunity to distribute promotional materials to attendees



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- 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

Annual Chapter Celebration Event Sponsor (Nov/Dec) \$750-Silver
Same as above without speaking

Annual Chapter Celebration Event Sponsor (Nov/Dec) \$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

Social Media Influencer \$750
 Quarterly interesting/educational social media posts on Potomac Chapter platforms (Facebook, Twitter, LinkedIn)

Your program promoted to our members \$750
 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/Webinar Sponsorship \$500
Examples include: picnic, tours, webinars, and more.
 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 Scholarship Foundation 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 _____