



MD

MARYLAND CHAPTER

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

2021 SPONSORSHIP OPPORTUNITIES

ABOUT OUR CHAPTER

Founded in 1972, the Maryland Chapter of the ASLA is the professional association for landscape architects, representing more than 335 members within Maryland in 2019. Landscape architecture is a comprehensive discipline of land analysis, planning, design, management, preservation, and rehabilitation. ASLA promotes the landscape architecture profession and advances the practice through advocacy, education, communication, and fellowship. The ASLA Public Relations and Communications department reach millions of people each year—advancing the awareness and appreciation of the profession and ASLA Government Affairs works tirelessly to ensure the profession is at the forefront with policymakers.

CHAPTER PROGRAMS

MARCH	Job Shadow Week -organized with University of Maryland and Morgan State University CEU Lunchtime Learning
MAY	Advocacy Day Site Tour Graduation Celebration Events -organized with the University of Maryland and Morgan State University CEU Lunchtime Learning
JUNE	Annual Regional Conference -organized with Potomac and Virginia Chapter ASLA CEU Lunchtime Learning
SEPTEMBER	DC Stormwater Tour -organized with Potomac Chapter ASLA CEU Lunchtime Learning
OCTOBER	Annual Awards Gala -Professional and Student Awards
NOVEMBER	ASLA National Conference Happy Hour CEU Lunchtime Learning LARE Exam Review Workshop
DECEMBER	Holiday Party and Sponsor Appreciation Event CEU Lunchtime Learning



BECOME A SPONSOR



MD

Sponsorship Tiers provide a variety of opportunities for Sponsors to support the operations of the chapter while receiving recognition & exposure to our membership through our website, media, publications and at special events put on by the Chapter. See the table below to discover what tier would be the best fit for your company.

NOTE: The Annual Conference and Stormwater Tour are not included in the listed Sponsor Tiers.

Both of these events are will be co-hosted by multiple chapters and will have their own additional sponsorship opportunities. Stay tuned for more information.

SPONSORSHIP TIERS

	OLMSTED \$4,500	GOLD \$3,500	SILVER \$2,000	BRONZE \$1,500	CHAPTER SPONSOR \$750
AWARDS GALA	LEAD SPONSOR <ul style="list-style-type: none"> Featured Logo on all Promotion Featured Logo on Registration Page Featured Logo on Event Page Introduce Award Program Logo on Sponsor Slide (4) Complimentary Tickets 	GOLD SPONSOR <ul style="list-style-type: none"> Logo on all Promotion Logo on Registration Page Logo on Event Page Recognition before Keynote Logo on Sponsor Slide (2) Complimentary Tickets 	SILVER SPONSOR <ul style="list-style-type: none"> Logo on Registration Page Logo on Event Page Recognition during Virtual Cocktail Hour Logo on Sponsor Slide (2) Complimentary Tickets 	BRONZE SPONSOR <ul style="list-style-type: none"> Name on Registration Page Logo on Event Page Logo on Sponsor Slide (1) Complimentary Ticket 	PROGRAM SPONSOR <ul style="list-style-type: none"> Logo on Event Page Name on Sponsor Slide
EMBARK *	FIRST FULL PAGE <ul style="list-style-type: none"> EMBARK 2021 WILL BE A DIGITAL EDITION 	FULL PAGE AD	HALF PAGE AD	HALF PAGE AD	HALF PAGE AD
WEBSITE	HOMEPAGE FEATURE WITH LOGO	LOGO ON WEBSITE (LINKED)	LOGO ON WEBSITE	NAME ON WEBSITE	NAME ON WEBSITE
E-NEWS	SPONSORED EBLAST + LOGO IN NEWSLETTER	SPONSORED EBLAST + LOGO IN NEWSLETTER	LOGO IN NEWSLETTER	NAME IN NEWSLETTER	NAME IN NEWSLETTER
L&L	1 LUNCHTIME LEARNING CEU PROGRAM	1 LUNCHTIME LEARNING CEU PROGRAM			

INTERESTED IN SPONSORSHIP?

Contact Kathleen Lane, director@marylandasla.org, 410.625.2585 x 101 or Kevin Gaughan at kevin@formgardendesign.com

ADVERTISING

EMBARK MAGAZINE (DIGITAL)

The Embark magazine is a professionally design annual synopsis of the awards and events of the chapter that is released in December or January. Copies are sent or delivered to all members as well as used throughout the year as marketing material.

- **\$1,275 - Second Full Page Ad (Limit 1)**
- **\$1,500 - Full Page Ad + Article (Limit 1)**
- **\$900 - Full Page**
- **\$450 - 1/2 Page**
- **\$250 - 1/4 Page**

SPONSORED CONTENT

Sponsors have an opportunity to purchase individual campaigns or recognition on our website and through our social media outlets.

- **\$500 - Logo and Link**
 - Recognition on website, monthly email newsletters, and Embark magazine (below tiered sponsors).
- **\$350 - Sponsored Campaign**
 - Individually scheduled promotional social media posts on Twitter, Instagram, LinkedIn, Facebook, and in an e-blast.

NEW BI-MONTHLY LUNCHTIME LEARNING (VIRTUAL)

Just like visiting an office to present products, but with access to our 2000+ network of email subscribers and members. Sponsors will be responsible for ensuring the presentation is LA CES accredited. Events will take place virtually until it is safe to host it at the Center for Architecture and Design in Baltimore.

- **\$500 - CE Presentation (Limit 6)**
 - Recognition and logo on marketing and presentation
 - 2 tickets to event
 - Table for product display, handouts or other material
 - Attendees mailing address list

THANK YOU!

Please reach out to our leadership team to confirm that limited sponsorship opportunities are still available. We look forward to answering any questions you might have about our programs or chapter.

Inquiries can be directed to Kathleen Lane, director@marylandasla.org, 410.625.2585 x 101 or Kevin Gaughan at kevin@formgardendesign.com

	SPONSOR NAME
	CONTACT NAME AND PHONE
	CONTACT EMAIL
	TOTAL SPONSORSHIP AMOUNT
	SPONSORSHIP TIER

This completed form and check addressed to "Maryland Chapter ASLA" can be mailed to:
One Charles Center, 100 N. Charles Street Suite P101 Baltimore, MD 21201