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.

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
2021 MDASLA SPONSORSHIP OPPORTUNITIES

BECOME A SPONSOR

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

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<tr>
<th>Sponsorship Tier</th>
<th>GOLD $3,500</th>
<th>SILVER $2,000</th>
<th>BRONZE $1,500</th>
<th>CHAPTER SPONSOR $750</th>
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<td><strong>AWARDS GALA</strong></td>
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<td>Featured Logo on all Promotion</td>
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<td>Featured Logo on Registration Page</td>
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<td>(4) Complimentary Tickets</td>
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### INTERESTED IN SPONSORSHIP?

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

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

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

Thank You!

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