MD

MARYLAND CHAPTER

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

2020 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

FEBRUARY	**Annual Regional Conference** -organized with Potomac Chapter ASLA
MARCH	**Job Shadow Week** -organized with University of Maryland and Morgan State University **CEU Lunch and Learn**
APRIL	**Annual Awards Gala** -Professional and Student Awards **Advocacy Day Site Tour**
MAY	**Graduation Celebration Events** -organized with University of Maryland and Morgan State University **CEU Lunch and Learn**
JULY	**CEU Lunch and Learn**
SEPTEMBER	**DC Stormwater Tour** -organized with Potomac Chapter ASLA **CEU Lunch and Learn**
OCTOBER	**ASLA National Conference Happy Hour**
NOVEMBER	**CEU Lunch and Learn** **LARE Exam Review Workshop**
DECEMBER	**Holiday Party and Sponsor Appreciate Event**

2020 MDASLA SPONSORSHIP OPPORTUNITIES

BECOME A SPONSOR

MD

SPONSOR TIERS

Sponsorship tiers are a way to recognize our biggest supporters in marketing campaigns and at special events. Sponsorship tiers can be attained by picking one of our premade sponsorship packages (see below) or selecting individual opportunities a-la-carte.

OLMSTED $4,500

- Recognition on website, email newsletters, Embark magazine, and at all Chapter events
- (4) featured email campaigns to members
- (2) invitations to Sponsorship Appreciation Event

GOLD $3,500

- Recognition on website, email newsletters, Embark magazine, and at all Chapter events
- (2) featured email campaigns to members
- (2) invitations to Sponsorship Appreciation Event

SILVER $2,000

- Recognition on website, email newsletters, Embark magazine, and at all Chapter events
- (1) invitation to Holiday Sponsorship Appreciation Event

BRONZE $1,500

- Recognition on website, email newsletters, Embark magazine, and at all Chapter events
- (1) invitation to Sponsorship Appreciation Event

Please use the ☐ below to select your sponsorship opportunities:

PREMADE PACKAGES

Sponsors are able to choose from the below pre-made packages OR pick individual opportunities on the following pages to attain the sponsorship tier benefits listed above.

☐ OLMSTED PACKAGE

- All benefits of the Olmsted tier listed above.
- *Regional Conference - Lead
- *Awards Gala - Bar and Program Gold
- *Embark - Full Page Ad
- $4,800 value

☐ GOLD PACKAGE

- All benefits of the Gold tier listed above.
- *Regional Conference - Lead
- *Awards Gala - Keynote
- *Embark - Inside Front Cover Ad
- $3,675 value

☐ SILVER PACKAGE

- All benefits of the Silver tier listed above.
- *Regional Conference - Lunch
- *Awards Gala - Lead
- *Embark - 1/2 Page
- $2,575 value

☐ BRONZE PACKAGE

- All benefits of the Bronze tier listed above.
- *Regional Conference - Breakfast
- *Awards Gala - Bar
- *Embark - 1/2 Page
- $1,500 value

***see details for each of these opportunities on the following pages.**

MORE OPPORTUNITIES ON THE NEXT PAGE →

PREMIER CHAPTER EVENTS

ANNUAL REGIONAL CONFERENCE

The 2020 Annual Conference will be held in Annapolis in conjunction with the Potomac Chapter ASLA. Attendance is expected to be from 50-100 landscape professionals. Speaker panels will be in sessions with break time devoted to meeting with tabling sponsors, meals, and refreshments.
More event details can be found on www.marylandasla.org.

- **$900 - Lead Sponsor (Limit 3)**
  - 5 min welcome speech
  - Recognition and logo on marketing and presentation
  - Display table and 2 tickets
  - Attendees mailing address list
- **$500 - Table Display (Limit 8)**
  - Recognition and logo on marketing and presentation
  - Display table and 2 tickets
  - Attendees mailing address list
- **$375 - Lunch Sponsor (Limit 1)**
  - Recognition and logo on marketing and presentation
  - 1 event ticket
- **$300 - Breakfast Sponsor (Limit 1)**
  - Recognition and logo on marketing and presentation
- **$250 - Breaks Sponsor (Limit 2)**
  - Recognition and logo on marketing and presentation

ANNUAL AWARDS GALA

The awards gala committee is making considerable changes to the awards program and event detail for 2020. The aim is to elevate the prestige of the awards events and toast our members on a year of excellent work. More opportunities for sponsorship reflect this desire to "put the gala back in the Gala."

- **$3,000 - Lead Sponsor (Limit 1)**
  - Main introduction address
  - Banner at event
  - Recognition and logo on marketing and presentation
  - 4 complimentary tickets to event
- **$1500 - Keynote Sponsor (Limit 2)**
  - Recognition in keynote speaker introduction
  - Recognition and logo in marketing and presentation
  - 2 complimentary tickets to event
- **$1000 - Reception Sponsor (Limit 4)**
  - Recognition and logo in marketing and presentation
  - Sign with logo at food stations
- **$750 - Bar Sponsor (Limit 6)**
  - Recognition and logo in marketing and presentation
  - Sign with logo at bar
- **$500 - Program Sponsor Gold (No Limit)**
  - Recognition and logo in marketing and presentation
- **$300 - Program Sponsor Silver (No Limit)**
  - Recognition and name in marketing and presentation

CHAPTER EVENTS

DC STORMWATER TOUR

The stormwater tour is a bi-yearly event that is organized in conjunction with Potomac ASLA. Previous events have been extremely well attended and have included bus tours of stormwater projects as well as an expert panel presentation and lunch.

$1000 - Lead Sponsor (Limit 3)

- Recognition and logo on marketing and presentation
- 2 tickets to event
- Table for product display, handouts or other material
- Attendees mailing address list

NEW BI-MONTHLY LUNCH AND LEARN

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 providing lunch and ensuring the presentation is LA CES accredited. Events will take place at the Center for Architecture and Design in Baltimore.

$500 - L&L 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

ADVOCACY DAY

Working with our lobbyist in Annapolis, the chapter will setup an advocacy event which will include a site tour with an elected official. In 2019, the chapter toured Eager Park with Senator Ben Cardin.

$350 - Lead Sponsor (Limit 6)

- Recognition and logo on marketing and presentation

NATIONAL CONFERENCE HAPPY HOUR

The 2020 ASLA Conference on Landscape Architecture will occur in Miami from October 2-6. The chapter happy hour will take place on Sunday evening (joint event with Potomac Chapter tbd). Attendance for this event is 50-100.

$300 - Lead Sponsor (Limit 3)

- Recognition and logo on marketing and presentation

SCHOLARSHIP FUNDRAISING EVENT

The chapter will organize a fall scholarship and fellowship fundraising event to support the University of Maryland and Morgan State programs. Details are TBD, but the event will most likely be sports/game related such as golf or bowling.

$500 - Lead Sponsor (Limit 4)

- Recognition and logo on marketing and presentation

ADVERTISING

EMBARK MAGAZINE

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.

- ☐ **$1,500 - Back Cover (Limit 1)**
- ☐ **$1,500 - Full Page Ad + Article (Limit 1)**
- ☐ **$1,275 - Inside Front Cover (Limit 1)**
- ☐ **$1,275 - Inside Back Cover (Limit 1)**
- ☐ **$900 - Full Page (Limit 1)**
- ☐ **$450 - 1/2 Page (Limit 1)**
- ☐ **$250 - 1/4 Page (Limit 1)**

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).
- ☐ **$200 - Sponsored Campaign**
  - Individually scheduled promotional social media posts on Twitter, Instagram, LinkedIn, Facebook, and in an e-blast.

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

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:
11 1/2 West Chase Street, Baltimore, MD 21201