



ASLA  
WASHINGTON

# 2019 SPONSORSHIPS



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Photography



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## YOUR CHAPTER

Our annual Chapter Sponsor program allows our partners the opportunity to connect with members throughout the year, share their products and services, and show their support for the Chapter. Our Sponsors gain an edge over their competition through enhanced brand and product visibility and the relationship building opportunities our ASLA Washington Chapter Sponsor Program

provides. These packages include the opportunities below and Special recognition by Chapter Leadership.

On behalf of the Board of Directors, thank you for contributing to the success of our Chapter and our profession.

Tim Slazinik, Chapter President

## 2019 CALENDAR

<b>January</b>	ASLA PR Summit	<b>July</b>	Open Studio Social
<b>February</b>	Open Studio Social	<b>August</b>	Open Studio Social
<b>March</b>	WASLA Annual Conference	<b>September</b>	Park(ing) Day
<b>April</b>	WLA Month	<b>October</b>	ASLA Conference on Landscape Architecture
<b>May</b>	ASLA Advocacy Day	<b>November</b>	WASLA Professional Awards
<b>June</b>	ASLA Advocacy Summit	<b>December</b>	Open Studio Social

# NEW OPPORTUNITIES FOR 2019

The mission of WASLA is to promote the development, education and awareness, and fellowship of the landscape architecture profession in Washington.

As such, the Board of Directors undertook an update to the Strategic Plan in order to align with efforts at the ASLA national level. This will ensure that we continue to reflect the values of our members in this evolving profession.

The Board of Directors identified three areas of focus, which include, Advocacy Support, Student Support, and Supporting the Future of the Profession. In 2018, the Board of Directors initiated implementation of programs that strengthen each of these areas of focus and began to rebalance revenue distributions.

With that, we are pleased to announce new opportunities for engagement and support in 2019. We look forward to continuing our partnership with all of you to strengthen our profession and lay a solid foundation for its future.

For more information please contact the WASLA office or visit the WASLA website:

120 State Ave NE #303

Olympia, WA 98501

360.867.8820

[www.wasla.org/sponsors](http://www.wasla.org/sponsors)

 [info@wasla.org](mailto:info@wasla.org)

# STRATEGIC AREAS

## Advocacy

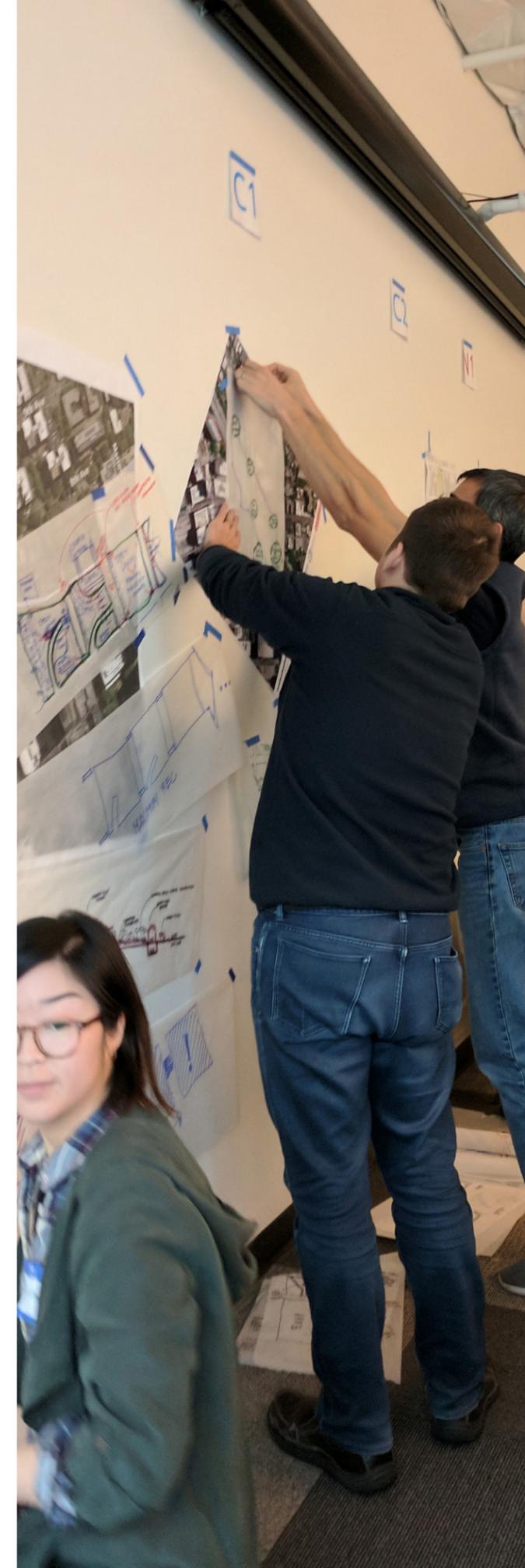
Given the recent threats to licensure introduced into the Washington Legislature on an almost annual basis over the last four years, the Board of Directors, following ASLA national's directive towards preserving licensure, is committed to defending our professional status.

## Student Support

Student enrollment in landscape architecture programs at universities in our state are decreasing, a common trend seen at a national level. WASLA aims to bolster support of university student programs and of our student chapters.

## Future of the Profession

To increase awareness and diversity of the profession, WASLA has begun to focus outreach efforts at career discovery fairs and K-12 schools, especially in areas of the state with disadvantaged populations and areas with high levels of ethnic and racial diversity.





**+250**

CONFERENCE  
ATTENDEES



**+1500**

UNIQUE HITS/  
MONTH



**ASLA**  
WASHINGTON



**+450**

ACTIVE  
MEMBERS



**+125**

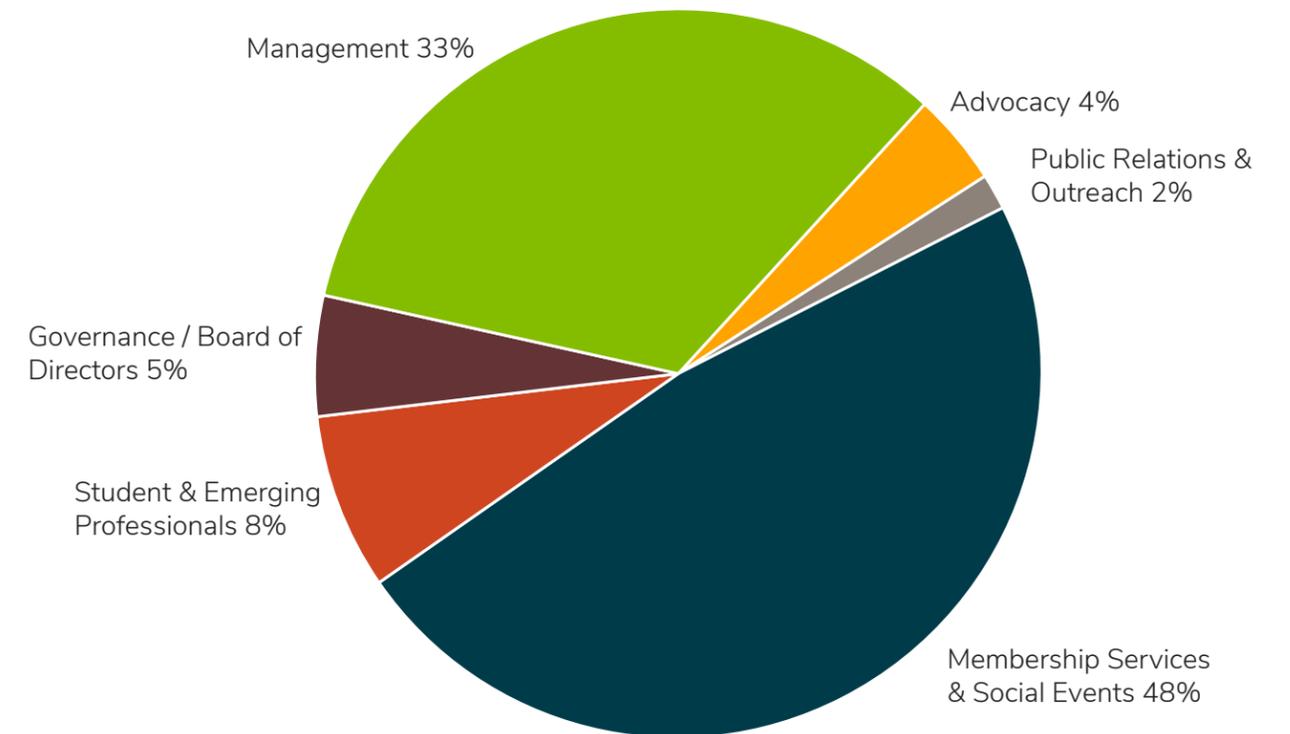
AWARDS  
ATTENDEES



**+1950**

NEWSLETTER  
SUBSCRIBERS

# YOUR CHAPTER BY THE NUMBERS



The annual operating budget for WASLA is reflected in the graphic above. Historically, revenue was almost exclusively distributed to Membership Services, comprised mainly of the State Conference/EXPO and State Awards Banquet, and Management. In recent years, WASLA has begun to shift distribution to cover other strategic goals. These goals address the recent threats to licensure, the reduction in students entering landscape architecture programs, and outreach to increase

diversity in the profession. We are slowly rebalancing revenues based on current programming and incoming revenues to address all of the organization's strategic goals. We will continue to work toward an ideally equal distribution of the funds. The incoming revenues come from three main sources which have traditionally been membership dues, sponsorships, and program registration/ticket fees. There is a direct correlation between what the Chapter can offer and the revenue brought in on an annual basis.



Photo credit: Built Work Photography



# ANNUAL CHAPTER SUPPORT PACKAGES

Available for Purchase October 1, 2018 – November 30, 2018

	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Bronze \$2,000
<b>Availability Limits</b> One Package per Sponsor. First right of refusal given to Platinum, then Gold, etc.	1	4	6	8
<b>Conference package: Platinum</b> Value of \$4,500	●			
<b>Conference package: Daily Sponsor</b> Value of \$3,000		●		
<b>Conference package: Reception Sponsor</b> Value of \$2,000			●	
<b>Conference package: Lunch Sponsor</b> Value of \$1,250				●
<b>Conference Program: Full Page Advertisement*</b> Value of \$600	●			
<b>Conference Program: 1/4 Page Advertisement*</b> Value of \$150		●		
<b>Awards Package: Platinum</b> Value of \$3,000	●			
<b>Awards Package: Western Hemlock</b> Value of \$2,000		●		
<b>Awards Package: Pacific Rhododendron</b> Value of \$1,500			●	
<b>Awards Package: American Goldfinch</b> Value of \$1,000				●
<b>Chapter Sponsor Website Listing**</b> Value of \$600	●	●	●	
<b>Website Sponsor</b> Value of \$300	●	●		
<b>Monthly Newsletter Banner Ad***</b> Value of \$1,000	●			
<b>Monthly Newsletter Sponsor</b> Value of \$300		●		
<b>Total Value/Savings</b>	<b>\$10,000 VALUE 25% SAVINGS</b>	<b>\$6,350 VALUE 21% SAVINGS</b>	<b>\$4,100 VALUE 15% SAVINGS</b>	<b>\$2,250 VALUE 11% SAVINGS</b>

\* Each page 8.5" x 11" + 0.125" bleed.

\*\* Special Page on Website displays our Chapter Sponsors w/ Company name & a linked logo, 50-word description.

\*\*\* Banner Ad is the width of the main column with linked logo, 788 x 150 pixels and located at top of newsletter.

# CONFERENCE SPONSORSHIPS

Available for Purchase December 1, 2018 – February 15, 2019

	<b>Platinum \$4,500</b>	<b>Daily Sponsors \$3,000</b>	<b>Reception Sponsors \$2,000</b>	<b>Lunch Sponsors \$1,250</b>	<b>Breakfast and Break Sponsors \$1,000</b>
<b>Availability Limits</b>	Only with Annual Sponsorship	Limited to remaining quantity**	Limited to remaining quantity**	Limited to remaining quantity**	Limited to remaining quantity**
<b>Name and Logo on Display</b>	Prominently displayed	●	●	●	●
<b>Identified on signs and print advertising for the event with name and logo</b>	Prominently displayed	●	●	●	●
<b>Identified in Conference Program</b>	Prominently displayed	●	●	●	●
<b>Identified on WASLA Website as Conference Sponsor</b>	●	●	●	●	●
<b>Complimentary conference registrations</b>	2	2	2	1	1
<b>Recognition for Conference Sponsorship Announcements</b>	At Opening Remarks	At Opening Remarks	At Reception Remarks	At Lunch	At Breakfast & Break
<b>Exhibit booth (64-100 SF) with table and chair</b>	1 Booth First choice of location	1 Booth Choice of location in order sold	1 Booth Choice of location in order sold	1 Booth Choice of location in order sold	
<b>Attendee Take-Away*</b>	●				
<b>Opportunity to address the audience or present a self-created promotional video</b>	Limited to 3 minutes				
<b>Company Identification on Name badges</b>		●			

\*WASLA Expenditure limited to \$250.

\*\* Remaining quantity is based on number of annual packages sold and the capacity limit of the venue.

# CONFERENCE | EXPO ONLY OPTIONS

Available for Purchase December 1, 2018 – February 15, 2019

## Exhibit Booth \$895

- 1 Complimentary conference registration.
- Flat rate of \$130 for one additional conference registration.
- Identified in Conference Program.
- Exhibit booth area\*.
- Table and Chair\*.

## Exhibit Table \$575

- 1 Complimentary conference registration.
- Flat rate of \$130 for one additional conference registration.
- Identified in Conference Program.
- Table and Chair\*.

\*Does not include power or internet (contact Venue to inquire).

## Keynote Speaker Sponsor \$2,000

Limited to one Sponsor

- Identified in Conference Program.
- Identified at Keynote Speaker session/event
- Opportunity to address the audience or present a self-created promotional video limited to 3 minutes at Keynote Speaker session/event.
- Company identification on lanyard.



Photo credit: Built Work Photography

# AWARDS SPONSORSHIPS

Available for Purchase December 1, 2018 – June 15, 2019 \*

	<b>Platinum \$3,000</b>	<b>Western Hemlock \$2,000</b>	<b>Pacific Rhodo- dendron \$1,500</b>	<b>American Goldfinch \$1,000</b>	<b>Olympic Marmot \$500</b>
<b>Availability Limits</b>	Only with Annual Sponsorship	4***	6***	8***	Unlimited
<b>Identified in Call for Entries</b>	Prominently displayed	Prominently displayed	●	●	●
<b>Identified on WASLA Website</b>	●	●	●	●	●
<b>Identified on WASLA social media promotion</b>	●	●	●	●	●
<b>Complimentary Awards registrations</b>	2	2	1	1	50% discount on 1
<b>Identified as Sponsor of a Drink/Round/Table</b>	1 Signature Drink or Cocktail	1 type of beverage	1 round of appetizers	Dessert Table Sponsor	
<b>Recognition for Sponsorship</b>	●	●	●	●	●
<b>Exhibit or Display Table/Space</b>	30 SF Max & first choice of location	20 SF Max	12 SF Max		
<b>Attendee Take-Away**</b>	●				
<b>Opportunity to address the audience or present a self-created promotional video</b>	Limited to 3 minutes				

\* Packages purchased after June 15, 2019 will not have sponsor information printed in all materials since "send out" dates commence after June 15th, 2019.

\*\*WASLA Expenditure limited to \$250.

\*\*\*Remaining quantity is based on number of annual packages sold and the capacity limits of the venue.



# NEW THIS YEAR: STRATEGIC PACKAGES

Available for Purchase Anytime

WASLA's mission is to promote Landscape Architecture. WASLA has identified three strategic areas of focus in which to implement ASLA initiatives, resulting in opportunities for engagement and support.

## Advocacy Package \$500

- **Mid-Year Meeting and Advocacy Day.** Helps sponsor travel to the ASLA Mid-Year Meeting and Advocacy Day in Washington D.C., on Capitol Hill, networking with our State Legislators.
- **Directors Annual Meeting.** Helps support travel to the ASLA Annual Meeting for inter-chapter coordination on advocacy, licensure, and awareness.
- **Architects & Engineers Legislative Council.** Helps support WASLA contribution to A&E legislative council that monitors the state legislature for landscape architecture licensure.
- **Advocacy Day at the State Capitol.** Supports scheduling and logistics for informational conversations with local legislators.
- **ASLA Advocacy Summit.** Supports sending an Advocacy committee representative to ASLA's new annual Advocacy Summit.
- **Name and linked logo** on WASLA listing webpage.
- **Recognition** on printed banner at the Awards reception.



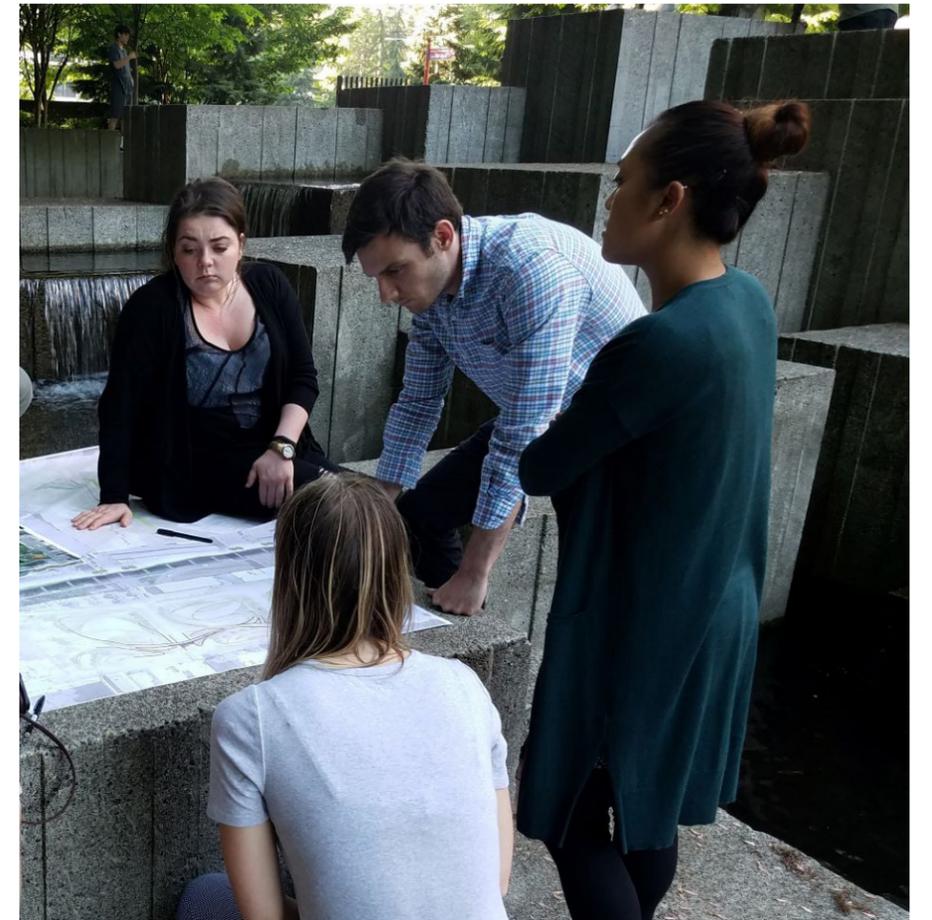
## Student Support Package \$500

- **Student Academic Scholarships.** Helps support academic scholarships awarded each year to up to two landscape architecture student members.
- **Student National Conference Stipend.** Support a WASLA stipend that goes to Landscape Architecture student members to the National Conference and Expo.
- **Student ASLA Advocacy Day Stipend.** Helps sponsor student chapter Presidents' trip to Washington D.C. for the ASLA Mid-Year meeting and Advocacy Day on Capitol Hill meeting State Legislators.
- **Student Chapter Special Events.** Contributes to the Student Chapter's special events for student WASLA members.
- **Student Mentorship.** Supports events for the student mentorship programs at WSU and UW.
- **Name and linked logo** on WASLA listing webpage.
- **Recognition** on printed banner at the Awards reception.



## Future of the Profession Package \$500

- **Career Discovery through K-12 Outreach.** Helps support outreach efforts to engage local youth and attend K-12 career fairs to promote landscape architecture as a profession.
- **ASLA Public Relations Summit.** Supports sending chair of the Public Relations committee to ASLA's annual Public Relations summit.
- **World Landscape Architecture Month Special Events.** In April, helps support special events held during WLAM to raise awareness of landscape architecture.
- **LARE Prep Seminar.** Helps keep costs reasonable for Landscape Architecture Registration Exam (LARE) Prep participants.
- **PARK(ing) Day Outreach.** Supports outreach oriented parklets located throughout Washington in specific locations/communities.
- **Name and linked logo** on WASLA listing webpage.
- **Recognition** on printed banner at the Awards reception.



# INDIVIDUAL SPONSORSHIPS

Available for Purchase by any Sponsor Anytime

These individual options are great ways to engage with our membership and support the Chapter.

## Open Studio Social \$600

- Hosted by a firm office, maximizing attendance by emerging professionals.
- Schedule:
  - 6 per year in Western Washington
  - 2 per year in Eastern Washington
- Typically held on Thursday evenings.
- Includes being the sole sponsor for the social.
- During the event, take 15 minutes to address the attendees, showcase product samples, or introduce new items.
- Stay to network with attendees.
- WASLA organizes the hosting firm & catering.
- Choice of dates is on a first come, first served basis.

## Newsletter Sponsor \$300

- Newsletter Sponsors are identified in monthly issues of the Chapter's newsletter with a 200x200 pixel linked advertisement.
- Price is for 12 months.
- Pro-rated for a partial year.

## Website Sponsor \$300

- Website Sponsors are identified with a linked logo on most webpages.
- Price is for 12 months.
- Pro-rated for a partial year.



Photo credit: Built Work Photography



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Founded in 1973, the Washington Chapter of the American Society of Landscape Architects represents its members and the Landscape Architecture profession, promoting and advancing its practice through advocacy, education, communication, and fellowship.

WASLA's mission is to lead, educate and participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.



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