



ASLA
WASHINGTON

2020 SPONSORSHIPS



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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

2020 CALENDAR

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

OPPORTUNITIES FOR 2020

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

In 2018, the Board of Directors undertook an update to the Strategic Plan in order to align with efforts at the ASLA national level. This ensured 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. The Board initiated implementation of programs that strengthen each of these areas of focus and began to re-balance revenue distributions.

With that, we are pleased to announce new opportunities for engagement and support in 2020. 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

✉ info@wasla.org

STRATEGIC AREAS

Advocacy

Given the on-going threats to licensure introduced into the Washington Legislature on an almost annual basis over the last several 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 is 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 of diversity in 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.





+290

CONFERENCE
ATTENDEES



+2500

UNIQUE HITS/
MONTH



ASLA
WASHINGTON



+430

ACTIVE
MEMBERS



+125

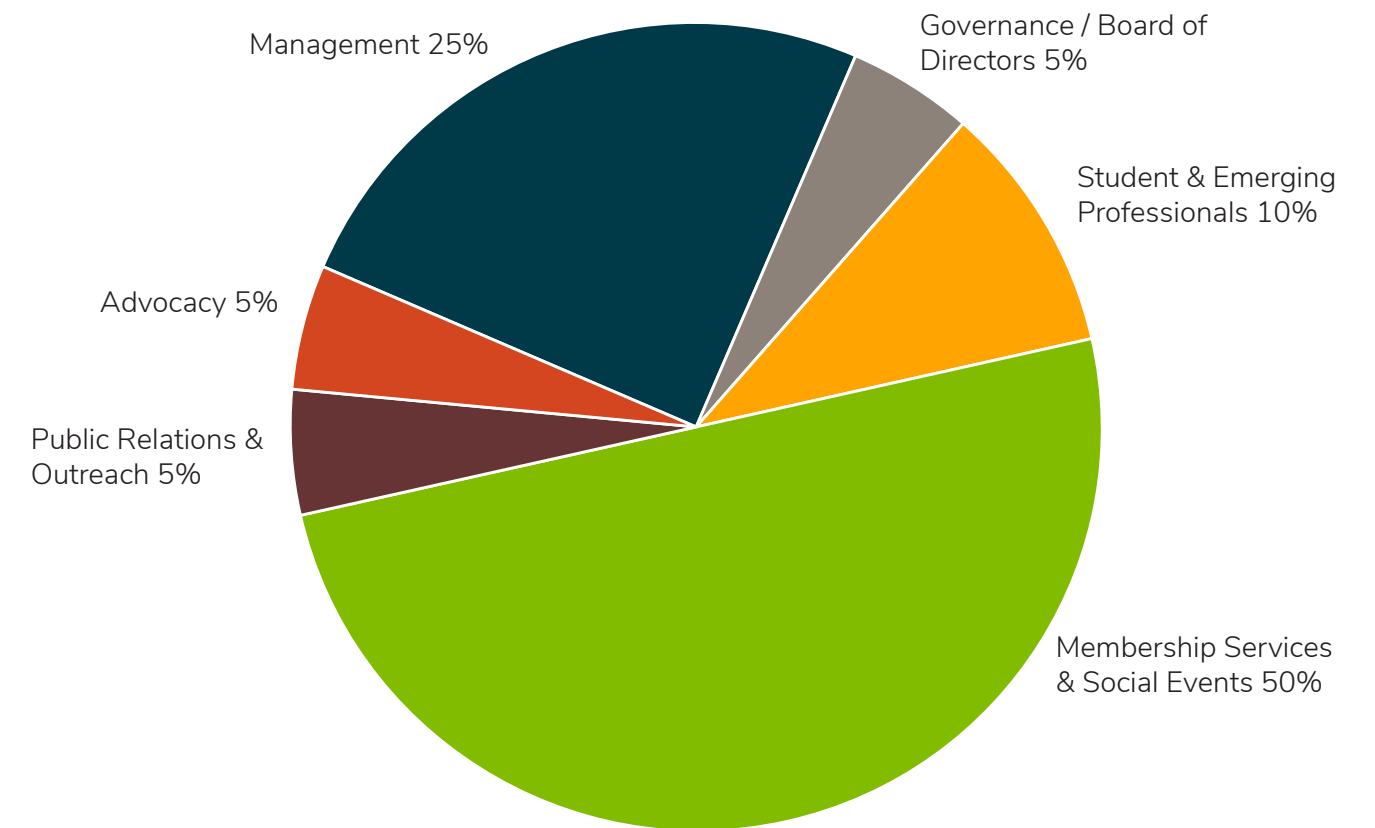
AWARDS
ATTENDEES



+1890

NEWSLETTER
SUBSCRIBERS

YOUR CHAPTER BY THE NUMBERS



WASLA's incoming revenues traditionally come from membership dues, sponsorships, and program registration/ticket fees. Since there is a direct correlation between what the Chapter can offer and the revenue brought in on an annual basis, we continue to work toward an equitable distribution of funds to address all of the organization's strategic goals and programs. This would not be possible without the support our members, member firms and our generous sponsors.





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Photography

ANNUAL CHAPTER SUPPORT PACKAGES

Available for Purchase November 1, 2019 – January 10, 2020

	Platinum \$7,500	Gold \$5,000	Silver \$3,300	Bronze \$2,000
Availability Limits One Package per Sponsor. First right of refusal given to Platinum, then Gold, etc.	4	4	4	4
Conference package: Platinum Value of \$4,500	●			
Conference package: Program Sponsor Value of \$3,000		●		
Conference package: Reception Sponsor Value of \$2,000			●	
Conference package: Lunch Sponsor Value of \$1,250				●
Conference Program: Full Page Advertisement (1) Value of \$600	●			
Conference Program: 1/2 Page Advertisement (1) Value of \$300		●		
Awards Package: Platinum Value of \$3,000	●			
Awards Package: Western Hemlock Value of \$2,000		●		
Awards Package: Pacific Rhododendron Value of \$1,500			●	
Awards Package: American Goldfinch Value of \$1,000				●
Chapter Sponsor Website Listing (2) Value of \$600	●	●	●	
Website Sponsor Value of \$300	●	●		
Monthly Newsletter Quartely Banner Ad (3) Value of \$1,000	●			
Monthly Newsletter Sponsor Value of \$300		●		
Total Value/Savings	\$10,000 VALUE 25% SAVINGS	\$6,500 VALUE 23% SAVINGS	\$4,100 VALUE 20% SAVINGS	\$2,250 VALUE 11% SAVINGS

(1) Each page 8.5" x 11" + 0.125" bleed.
(2) Special Page on Website displays our Chapter Sponsors w/ Company name & a linked logo, 50-word description.
(3) 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 January 11th, 2020 - February 28, 2020

	Platinum \$4,500	Program Sponsors \$3,000	Reception Sponsors \$2,000	Lunch Sponsors \$1,250	Breakfast and Break Sponsors \$600
Availability Limits	Only with Annual Sponsorship	Limited to remaining quantity (1)	Limited to remaining quantity(1)	Limited to remaining quantity(1)	Unlimited
Name and Logo on Display	Prominently displayed	●	●	●	●
Identified on signs and print advertising for the event with name and logo	Prominently displayed	●	●	●	●
Identified in Conference Program	Prominently displayed	●	●	●	●
Identified on WASLA Website as Conference Sponsor	●	●	●	●	●
Complimentary conference registration(s)	2	1 (2)	1 (2)	1 (2)	
Recognition for Conference Sponsorship Announcements	At Opening Remarks	At Opening Remarks	At Reception Remarks	At Lunch	At Breakfast & Break
Exhibit booth (64-100 SF) with table and chair (3)	1 Booth Choice of location in order sold	1 Booth Choice of location in order sold	1 Booth	1 Booth	
Attendee Take-Away (4)	●				
Opportunity to address the audience or present a self-created promotional video	Limited to 2 minutes				
Company Identification on Name badges		●			

(1) Remaining quantity is based on number of annual packages sold and the capacity limit of the venue.
(2) Receives a flat rate of \$130 for one additional conference registration.
(3) Booth selection follows the order purchased per category (i.e. all platinums before golds)
(4) WASLA Expenditure limited to \$250.

CONFERENCE | EXPO ONLY OPTIONS

Available for Purchase January 11th, 2020 - February 28, 2020

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 \$475

- 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.



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AWARDS SPONSORSHIPS

Available for Purchase January 11th, 2020 - October 1, 2020 (1)

	Platinum \$3,000	Western Hemlock \$2,000	Pacific Rhodo- dendron \$1,500	American Goldfinch \$1,000	Olympic Marmot \$500
Availability Limits	Only with Annual Sponsorship	6 (2)	6 (2)	8 (2)	Unlimited
Identified in Call for Entries	Prominently displayed	Prominently displayed	●	●	●
Identified on WASLA Website	●	●	●	●	●
Identified on WASLA social media promotion	●	●	●	●	●
Complimentary Awards registration(s)	2	2	1	1	50% discount on 1
Identified as Sponsor of a Drink/Round/Table	1 Signature Beverage	1 Round of Appetizers	Dessert Table Sponsor	Live Music Sponsor	
Recognition for Sponsorship	●	●	●	●	●
Exhibit or Display Table/Space	20 SF Max & choice of location in order sold	12 SF Max			
Attendee Take-Away (3)	●				
Opportunity to address the audience or present a self-created promotional video	Limited to 2 minutes				

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

(2) Remaining quantity is based on number of annual packages sold and the capacity limits of the venue.

(3) WASLA Expenditure limited to \$250.



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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

- **Career Discovery through K-12 Outreach.** Helps support WASLA outreach efforts to engage local youth and attend K-12 career fairs to promote landscape architecture as a profession.
- **Washington School Counselor Association's Annual Conference.** Provides an outreach booth at the WSCA conference; over 250 school district's career counselors represented.
- **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 page.
- **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 Stipends.** 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's 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 web page.
- **Recognition** on printed banner at the Awards reception.



Future of the Profession Package \$500

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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 and established 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 web pages.
- Price is for 12 months.
- Pro-rated for a partial year.



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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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WASHINGTON

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