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ASLA
WASHINGTON

2026 SPONSORSHIPS

OPPORTUNITIES FOR 2026

The mission of WASLA is to elevate and celebrate the diversity of the profession by connecting culture, land and people.

In 2025, the Board of Directors undertook an update to the Strategic Plan to align with efforts at the ASLA national level. This work ensures that we continue to reflect the values of our members and respond to the needs in this evolving profession.

The Board identified three key areas of focus: Prominent Voice, Community and Connections, and Chapter Stewardship. Implementation has begun on programs that strengthen each of these focus areas along with efforts to re-balance revenue distributions to better support them.

As we move into 2026, we remain committed to supporting opportunities for engagement and collaboration. We look forward to continuing our partnership with all of you to strengthen our profession and lay a solid foundation for its future.

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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.



Michael Faulkner, Chapter President



+135

FIELD DAY
ATTENDEES
IN 2025



+5,000

UNIQUE HITS/
MONTH



ASLA
WASHINGTON



+500

ACTIVE
MEMBERS



+80

AWARDS
REGISTRATIONS
IN 2025



+2,400

NEWSLETTER
SUBSCRIBERS



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ANNUAL CHAPTER SUPPORT PACKAGES

Available for Purchase until APRIL 17, 2026

	Platinum \$8,500	Gold \$6,500	Silver \$4,750	Bronze \$3,500
Availability Limits One Package per Sponsor. First right of refusal given to Platinum, then Gold, etc.	4	4	6	6
Awards Package: Platinum Value of \$3,750	●			
Awards Package: Gold Value of \$2,750		●		
Awards Package: Silver Value of \$2,000			●	
Awards Package: Bronze Value of \$1,500				●
Field Day Package: Platinum Value of \$3,500	●			
Field Day Package: Gold Value of \$2,500		●		
Field Day Package: Silver Value of \$2,000			●	
Field Day Package: Bronze Value of \$1,300				●
Conference Package: Platinum Value of \$3,500	●			
Conference Package: Gold Value of \$2,500		●		
Conference Package: Silver Value of \$2,000			●	
Conference Package: Bronze Value of \$1,300				●
Website Sponsor (1) Value of \$400	●	●		
Monthly Newsletter Banner Ad (2) Value of \$1,000	●			
Monthly Newsletter Sponsor Value of \$400		●		
Total Value/Savings	\$12,150 VALUE 30% SAVINGS	\$8,550 VALUE 25% SAVINGS	\$6,000 VALUE 20% SAVINGS	\$4,100 VALUE 15% SAVINGS

(1) Special Page on Website displays our Chapter Sponsors w/ Company name & a linked logo, 50-word description.
(2) Banner Ad is the width of the main column with linked logo, 788 x 150 pixels and located at top of newsletter.

AWARDS SPONSORSHIPS

	Platinum \$3,750	Gold \$2,750	Silver \$2,000	Bronze \$1,500	Supporter \$900
Availability Limits	Included in Annual Platinum Sponsorship	Included in Annual Gold Sponsorship	Included in Annual Silver Sponsorship	Included in Annual Bronze Sponsorship	Unlimited
Identified in Electronic Call for Entries (Before Jan. 4, 2026)	Prominently displayed	●	●	●	●
Identified on WASLA Website	●	●	●	●	●
Identified on WASLA Social Media Promotion	●	●	●	●	●
Complimentary Awards Registrations	2	2	1	1	
Identified as Sponsor of	Signature Cocktail Sponsor	Bar Sponsor	Appetizer Sponsor	Dessert Sponsor	
Recognition for Sponsorship	●	●	●	●	●
Exhibit or Display Table/Space	20 SF Max Display & Priority Placement	1 Table Display			
Opportunity to Address the Audience or Present a Self-Created Promotional Video	Limited to 2 minutes				



Photo credit: Built Work Photography

FIELD DAY SPONSORSHIPS

	Platinum \$3,500	Gold \$2,500	Silver \$2,000	Bronze \$1,300	Supporter \$700
Availability Limits	Included in Annual Platinum Sponsorship	Included in Annual Gold Sponsorship	Included in Annual Silver Sponsorship	Included in Annual Bronze Sponsorship	Unlimited
Name and Logo on Display	Prominently displayed	●	●	●	●
Identified on WASLA Website as Field Day Sponsor	●	●	●	●	●
Complimentary Field Day Registrations	2	1 (2)	1 (2)	1 (2)	
Recognition for Conference Sponsorship Announcements	At Reception	At Reception	At Reception	During Keynote	During Reception Remarks
Exhibit or Display Table/Space (3)	1 Booth Prime Placement	1 Booth Choice of Location	1 Booth	1 Booth	
Opportunity to Address the Audience or Present a Self-Created Promotional Video	Limited to 2 minutes				
Company Logo on Attendee 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 \$150 for one additional registration.
(3) Booth selection follows the order purchased per category (i.e. all platinums before golds)

FIELD DAY EXHIBITOR

Exhibitor Table \$500

- 1 Complimentary Conference Registration.
- Identified in Conference Website.
- Table and Chairs*.

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



Photo credit: Built Work Photography

CONFERENCE SPONSORSHIPS

	Platinum \$3,500	Gold \$2,500	Silver \$2,000	Bronze \$1,300	Supporter \$700
Availability Limits	Included in Annual Platinum Sponsorship	Included in Annual Gold Sponsorship	Included in Annual Silver Sponsorship	Included in Annual Bronze Sponsorship	Unlimited
Name and Logo on Display	Prominently displayed	●	●	●	●
Identified on WASLA Website	●	●	●	●	●
Complimentary Awards Registrations	2	1 (1)	1 (1)	1 (1)	
Recognition for Sponsorship Announcement	At Reception	At Reception	At Reception	During Keynote	During Reception Remarks
Exhibit or Display Table/Space (2)	1 Booth Prime Placement	1 Booth Choice of Location	1 Booth	1 Booth	
Opportunity to Address the Audience or Present a Self-Created Promotional Video	Limited to 2 minutes				
Company Logo on Attendee Name Badges	●				

(1) Receives a flat rate of \$150 for one additional registration.
(2) Booth selection follows the order purchased per category (i.e. all platinums before golds)

CONFERENCE EXHIBITOR

Exhibitor Booth \$1,000

- 2 Complimentary Conference Registrations.
- Identified on Conference Website.
- Backdrop, Table, and Chairs*.

Exhibitor Table \$500

- 1 Complimentary Conference Registration.
- Identified on Conference Website.
- Table and Chairs*.

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



Photo credit: Built Work Photography

STRATEGIC SUPPORT PACKAGE

Available for Purchase Anytime

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

Strategic package supporters are recognized on a printed banner at the Awards Reception and with their name and logo on the WASLA listing webpage.

Strategic Support Package \$1,000

- **Federal & Local Advocacy.** Helps support advocacy events and educational material for networking with State Senators, Representatives in Washington D.C., and local legislators.
- **Local Advocacy.** Supports scheduling and logistics for informational events with local legislators.
- **Architects & Engineers Legislative Council.** Helps support WASLA contribution to A&E legislative council that monitors the state legislature for landscape architecture licensure.
- **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 travel to and attend the National Conference and Expo.
- **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.
- **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.
- **World Landscape Architecture Month Special Events.** In April, helps support special events held during WLAM to raise awareness of landscape architecture.
- **LARE Prep Support.** Helps keep costs reasonable for Landscape Architecture Registration Exam (LARE) Prep participants.



PROGRAM SPONSORSHIPS

Available for Purchase Anytime

These individual options engage with our membership and support the Chapter.

Open Studio Social \$1,500

- Hosted by a firm office, maximizing attendance by emerging and established professionals.
- Schedule:
 - 4 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 5 minutes to address the attendees, showcase product samples, or introduce new items.
- Stay to network with attendees.
- WASLA may assist with organizing catering.
- WASLA will advertise and post the event on social media platforms, tagging the sponsor.
- Choice of dates is on a first come, first served basis.



50-100

ATTENDEES PER
EVENT IN 2024



+1,400

FOLLOWERS ON
INSTAGRAM & FACEBOOK

Newsletter Sponsor \$400

- 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 \$400

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

Newsletter Banner Ad \$1,000

- Located at top of newsletter.
- Banner Ad is the width of the main column with linked logo, 788 x 150 pixels
- Limit to 2 sponsors/ year
- Banner will alternate monthly between sponsors.

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 elevate and celebrate the diversity of the profession by connecting culture, land and people.

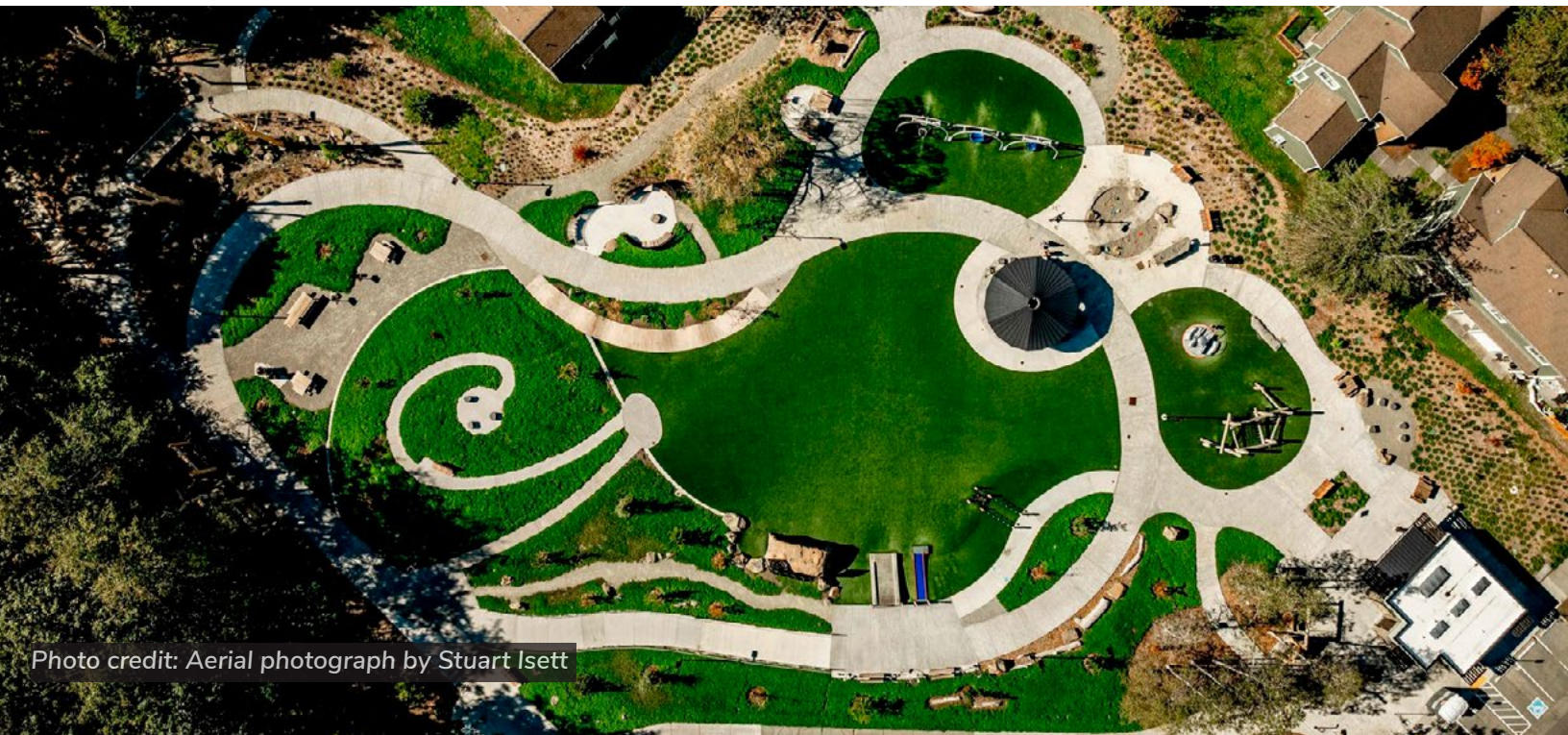


Photo credit: Aerial photograph by Stuart Isett



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