



Photo credit: GCH,
Discovery Park at Tehaleh



2024 SPONSORSHIPS

OPPORTUNITIES FOR 2024

The mission of WASLA is to promote the development, education, 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 continue to support opportunities for engagement in 2024. We look forward to continuing our partnership with all of you to strengthen our profession and lay a solid foundation for its future.

120 State Ave NE #303

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www.wasla.org/sponsors

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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.



Nicholas Zurlini, Chapter President



+250

CONFERENCE
ATTENDEES
BELLEVUE 2023



+5,000
UNIQUE HITS/
MONTH



ASLA
WASHINGTON



+500
ACTIVE
MEMBERS



+100

AWARDS
ATTENDEES
IN 2023



+2,390
NEWSLETTER
SUBSCRIBERS



ANNUAL CHAPTER SUPPORT PACKAGES

Available for Purchase until February 16, 2024

	Platinum \$7,500	Gold \$5,500	Silver \$4,000	Bronze \$2,500
Availability Limits One Package per Sponsor. First right of refusal given to Platinum, then Gold, etc.	4	4	6	6
Conference package: Platinum Value of \$5,000	●			
Conference package: Program Sponsor Value of \$3,500		●		
Conference package: Reception Sponsor Value of \$2,500			●	
Conference package: Lunch Sponsor Value of \$1,500				●
Awards Package: Platinum Value of \$3,500	●			
Awards Package: Western Hemlock Value of \$2,300		●		
Awards Package: Pacific Rhododendron Value of \$1,800			●	
Awards Package: American Goldfinch Value of \$1,300				●
Chapter Sponsor Website Listing (1) Value of \$700	●	●	●	
Website Sponsor Value of \$400	●	●		
Monthly Newsletter Banner Ad (2) Value of \$1,000	●			
Monthly Newsletter Sponsor Value of \$400		●		
Total Value/Savings	\$10,600 VALUE 30% SAVINGS	\$7,300 VALUE 25% SAVINGS	\$5,000 VALUE 20% SAVINGS	\$2,800 VALUE 10% 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.

CONFERENCE SPONSORSHIPS

Available for Purchase Feb 17- August 31, 2024

	Platinum \$5,000	Program Sponsors \$3,500	Reception Sponsors \$2,500	Lunch Sponsors \$1,500	Breakfast and Break Sponsors \$1,000
Availability Limits	Limited to remaining quantity (1)	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 WASLA Website as Conference Sponsor	●	●	●	●	●
Complimentary Conference Registrations	2	1 (2)	1 (2)	1 (2)	
Recognition for Conference Sponsorship Announcements	At Opening Remarks	At Opening Remarks	At Reception Remarks	At Lunch	
Exhibit Booth (64-100 SF) with Table and Chairs (3)	1 Booth Choice of location in order sold	1 Booth Choice of location in order sold	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 (4)		●			

- (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 conference registration.
- (3) Booth selection follows the order purchased per category (i.e. all platinums before golds)
- (4) Limited to two sponsors, first come first served.

CONFERENCE | EXPO ONLY OPTIONS

Available for Purchase May 1 - August 31, 2024

Exhibit Booth \$1,000

- 1 Complimentary conference registration.
- Flat rate of \$150 for one additional conference registration.
- Identified in Conference Website.
- Exhibit booth area*.
- Table and Chairs*.

Exhibit Table \$600

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

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

Keynote Speaker Sponsor \$2,300

- Limited to one Sponsor per Keynote
- Identified in Conference Website.
 - Identified at Keynote Speaker sponsor.
 - Opportunity to address the audience or present a self-created promotional video limited to 2 minutes.
 - Company Logo on lanyard (first come first served)



Photo credit: Harley Pan

AWARDS SPONSORSHIPS

Available for Purchase until March 15th, 2024

	Platinum \$3,500	Western Hemlock \$2,500	Pacific Rhodo- dendron \$1,800	American Goldfinch \$1,300	Olympic Marmot \$700
Availability Limits	Only with Annual Sponsorship	6 (1)	8 (1)	8 (1)	Unlimited
Identified in Electronic Call for Entries (Before Jan. 4, 2024)	Prominently displayed	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 & choice of location in order sold	12 SF Max			
Opportunity to Address the Audience or Present a Self-Created Promotional Video	Limited to 2 minutes				

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



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 \$1,000

- 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 organizes the hosting firm & 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 2023



+1,200

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

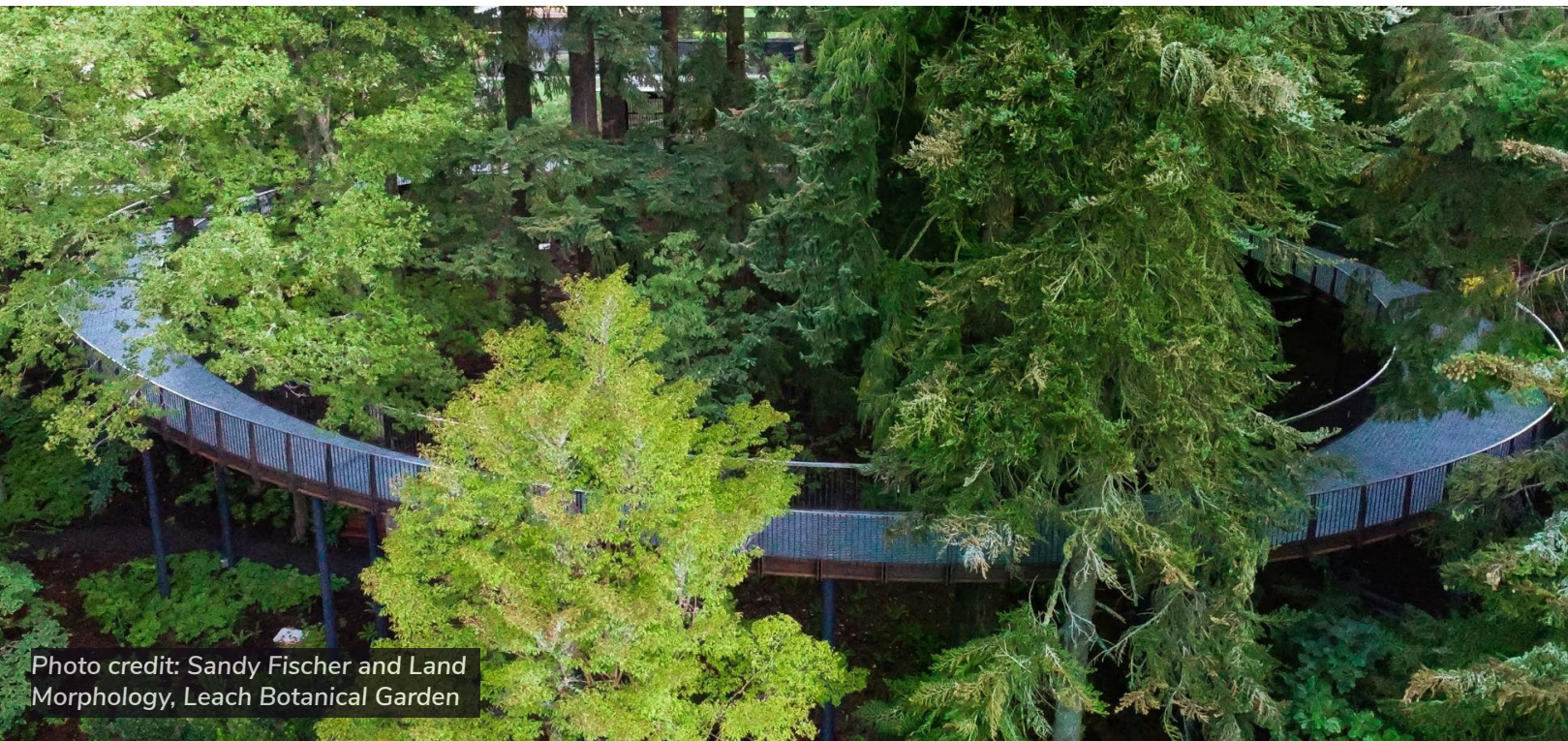
- Website Sponsors are identified with a linked logo on most web pages.
- Price is for 12 months.
- Pro-rated for a partial year.

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

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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