



WASLA 2018

CHAPTER SPONSOR PROGRAM

 AMERICAN SOCIETY OF
LANDSCAPE ARCHITECTS
Washington Chapter



WASLA CHAPTER SPONSOR PROGRAM

Available for purchase through November 31, 2017

Sign up online at: wasla.org/become-a-sponsor

Our annual Chapter Sponsor program allows our vendor 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 the competition through enhanced brand and product visibility and the relationship building opportunities the WASLA Chapter Sponsor Program provides. These packages include the opportunities below and special recognition by Chapter leadership. Thank you for contributing to the success of our Chapter and our profession. We look forward to working with you.

Individual Conference and Awards Sponsorships will be available starting December 1, 2017.

Platinum Sponsor: \$7,500

Only one Platinum Sponsorship is available.

Platinum Conference Sponsor is limited to this package, not available for purchase a la carte. (\$4,000 value)

Benefits include:

- 10 x 10 exhibit booth with 6-foot table and chair, and first choice of booth location
- The potential for customized swag/giveaway (WASLA expenditure limited to \$250)
- Identified on all advertising and print materials for the event
- Thanked as part of the presentation in the opening remarks with the opportunity to address the audience (limited to 3 minutes)
- Two complimentary Conference registrations
- Two page advertisement(s) in our Conference program (each page 8.5" x 11" + 0.125" bleed)
- Ability to provide self-created promotional video (up to 5 minutes) to be presented during lunch

Platinum Awards Sponsor is limited to this package. (\$3,000 value) Benefits include:

- First choice of exhibit table or exhibit space (30 square feet of space max., to display site furniture/products)
- Thanked as part of the presentation in the opening remarks with the opportunity to address the audience (limited to 3 minutes)
- Being prominently identified with name and logo as a Platinum Sponsor on all materials published for the

event, including chapter website, Facebook page, and event signage

- Identified on all advertising and print materials for the event
- Includes a Sponsorship of a signature wine or cocktail at the event
- Two complimentary registrations

LARE Review Sponsor. This sponsorship helps keep costs reasonable for Landscape Architecture Registration Exam (LARE) Review participants. (\$500 value)

- Identified with name and logo on LARE review event webpage
- Identified on all advertising for the LARE Review event
- Named in chapter newsletter articles written about the LARE Review event
- Announced at the beginning of the event as an event sponsor

Monthly Newsletter Banner Ad, the width of the main column with linked logo, 788 x 150 pixels (\$300 value)

Website Sponsorship. Website Sponsors are identified with a 205x200 pixel linked advertisement on most webpages. With over 100 unique visits a day, WASLA Website Sponsorship provides unique exposure to landscape architects in Washington. (\$300 value)

Chapter Sponsors Webpage Listing: company name, linked logo, 200x200 pixel photo, 250-word description.

Current Platinum Sponsor has right of first refusal on the Platinum package.

Gold Sponsor: \$5,000

Only two Gold Sponsorships are available.

Conference Daily Sponsor includes exhibit booth and choice of booth location after the Platinum Sponsor. Where both sponsorships are sold, they must be from non-competing product lines/types. (\$3,000 value)

- Prominently identified with name and logo as the Conference Daily Sponsor on all material published for the event, including chapter website and event signage

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- Name on lanyard or name badge (first come, first serve)
- Identified on all advertising and print materials for the event
- Named in chapter newsletter articles written about the event
- Thanked as part of the presentation at the Conference luncheon
- Two complimentary Conference registrations
- 10 x 10 exhibit booth with 6-foot table and chair
- Full page advertisement in our Conference program (8.5" x 11" + 0.125" bleed)
- Ability to provide self-created promotional video (up to 5 minutes) to be presented during lunch

Western Hemlock Sponsor at the annual WASLA Awards. (\$2,000 value) This sponsorship includes:

- Being prominently identified with name and logo as a Western Hemlock Sponsor on all materials published for the event, including chapter website, Facebook page, and event signage
- Identified on all advertising and print materials for the event
- Thanked as part of the presentation at the Awards reception
- Includes a Sponsorship of alcoholic beverages served at the event
- 20 square feet of space (max.) to display site furniture/products
- Two complimentary registrations

Website Sponsorship. Website Sponsors are identified with a 205x200 pixel linked advertisement on most webpages. With over 100 unique visits a day, WASLA Website Sponsorship provides unique exposure to landscape architects in Washington. (\$300 value)

Newsletter Sponsorship. Newsletter Sponsors are identified in monthly issues of the Chapter's newsletter with a 200 x 200 pixel linked advertisement. (\$300 value)

Chapter Sponsors Webpage Listing: company name, linked logo, 100-word description.

Silver Sponsor - \$3,500

Only three Silver Sponsorships are available.

Pre- or Post-Conference Reception or Keynote Sponsorship (\$2,000 value) including:

- Being prominently identified with name and logo as a Reception or Keynote Sponsor on all material published for the event, including chapter website and event signage
- Thanked as part of the presentation at the Reception or Keynote presentation
- Two complimentary Conference registrations
- 10x10 exhibit booth with 6-foot table and chair
- One-third page advertisement in the Conference program (8.5" x 3.66" + 0.125" bleed)

Pacific Rhododendron Sponsor at the annual WASLA Awards (\$1,500 value). This sponsorship includes:

- Being identified with name and logo as a Pacific Rhododendron Sponsor on all materials published for the event, including chapter website, Facebook page, and event signage
- Identified on all advertising and print materials for the event
- Thanked as part of the presentation at the Awards reception
- Includes a Sponsorship of a round of appetizers/desserts served at the event
- 12 square feet of space (max.) to display site furniture/product
- One complimentary registration

Website Sponsorship. Website Sponsors are identified with a 205x200 pixel linked advertisement on most webpages. With over 100 unique visits a day, WASLA Website Sponsorship provides unique exposure to landscape architects in Washington. (\$300 value)

Newsletter Sponsorship. Newsletter Sponsors are identified in monthly issues of the Chapter's newsletter with a 200x200 pixel linked advertisement. (\$300 value)

Chapter Sponsors Webpage Listing: company name, linked logo, 50-word description.

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Bronze Sponsor - \$2,500

There are only 6 Bronze Sponsorships available.

Conference Breakfast or Break Sponsorship (limited to 3 each, \$1,250 value). This sponsorship includes:

- 10x10 exhibit booth with 6 foot table and chair
- Name and logo on tabletop displays
- Opportunity to stand by the buffet table and welcome Conference participants
- Being prominently identified with name as the Breakfast or Break Sponsor in the Conference program

American Goldfinch Sponsor at the annual WASLA Awards Reception (\$1,250 value). This sponsorship includes:

- Being identified with name and logo as an American Goldfinch Sponsor on all materials published for the event, including chapter website, Facebook page, and event signage
- Identified on all advertising and print materials for the event
- Thanked as part of the presentation at the Awards reception
- Includes a Sponsorship for one round of appetizers/ desserts served at the event
- One complimentary registration

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Newsletter Sponsorship. Newsletter Sponsors are identified in monthly issues of the Chapter's newsletter with a 200x200 pixel linked advertisement. (\$300 value)

Chapter Sponsors Webpage Listing: company name, linked logo, 50-word description.

Copper Sponsor - \$1,500

There are unlimited Copper Sponsorships available. This sponsorship includes:

Conference Lunch Sponsor (\$500 value) includes:

- Name and logo on table top displays
- Being prominently identified with name as a Lunch Sponsor in the Conference program

Olympic Marmot Sponsor at the annual WASLA Awards Reception (\$500 value) includes:

- Being identified with name and logo as an Olympic Marmot Sponsor on all materials published for the event, including chapter website, Facebook page, and event signage
- Identified on all advertising and print materials for the event
- Named in chapter newsletter articles written about the event
- Thanked as part of the presentation at the Awards reception
- One complimentary registration

LARE Review Sponsor (\$500 value) includes:

- Identified with name and logo on LARE review event webpage
- Identified on all advertising for the LARE Review event
- Named in chapter newsletter articles written about the LARE Review event
- Announced at the beginning of the event as an event sponsor

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