



ASLA
WASHINGTON

2021 SPONSORSHIPS





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.

Duane Dietz

Duane Dietz, Chapter President

OPPORTUNITIES FOR 2021

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 continue to support opportunities for engagement in 2021. 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, targeting areas of the state with disadvantaged populations and areas with high levels of ethnic and racial diversity.





+354

CONFERENCE
ATTENDEES



+2000

UNIQUE HITS/
MONTH



ASLA
WASHINGTON



+357

ACTIVE
MEMBERS



+90

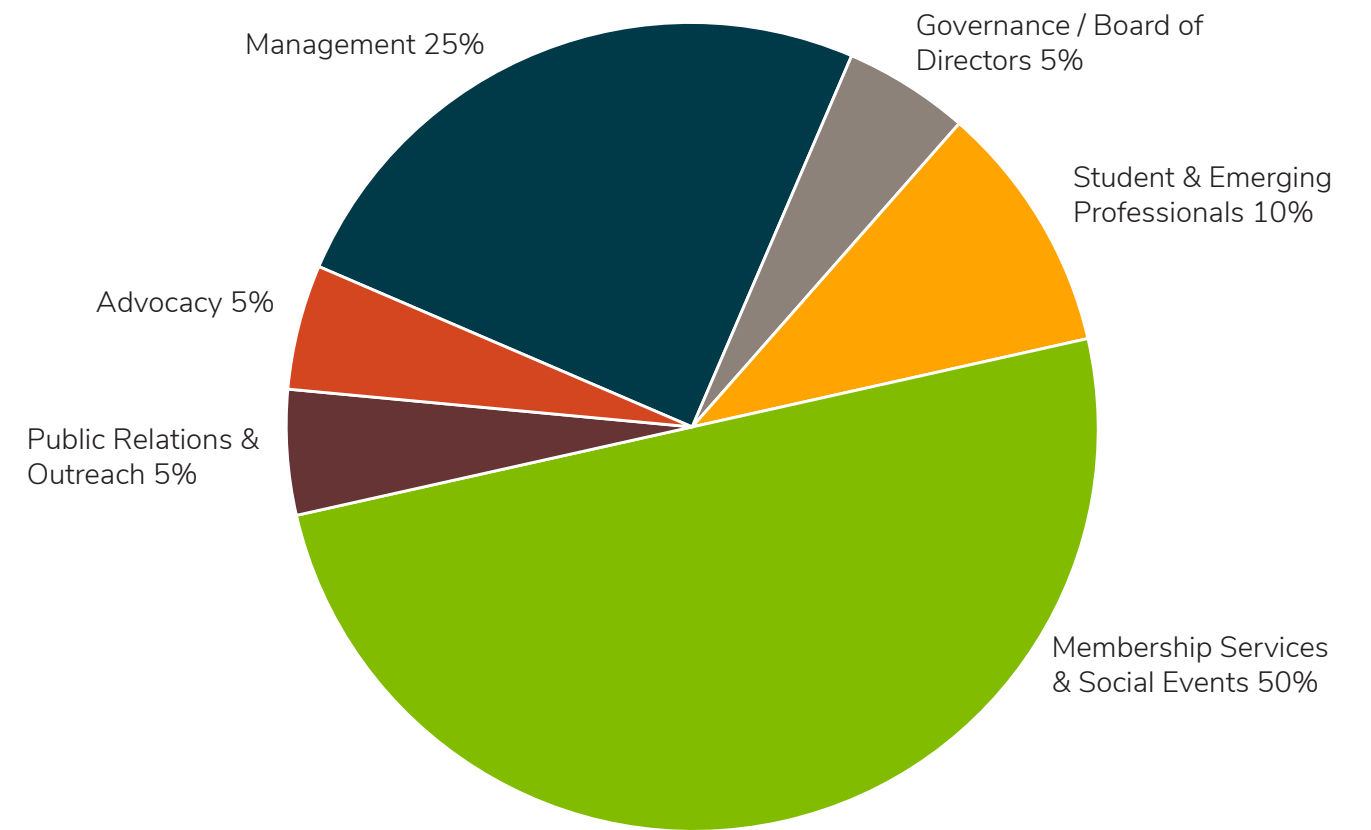
AWARDS
ATTENDEES



+2175

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 the organization's strategic goals and programs. This would not be possible without the support our members, member firms and our generous sponsors.



CONFERENCE SPONSORSHIPS

Available for Purchase December 18th, 2020 - September 1st 2021

	Platinum \$4,500	Program Sponsors \$3,000	Reception Sponsors \$2,000	Lunch Sponsors \$1,250	Breakfast and Break Sponsors \$600
Availability Limits	4	4	4	4	Unlimited
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 (1)	●	●	●	●	●
Conference Program: Full Page Advertisement (2)	●				
Conference Program: 1/2 Page Advertisement (2)		●			
Complimentary conference registration(s)	2	2	1 (3)	1 (3)	50% discount on one
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 (4)	1 Booth Choice of location in order sold	1 Booth Choice of location in order sold	1 Booth	1 Booth	
Attendee Take-Away (5)	●				
Address the audience or present a promotional video	Limited to 2 minutes		Limited to 1 minute		
Company Identification on Name badges		●			

(1) Special page on Website displays Conference Sponsors w/Company Name & Linked logo, 50-word description.
(2) Each page 8.5" x 11" + 0.125" bleed.
(3) Receives a flat rate of 50% off of one additional conference registration.
(4) Booth selection follows the order purchased per category (i.e. all platinums before golds)
(5) WASLA Expenditure limited to \$250.

CONFERENCE | EXPO ONLY OPTIONS

Available for Purchase December 18th, 2020 - September 1st, 2021

Exhibit Booth \$735

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

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 promotional video limited to 2 minutes at Keynote Speaker session/event.
 - Company identification on lanyard.

DisplayTable \$375

- 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).



Photo credit: Built Work
Photography

AWARDS SPONSORSHIPS

Available for Purchase December 18th, 2020 - March 12th, 2021 (1)

	Cascade Mountains \$3,000	Western Hemlock \$2,000	Pacific Rhodo-dendron \$1,500	American Goldfinch \$1,000	Olympic Marmot \$500
Availability Limits	3 available (2)	4 available (2)	2 available (2)	4 available (2)	Unlimited
Identified in Call for Entries	Prominently displayed	Prominently displayed	●	●	●
Identified on WASLA Website (3)	●	●	●	●	●
Identified on WASLA social media promotion	●	●	●	●	●
Complimentary Awards registration(s)	2	2	1	1	50% discount on 1
Identified as Sponsor of a Beverage/Round/Table/Live Music	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 (4)	●				
Address the audience or present a promotional video	Limited to 2 minutes				

(1) Packages purchased after December 31st, 2020 will not have sponsor information printed in all materials since "send out" dates commence after January 4th, 2021. Event is scheduled for April 15th, 2021.

(2) Due to COVID and rescheduling, Award sponsorships purchased in 2020 will be honored in 2021. The limited sponsorship tiers still have availability as noted.

(3) Special page on Website displays Conference Sponsors w/Company Name & Linked logo, 50-word description.

(4) WASLA Expenditure limited to \$250.



Photo credit: Built Work Photography

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.

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

Advocacy Package \$500

- **Federal Advocacy.** Helps support advocacy events and educational material for networking with State Senators and Representatives in Washington D.C.
- **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.
- **ASLA Advocacy Summit.** Supports sending a WASLA Advocacy rep to ASLA's new annual Advocacy Summit.
- **State Legislator Events.** Meet + Greet and Site Tours.

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 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.

Future of the Profession 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.



PROGRAM SPONSORSHIPS

These individual options 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.

Guest Speaker/Lecture Panel \$1,500

- WASLA membership town hall-style session.
- Limited to 3 sponsors/ year.
- Choice of scheduling session in the order sold.
- Opportunity to address the audience at start of lecture and/or present promotional video limited to 2 minutes at Speaker/Panel session.
- Outreach provided to all members
- Registration managed by WASLA

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.

Newsletter Banner Ad \$900

- 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.



Photo credit: Built Work Photography

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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