



Photo credit: Built Work Photography/  
Meghan Montgomery



# 2025 SPONSORSHIPS

# OPPORTUNITIES FOR 2025

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 2025. 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](http://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.



Michael Faulkner, Chapter President



**+190**

CONFERENCE  
ATTENDEES  
IN 2024



**ASLA**  
WASHINGTON



**+500**

ACTIVE  
MEMBERS



**+70**

AWARDS  
REGISTRATIONS  
IN 2024



**+2,390**

NEWSLETTER  
SUBSCRIBERS



**+5,000**

UNIQUE HITS/  
MONTH



Photo credit: Built Work Photography

# ANNUAL CHAPTER SUPPORT PACKAGES

Available for Purchase until May 13, 2025

	Platinum \$6,000	Gold \$4,500	Silver \$3,500	Bronze \$2,250
<b>Availability Limits</b> One Package per Sponsor. First right of refusal given to Platinum, then Gold, etc.	4	4	6	6
<b>Awards Package: Platinum</b> Value of \$3,750	●			
<b>Awards Package: Western Hemlock</b> Value of \$2,750		●		
<b>Awards Package: Pacific Rhododendron</b> Value of \$2,000			●	
<b>Awards Package: American Goldfinch</b> Value of \$1,500				●
<b>Field Day package: Platinum</b> Value of \$3,500	●			
<b>Field Day package: Program Sponsor</b> Value of \$2,500		●		
<b>Field Day package: Reception Sponsor</b> Value of \$2,000			●	
<b>Field Day package: Food and Beverage Sponsor</b> Value of \$1,300				●
<b>Chapter Sponsor Website Listing (1)</b> Value of \$700	●	●	●	
<b>Website Sponsor</b> Value of \$400	●	●		
<b>Monthly Newsletter Banner Ad (2)</b> Value of \$1,000	●			
<b>Monthly Newsletter Sponsor</b> Value of \$400		●		
<b>Total Value/Savings</b>	<b>\$9,350 VALUE 35% SAVINGS</b>	<b>\$6,750 VALUE 30% SAVINGS</b>	<b>\$4,700 VALUE 25% SAVINGS</b>	<b>\$2,800 VALUE 20% SAVINGS</b>

(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

Available for Purchase until May 13, 2025

	<b>Platinum \$3,750</b>	<b>Western Hemlock \$2,750</b>	<b>Pacific Rhodo- dendron \$2,000</b>	<b>American Goldfinch \$1,500</b>	<b>Olympic Marmot \$900</b>
<b>Availability Limits</b>	Only with Annual Sponsorship	6 (1)	8 (1)	8 (1)	Unlimited
<b>Identified in Electronic Call for Entries</b> (Before Jan. 4, 2024)	Prominently displayed	Prominently displayed	●	●	●
<b>Identified on WASLA Website</b>	●	●	●	●	●
<b>Identified on WASLA Social Media Promotion</b>	●	●	●	●	●
<b>Complimentary Awards Registrations</b>	2	2	1	1	
<b>Identified as Sponsor of</b>	Signature Cocktail Sponsor	Bar Sponsor	Appetizer Sponsor	Dessert Sponsor	
<b>Recognition for Sponsorship</b>	●	●	●	●	●
<b>Exhibit or Display Table/Space</b>	20 SF Max & choice of location in order sold	12 SF Max			
<b>Opportunity to Address the Audience or Present a Self-Created Promotional Video</b>	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

# FIELD DAY SPONSORSHIPS

Available for Purchase March 1- August 31, 2025

	<b>Platinum \$3,500</b>	<b>Program Sponsors \$2,500</b>	<b>Reception Sponsors \$2,000</b>	<b>Keynote Speaker Sponsors \$1,300</b>	<b>Food and Beverage Sponsors \$700</b>
<b>Availability Limits</b>	Limited to remaining quantity (1)	Limited to remaining quantity (1)	Limited to remaining quantity(1)	Limited to 2	Unlimited
<b>Name and Logo on Display</b>	Prominently displayed	●	●	●	●
<b>Identified on WASLA Website as Field Day Sponsor</b>	●	●	●	●	●
<b>Complimentary Field Day Registrations</b>	2	1 (2)	1 (2)	1 (2)	
<b>Recognition for Conference Sponsorship Announcements</b>	At Reception	At Reception	At Reception Remarks	At Reception Remarks	
<b>Exhibit or Display Table/Space (3)</b>	1 Booth Choice of location in order sold	1 Booth Choice of location in order sold	1 Booth	1 Booth	
<b>Opportunity to Address the Audience or Present a Self-Created Promotional Video</b>	Limited to 2 minutes				
<b>Company Logo on Attendee Name Badges (4)</b>		●			

- (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 Field Day 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.

# FIELD DAY | EXPO ONLY OPTIONS

Available for Purchase May 1 - August 31, 2025

## Tour Stop Sponsor \$1,000

- 1 Complimentary Field Day registration.
- Flat rate of \$150 for on additional Field Day registration.
- Identified in Field Day Website.
- Engagement opportunity at tour location.

## Exhibit 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: Lara Swimmer

# STRATEGIC SUPPORT PACKAGE

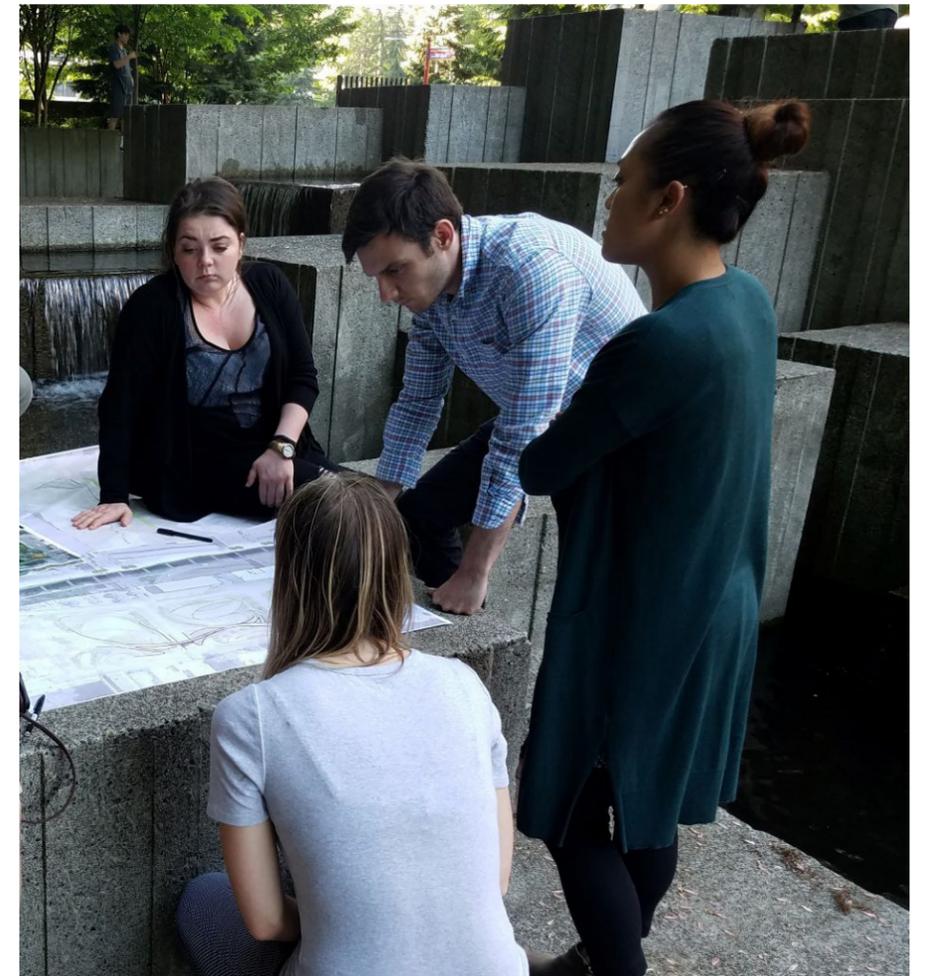
Available for Purchase Anytime

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 2024



**+1,300**

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 lead, educate and participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.



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Photo credit: Lara Swimmer, Georgetown  
Wet Weather Treatment Station