



# WASLA 2017 SPONSORSHIP & EXHIBITOR OPPORTUNITIES

 AMERICAN SOCIETY OF  
LANDSCAPE ARCHITECTS  
Washington Chapter



# WASLA CHAPTER SPONSOR PROGRAM

*Available for purchase between Dec. 2016-Mar. 31st 2017*

Sign up online at: [wasla.org/become-a-sponsor](http://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.

## Platinum Sponsor: \$7,500

Only one Platinum Sponsorship is available. This Sponsorship includes:

- WASLA Platinum Conference Sponsor (see page 2)
- WASLA Platinum Awards Sponsor (see page 4)
- LARE Review Sponsor (see page 5)
- Monthly newsletter banner ad, the width of the main column with linked logo, 788 x 150 pixels
- Listing on website Chapter Sponsors page: company name, linked logo, 200 x 200 pixel photo, 250 word description
- Website Sponsorship (see page 5)
- Current Platinum Sponsor has right of first refusal on the Platinum package

## Gold Sponsor: \$5,000

Only two Gold Sponsorships are available. This Sponsorship includes:

- WASLA Conference Daily Sponsor (see page 2), includes exhibit booth and pick of booth location after the Platinum Sponsor.
- Western Hemlock Sponsor at the annual WASLA Awards (see page 5)
- Full page advertisement in our Conference program (8.5" x 11" + 0.125" bleed)
- Name and logo on all Conference and Awards advertisements and printed materials
- Listing on website Chapter Sponsors page: company name, linked logo, 100-word description
- Website Sponsorship (see page 5)
- Newsletter Sponsorship (see page 5)

## Silver Sponsor: \$3,500

Only three Silver Sponsorships are available. This Sponsorship includes:

- Selection of either Conference Keynote, Pre or Post Conference Reception Sponsorship (as available, see below for details), includes WASLA Conference exhibit booth (see page 2)
- Pacific Rhododendron Sponsor at the annual WASLA Awards (see page 4)
- One-third page advertisement in our Conference program (8.5" x 3.66" + 0.125" bleed)
- Website Sponsorship (see page 5)
- Newsletter Sponsorship (see page 5)
- Listing on website Chapter Sponsors page: company name, linked logo, 50-word description

## Bronze Sponsorship: \$2,500

Only 6 Bronze Sponsorships are available. This Sponsorship includes:

- Selection of either Conference Breakfast or Break Sponsorship (3 available ea., see page 3)
- WASLA Conference Exhibit booth (see page 3)
- American Goldfinch Sponsor at the annual WASLA Awards (see page 4)
- Website Sponsorship (see page 5)
- Newsletter Sponsorship (see page 5)
- Listing on website Chapter Sponsors page with company name with linked logo

## Copper Sponsorship: \$1,500

There are unlimited Copper Sponsorships available. This Sponsorship includes:

- Conference Luncheon Sponsor (see page 3)
- Olympic Marmot Sponsor at the annual WASLA Awards (see page 4)
- LARE Review Sponsor (see page 5)
- Website Sponsorship (see page 5)
- Newsletter Sponsorship (see page 5)
- Listing on website Chapter Sponsors page with company name with linked logo

# WASLA ANNUAL CONFERENCE OPPORTUNITIES

Available for purchase between Dec. 2016-Mar. 31st 2017

Sign up online at: [wasla.org/become-a-sponsor](http://wasla.org/become-a-sponsor)

## Platinum Conference Sponsor

Limited to our Platinum Chapter Sponsor Package (see page 1), not available for purchase a la carte. 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
- Prominently identified with name and logo as the Conference Platinum Sponsor on all material published for the event including: chapter website, event signage, program, and eblasts
- 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
- 2 page advertisement(s) in our Conference program (each page 8.5" x 11" + 0.125" bleed)
- Name printed on Conference Photo Booth pictures. The Photo Booth to be set up during the post Conference reception
- Ability to provide self-created promotional video (up to 5 minutes) to be presented during lunch

## Conference Daily Sponsor: \$3,000

Available for purchase as part of the Gold Chapter Sponsor Package or a la carte, as available. Note, only two Conference Daily Sponsorships are available, including those available to Gold Sponsors, when sold. Where both Sponsorships are sold, they must be from non-competing product lines/types. This Sponsorship includes:

- Prominently identified with name and logo as the Conference Daily Sponsor on all material published for the event including: chapter website, event signage, program, and eblasts
- Name on lanyard or name badge (first come, first-serve)
- 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

## Pre /Post Conference Reception Sponsor: \$2,000

Available for purchase as part of the Silver Chapter Sponsor Package or a la carte, as available. Note, only two Reception Sponsorships are available, including those available to Silver Chapter Sponsors, one for the Pre-Conference reception, one for the Post-Conference reception.

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

## Keynote Sponsor: \$2,000

Available for purchase as part of the Silver Chapter Sponsor Package or a la carte, as available. Note, only one Keynote Sponsorship is available, including those available to Silver Chapter Sponsors, when sold. Includes:

- Prominently identified with name and logo as the Keynote Sponsor on all material published for the event including: chapter website, event signage, program, and eblasts
- Thanked as part of the presentation during the luncheon Keynote session
- Opportunity to address the audience and introduce the Keynote speaker (limited to 5 minutes)
- Two complimentary Conference registrations
- 10 x 10 exhibit booth with 6 foot table and chair
- One-third page advertisement in our Conference program (8.5" x 3.66" + 0.125" bleed)

# WASLA CONFERENCE OPPORTUNITIES (CONT.)

Available for purchase between Dec. 2016-Mar. 31st 2017

Sign up online at: [wasla.org/become-a-sponsor](http://wasla.org/become-a-sponsor)

## Breakfast Sponsor: \$1,000

Available for purchase as part of the Bronze Chapter Sponsor Package or a la carte, as available. Note, only three Breakfast Sponsorships are available, including those available to Bronze Chapter Sponsors, when sold.

Includes:

- Name and logo on table top displays
- Opportunity to stand by the buffet table and welcome Conference participants
- Being prominently identified with name as the Breakfast Sponsor in the Conference program

## Break Sponsor: \$1,000

Available for purchase as part of the Bronze Chapter Sponsor Package or a la carte, as available. Note, only three Break Sponsorships are available, including those available to the Bronze Chapter Sponsors. Includes:

- Name and logo on table top displays
- Opportunity to stand by the buffet table and welcome Conference participants
- Being prominently identified with name as the Break Sponsor in the Conference program

## Luncheon Sponsor: \$500

Available for purchase as part of the Copper Chapter Sponsor Package or a la carte, as available. Includes:

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

## Exhibit Booth: \$845

Includes:

- 10 x 10 exhibit booth with 6-foot table and chair
- One complimentary Conference registration. An additional registration can be purchased for \$129
- Identified by name in Conference program
- Does not include power or internet access (contact venue to inquire)

## Exhibit Table: \$500

Includes:

- 6-foot table and chair
- One complimentary Conference registration. An additional registration can be purchased for \$129
- Identified by name in Conference program
- Does not include power or internet access (contact venue to inquire)



# WASLA ANNUAL AWARDS OPPORTUNITIES

*Available for purchase between Dec. 2016-Oct. 2017*

Sign up online at: [wasla.org/become-a-sponsor](http://wasla.org/become-a-sponsor)

## Platinum Awards Sponsor

Limited to our Platinum Level Chapter Sponsor (see page 1). 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

## Western Hemlock Sponsor: \$2,000

Only four Western Hemlock Sponsorships are available, including the two Gold Chapter Sponsor Packages, if sold. 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 at the event
- 20 square feet of space (max.) to display site furniture/products
- Two complimentary registrations

## Pacific Rhododendron Sponsor: \$1,500

Only three Pacific Rhododendron Sponsorships are available, including the three Silver Chapter Sponsor Packages, if sold. 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

## American Goldfinch Sponsor: \$1,000

Only six American Goldfinch Sponsorships are available, including the six Bronze Chapter Sponsor Packages, if sold. This Sponsorship includes:

- Being identified with name and logo as a 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

## Olympic Marmot Sponsor: \$500

There are unlimited Olympic Marmot Sponsorships available. This Sponsorship includes:

- Being identified with name and logo as a 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

# WASLA ADDITIONAL SPONSOR OPPORTUNITIES

Sign up online at: [wasla.org/become-a-sponsor](https://wasla.org/become-a-sponsor)

## Website Sponsorship: \$300

WASLA Website Sponsors are identified with a 205 x 200 pixel linked advertisement on most webpages. With over 100 unique visits a day, WASLA Website Sponsorship provides unique exposure to landscape architects in Washington. Complete the WASLA Sponsor Form and upload your ad to start your Sponsorship.

## Newsletter Advertising: \$300

WASLA Newsletter Sponsors are identified in monthly issues of the Chapter's newsletter with a 200 x 200 pixel linked advertisement. Sponsorships are for the calendar year (pro-rated for a partial year).

## Happy Hour Event Sponsorship: \$700

Happy Hours are generally scheduled throughout the region with up to six per year in Western Washington per year, three in Eastern Washington, and one or two in Southwest Washington. This Sponsorship includes being the sole Sponsor for the event. During the event, you have up to 15 minutes to address the audience, showcase samples or introduce new items, and network with attendees.

## Host Your Own Happy Hour: \$TBD

This option allows Sponsors to customize a unique event for WASLA members. Sponsors plan the event and handle all costs; WASLA advertises the event to members and handles registration. Email the WASLA Office at [office@wasla.org](mailto:office@wasla.org).

## Landscape Architecture Registration Exam Review Sponsor: \$500

This Sponsorship helps keep costs reasonable for Landscape Architecture Registration Exam (LARE) Review participants.

- 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

## PARK(ing) Day Sponsor: \$300-\$1,200

Perfect for firms, vendors, and individuals, this Sponsorship supports the annual international PARK(ing) Day event where citizens are invited to engage in public space design by transforming parking spaces into temporary pop-up parks. In collaboration with cities across the state, WASLA promotes and organizes PARK(ing) Day. Sponsorship is used to offset required fees for participating community groups, non-profits, and other organizations.

- Support 12 pop-up parks: \$1,200
- Support 6 pop-up parks: \$600
- Support 3 pop-up parks: \$300

Benefits include your name and a linked logo in all advertisements for the event, acknowledgement on social media, and signage on the day of the event. Sponsors will also receive a digital PARK(ing) Day Sponsor Badge for their use on social media, website, and other communications.