



ASLA San Diego Chapter 2011 ANNUAL SPONSORSHIP CATEGORIES AND BENEFITS

FOUR SEASONS SPONSOR - \$7,500

- * Recognition and 4 tickets to SDASLA Annual Meeting/Design Awards
- * Recognition and 4 green fees including dinner for Annual Golf Tournament
- * Lecture Series 2011 4 tickets per lecture
- * Invitation to have Vendor Display & products/services highlighted at Chapter meeting
- * Recognition at all ASLA Meetings and Events during 2011
- * Featured vendor information and logo with a web link on Chapter Web Site

SPRING BOUQUET SPONSOR - \$5,000

- ⊗ Recognition and 4 tickets to SDASLA Annual Meeting/Design Awards
- ⊗ Recognition and 3 green fees including dinner for Annual Golf Tournament
- ⊗ Lecture Series 2011 3 tickets per lecture
- ⊗ Recognition at ASLA Meetings and Events during 2011
- ⊗ Featured vendor information and logo with a web link on Chapter Web Site

SUMMER BREEZE SPONSOR - \$2,500

- ⊗ Recognition and 3 tickets SDASLA Annual Meeting/Design Awards
- ⊗ Recognition and 2 green fees including dinner for Annual Golf Tournament
- ⊗ Lecture Series 2011 2 tickets per lecture
- ⊗ Recognition at ASLA Meetings and Events during 2011
- ⊗ Featured vendor information and logo with a web link on Chapter Web Site

AUTUMN COLOUR SPONSOR - \$1,500

- ⊗ Recognition and 2 tickets to SDASLA Annual Meeting/Design Awards
- ⊗ Recognition and 1 green fee including dinner for Annual Golf Tournament
- ⊗ Lecture Series 2011 2 tickets per lecture
- ⊗ Recognition at ASLA Meetings and Events during 2011
- ⊗ Listing on Chapter Web Site with a web link

WINTER WARM UP SPONSOR - \$750

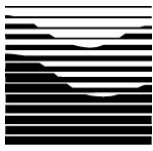
- * Recognition and 2 tickets to the SDASLA Annual Meeting/Design Awards
- * Lecture Series 2011 1 ticket per lecture
- * Recognition at ASLA Meetings and Events during 2011
- * Recognition and listing on Chapter Web Site

2011 Golf Tournament Title Sponsorship (only 1 available) \$5,000

Sponsoring firm name appears on all marketing materials, web site, invitations, press releases and member email announcements. *Includes 6 green fees, website advertising and awards dinner.* If interested, please call (619) 225-8155 to secure this sponsorship.

Contact the following committee reps for information on sponsorships available to support the SDASLA Community Grant Golf Tournament and 2011 Lecture Series

Jim Kuhlken – Golf Tourney Chair (jkuhlken@rickengineering.com)
Kasia Trojanowska – 2011 Lectures Chair (kasia_trojanowska@urscorp.com)



ASLA
SAN DIEGO
CHAPTER

**ASLA San Diego Chapter
2011 Annual Sponsorship Program**

(Fax completed form to 619.222.8154 before mailing)

Company: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Web Site _____ E-Mail: _____

Please complete form or staple your business card to the form

Please select from the following sponsorship categories:

- \$ 7,500 **FOUR SEASONS SPONSOR***
- \$ 5,000 **SPRING BOUQUET SPONSOR***
- \$ 5,000 **2011 GOLF TOURNEY TITLE SPONSOR***
- \$ 2,500 **SUMMER BREEZE SPONSOR***
- \$ 1,500 **AUTUMN COLOUR SPONSOR***
- \$ 750 **WINTER WARM-UP SPONSOR**

* Include your web page info on form and email logo/graphic to ASLASD@sbcglobal.net

Let us know if you want to volunteer for a committee or program in 2011:

- Send me 2011 committee volunteer opportunities**
- Update me on program/speaker participation opportunities**
- Our firm has program ideas that might interest ASLA San Diego**

If you have questions regarding 2011 Annual Sponsorships, contact Jim Kuhlken 619.291.0707 or our Chapter office at 619-283-8818.

Make checks payable to *ASLA San Diego* and mail with completed form to:

**ASLA San Diego
Attn: Morgan Hollingworth
1050 Rosecrans Street, Suite B
San Diego, CA 92106**

Secure your sponsorships for 2011 and thanks for your support!



ASLA
SAN DIEGO
CHAPTER

AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

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CHAPTER PRESIDENT
CUYAMACA COLLEGE
DAVID CLARKE

December 2010

Dear ASLA San Diego Supporter:

For almost 34 years, the San Diego Chapter of American Society of Landscape Architects (SDASLA) has helped to ensure that professional, highly educated and dedicated practitioners address many of the social and environmental issues facing San Diego and California.

The generous support of our annual sponsors has allowed us to play an increasing role in promoting sustainable and environmentally friendly practices. **We could not do this without our sponsors.** In the past year we accomplished the following important missions:

- **Completed the work of our stewardship committee**, which included presentations of the ASLA Sustainable Sites Initiative, how to create a Green Office Operations Plan (**the Operation Plan powerpoint is on our website** at www.asla-sandiego.org). We have created a sustainability dialogue with sponsors, manufacturers and suppliers to increase our sustainability and decrease the carbon footprint of our work and have generated a valuable guide to help other chapters reach out and collaborate with other green organizations to meet their mutual goals (the guide will be released in 2011).
- **We're growing our own future industry members by encouraging local horticulture students to move to four year institutions** and by initiating the first Student Affiliate Chapter of ASLA in the United States at Cuyamaca College. We're talking with the 2 year program faculty at Mira Costa College and are happy to announce the launch of a new **Masters program in Landscape Architecture** at the NewSchool of Architecture and Design which began this fall. We also continue to perform Regional School Outreaches at local High School career days.
- **The fabulous ASLA Lectures have returned** with inspiring presentations by Southern California landscape architect, Susan Van Atta, ASLA and Ken Smith FASLA, nationally acclaimed Landscape Architects who presented their ideas for future landscape projects at the Neurosciences Institute.
- **Continue to fund and support community based projects** highlighted by our \$5,000 annual community grant, by selecting a non-profit group who demonstrates the most outstanding submission for landscape improvements in their community that help educate and enhance community awareness of Landscape Architecture. The 2011 grant award winner is the Colina del Sol Park Safety Improvement Project.
- **Maintain a presence on important issues councils** such as the County's Water Conservation Action Committee, the City's Water Conservation Technical Advisory Committee and at local and regional government hearings on key industry issues.
- **Assisted the California Council of the American Society of Landscape Architects** to pass two pieces of landmark legislation giving landscape architects the ability to file liens for unpaid design work and providing indemnification from local agencies who attempt to file legal claims with all subcontractors on a project thereby protecting innocent parties from being automatically subjected to lawsuits.

All these activities allow us to pack a powerful punch. In the coming year we have great plans, and ask your help to bring them to reality. We will be...

- Maintaining and enhancing our meetings and programs, **offering more opportunities to get together with members of ASLA. Join us at the kickoff event on February 10th at T.B. Penick and Sons** and we hope you'll participate in the annual Golf Tournament on August 5 where we'll return to the Rancho Bernardo Inn Golf Course (proceeds help fund the Community Grant) and our other Chapter programs.
- **We're inviting sponsors to serve on our committees** so share your ideas for practical business-oriented and technical programs and speakers that would be of interest to our professional membership.
- **Extending the SDASLA Lecture Series to other professionals.** SDASLA members found great interest in this year's lectures so we will be expanding the outreach to promote the lectures to other local design professionals.
- Targeting an **increased SDASLA Membership goal of 20%.** We continue to shoot for this goal to strengthen our profession immensely, providing greater outreach to the community and industry.
- **Continuing our National Landscape Architecture Month Outreach Programs** including Creek to Bay Cleanup, Boy Scout Landscape Architecture Merit Badge and Landscape Architecture Month awareness with local elected officials.
- Carrying on **our legislative and policy efforts** we will continue to encourage sustainable development and help bring sensible policies to our local, regional and state governments.
- Taking the work of the Stewardship committee to the next level, by **continuing our dialog with Landscape industry vendors to increase sustainability** in the products we specify. **Won't you join us?**

Something else to look forward to – **we are very excited to announce that in 2011, the San Diego Chapter will host the ASLA National Conference from October 30 – November 2, 2011!** In the past two years the conference had an average attendance of over 6,000 landscape architects from around the U.S and the world at this profession-defining event. You can help play a part in shaping this event, by helping us gain momentum this year.

And here's the point... to accomplish this important work, we need your help.

Please join us by becoming a 2011 ASLA San Diego Annual Chapter Sponsor. There are several levels of sponsorship (see Sponsor Benefits enclosed), so you can select the level of sponsorship worthy of your commitment. To confirm your sponsorship, please complete and fax your reply form to our Chapter office at 619.222.8154 and email your company logo to ASLASD@sbcglobal.net. Please mail the sponsor form with your check payable to SD/ASLA, to 1050 Rosecrans Street, Suite B, San Diego, CA 92106 (Let us know if you require an invoice or W9 for your records).

Together we can continue the important work of our "green profession and industry" and shepherd our great state into a sustainable future in the second decade of this 21st century.

As always, we provide our sponsors with recognition and exposure at all our events. Additionally, we name all of our sponsors in our newsletter and on our website throughout the year. Our redesigned website www.asla-sandiego.org has become increasingly popular, now averaging over 10,000 visits per month.

Either we or one of our Executive Committee members will be calling you in November and December to ask for your pledge of support and outline the many sponsorship benefits. Please be generous. Our profession, our region, our state, indeed our planet is counting on you.

Please feel free to contact either of us if you have any questions. Thanks in advance for helping us to bring about positive change.

Yours in Landscape Architecture,



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