



SAN DIEGO  
AMERICAN SOCIETY OF  
LANDSCAPE ARCHITECTS  
CHAPTER

AMERICAN  
SOCIETY OF  
LANDSCAPE  
ARCHITECTS

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January 2014

Dear ASLA San Diego Supporter:

The San Diego Chapter of the American Society of Landscape Architects (SDASLA) thanks you and all our generous sponsors and members who help make our chapter one of the best in the Country!

The generous support of our annual sponsors has allowed us to play an increasing role locally and nationally in promoting the profession of landscape architecture. **We could not do this without you!**

In 2013, the San Diego Chapter of ASLA promoted the profession of landscape architecture to government leaders, policy makers and the media. Our year-end accomplishments include: a \$5,000 Community Grant award, our Landscape Architecture Lecture Series, Educational Workshops, our Annual Golf Tournament, a Landscape Architecture Month celebration, participation in the Regional Home and Garden Shows, Stewardship Committee events, and social events sponsored by the Emerging Professionals Committee.

By working with our sponsors to inform landscape architects and allied professionals, our events focused on the professional development and networking with members of SDASLA. The year started with our **Annual Kick-off**, with a special thanks to our 2013 Four Seasons Sponsors: Belgard Hardscapes, Modern Builders Supply, reproHaus, and TB Penick & Sons. The 2013 recipient of our **Community Grant** implemented improvements to the Sikes Adobe Historic Farmstead. Our annual grant shares the value of landscape architecture by partnering with local non-profit community groups. The master plan display signs have been installed. Irrigation for the Eagle Scout project and the peach orchard plantings have been accomplished, and native grapes have been started from cuttings.

The **Lecture Series** featured Ray Senes, with the *ima* Design Group and Sean O'Malley from SWA Group. **Educational Workshops** included a Native Plants seminar with Patrick Montgomery from RECON and a Trees & Solar Power Seminar sponsored in part by the California Urban Forest Council. For **Landscape Architecture Month** in April, the San Diego Chapter hosted an event at the New School of Architecture and Design acknowledging our local ASLA Fellows, those landscape architects with the highest honors that ASLA bestows on members for their works, leadership and management, knowledge, and service. A special thanks to TB Penick, our event sponsor.

The **Golf Tournament** this year had an unprecedented number of participants (the most women golfers ever) thanks to Golf Chairman, Tom Picard and all of our sponsors!

The **Residential Practitioners Committee** collaborated with other design professionals at the Del Mar Spring and Fall Home and Garden shows. The collaboration created a dynamic booth with free 30 minute "Ask the Experts" design consultations. The goal was to educate the public and provide information about the profession of Landscape Architecture and how homeowners can benefit from hiring a licensed expert.

The **Stewardship Committee** organized educational sessions focusing on the new Municipal Separate Storm Sewer Systems (MS4) requirements and Low Impact Development (LID) solutions, along with a panel discussion by landscape architects, architects, civil engineers, geotechnical engineers and city agencies. A special thanks to Seth Seaton (Belgard) for sponsoring the educational and social event. A second event was held at Stone Brewery to tour San Diego's first **Sustainable Sites Initiative** (SITES) Certified Project. Marney Jensen, of Schmidt Design Group discussed the landscape architectural design. A special thanks to event hosts Chris Roesink (Hunter Industries) and Raul Avila (FX Luminaire).

A third event was a **Sustainable Maintenance Panel** discussion including landscape architects, landscape installation contractors and landscape maintenance contractors. The discussion focused on improved landscape maintenance techniques and the effects of design on sustainable maintenance practices. These Stewardship Committee events attracted huge crowds from multiple professions, proving that landscape architects make great project leads and the best choice for multi-disciplinary projects.

Lastly, the **Emerging Professionals Committee** kicked off the year with a new Facebook page and the **Public Relations Committee** coordinated articles in local publications in San Diego Magazine, North Park News, San Diego Metro, San Diego Business Journal, Presidio Sentinel, Uptown News, the Union Tribune, North County Times, and Landscape Online.

There are several levels of Annual sponsorship we offer each year (see Sponsor Benefits enclosed), so you can select the level of sponsorship that meets your desire.

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](mailto:ASLASD@sbcglobal.net). Please mail the sponsor pledge 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).

If we do not hear from you, one of our Executive Committee members will be calling you to ask for your pledge of support and outline the many sponsorship benefits. Please be generous. Our profession, our region and our state is counting on you.

Please feel free to contact either of us if you have any questions. Thank you in advance for helping us to bring about positive change. Together we can continue the important work of our industry.

Sincerely yours in Landscape Architecture,

All the best,



Patricia Trauth, ASLA  
President



Tim Smith, ASLA  
President-Elect

Enclosures    2014 Sponsor Benefits  
                  2014 Sponsor Pledge Form



## **2014 ANNUAL SPONSORSHIP - CATEGORIES AND BENEFITS**

### **FOUR SEASONS SPONSOR - \$7,500**

- \* **Recognition and** 4 complimentary attendees to SDASLA Design Awards
- \* **Recognition and** 4 green fees including dinner **for** Annual Golf Tournament
- \* **2014 Lectures** 4 complimentary attendees per lecture
- \* Invitation to host and have **products/services highlighted** at Chapter meeting
- \* **Recognition at all** ASLA Meetings and Events during 2014
- \* **Featured** vendor information and logo **with a** web link on Chapter Web Site
- \* **Firm Spotlight** feature article **in SDASLA Newsletter**

### **SPRING BOUQUET SPONSOR - \$5,000**

- ⊗ **Recognition and** 4 complimentary attendees to SDASLA Design Awards
- ⊗ **Recognition and** 3 green fees including dinner **for** Annual Golf Tournament
- ⊗ **2014 Lectures** 3 complimentary attendees per lecture
- ⊗ **Recognition at** ASLA Meetings and Events during 2014
- ⊗ **Listing on** Chapter Web Site and logo **with a** web link on Chapter Web Site

### **SUMMER BREEZE SPONSOR - \$2,500**

- ⊗ **Recognition and** 3 complimentary attendees to SDASLA Design Awards
- ⊗ **Recognition and** 2 green fees including dinner **for** Annual Golf Tournament
- ⊗ **2014 Lectures** 2 complimentary attendees per lecture
- ⊗ **Recognition at** ASLA Meetings and Events during 2014
- ⊗ **Listing on** Chapter Web Site and logo **with a** web link on Chapter Web Site

### **AUTUMN COLOUR SPONSOR - \$1,500**

- **Recognition and** 2 complimentary attendees to SDASLA Design Awards
- **Recognition and** 1 green fee including dinner **for** Annual Golf Tournament
- **2014 Lectures** 2 complimentary attendees per lecture
- **Recognition at** ASLA Meetings and Events during 2014
- **Listing on** Chapter Web Site and logo **with a** web link on Chapter Web Site

### **WINTER WARM UP SPONSOR - \$750**

- ⊗ **Recognition and** 2 complimentary attendees to SDASLA Design Awards
- ⊗ **2014 Lectures** 1 complimentary attendee per lecture
- ⊗ **Recognition at** ASLA Meetings and Events during 2014
- ⊗ **Listing on** Chapter Web Site **with a** web link

### **2014 GOLF TOURNAMENT TITLE SPONSORSHIP (ONLY 1 AVAILABLE) \$5,000**

Sponsoring firm name appears on all marketing materials, web site, invitations, press releases and member mailing & email announcements. ***Includes 6 green fees, website advertising and awards dinner.*** If interested, please call (619) 283-8818 to secure this sponsorship.

### **ADDITIONAL EVENT-SPECIFIC SPONSORSHIP OPPORTUNITIES ARE AVAILABLE**

Indicate on your Benefit Pledge form if you wish to be contacted for event-specific sponsorships during the year.



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## 2014 Annual Sponsorship Program

(Fax completed pledge form to 619.222.8154 before mailing)

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

**Contact for Website Listing:** \_\_\_\_\_

*List the name of your representative that will be listed on SDASLA's website listing*

Web Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

*Please complete form or staple your business card to the form*

**Please select from the following Annual sponsorship categories:**

- |               |   |
|---------------|---|
| ____ \$ 7,500 | <b>FOUR SEASONS SPONSOR*</b>            |
| ____ \$ 5,000 | <b>SPRING BOUQUET SPONSOR*</b>          |
| ____ \$ 5,000 | <b>2014 GOLF TOURNEY TITLE SPONSOR*</b> |
| ____ \$ 2,500 | <b>SUMMER BREEZE SPONSOR*</b>           |
| ____ \$ 1,500 | <b>AUTUMN COLOUR SPONSOR*</b>           |
| ____ \$ 750   | <b>WINTER WARM-UP SPONSOR</b>           |

*\* Include your web page info on form and email logo/graphic to [ASLASD@sbcglobal.net](mailto:ASLASD@sbcglobal.net)*

**Please let us know if you want to be contacted during the year for additional opportunities:**

- \_\_\_\_ **Send me 2014 committee volunteer opportunities**  
\_\_\_\_ **Update me on program/speaker participation opportunities**  
\_\_\_\_ **Our firm has program ideas that might interest ASLA San Diego**  
\_\_\_\_ **Contact me when additional event-specific sponsorship opportunities are available** *(i.e. Golf Tournament, Special Event Lunch Sponsor, Special Program Sponsor, etc.)*

**If you have questions regarding 2014 Annual Sponsorships, contact Tim Smith at 858-513-0030 or our Chapter office at 619-283-8818.**

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

ASLA San Diego Chapter  
1050 Rosecrans Street, Suite B  
San Diego, CA 9210

***Secure your sponsorships for 2014 and thanks for your support!***