



American Society of
Landscape Architects
SAN DIEGO CHAPTER

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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 leadership role locally and nationally in promoting the profession of landscape architecture. **We could not do this without you!**

In 2019, the San Diego Chapter of ASLA promoted the profession of landscape architecture to government leaders, policy makers and the media. Our annual accomplishments include: a \$5,000 Community Grant award and installation of Mercy Healing Garden at Mercy Housing, Landscape Architecture Lecture with world famous designer Ken Smith, the Annual Community Grant Golf Tournament, World Landscape Architecture Month celebration, creation of four 2019 Conference on Landscape Architecture committees which organized the conference field and education sessions, a host booth at the San Diego Convention Center, promotion of the conference through various local planning groups, at the Annual Earth Fair and the Asian Cultural Festival and social events including the Annual Kickoff event and educational events sponsored by the Emerging Professionals Committee. The Chapter also made a generous contribution to host the Cultural Landscape Foundations "What's Out There Weekend" and organized over two dozen tours with expert tour guides who educated the public on the value of San Diego's historic landscapes.

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. Our **Annual Kick-off** thanked renewing sponsors and our 2019 Four Seasons Sponsors: Modern Builders Supply, Brightview, Coast Recreation and reproHAUS and a special salute to our Ruby Sponsor, TB Penick & Sons, who helped us kick off our Chapter's 43rd year. Be sure to RSVP for next year's Kickoff which is scheduled for Wednesday, February 12, 2020 at Thompson Building Materials.

Educational and networking workshops that many of our Annual Sponsors requested to host included the **Emerging Professionals Portfolio Review Workshop and LARE Prep Review, Village Nurseries Horticulture Encounter and an Americans With Disabilities Act (ADA) Landscape Architecture Design Workshop**. All sponsors have the opportunity to coordinate sponsor-hosted events either as their own event or in partnership with one of the Chapter committees. Contact us early in the year so we can confirm a date and location that will help showcase your company and products or services.

All ASLA chapter leaders from across the nation joined together at the US Capitol to advocate for our profession. The San Diego delegation met with Congressmember Susan Davis and new Congressman Mike Levin on Capitol Hill to discuss key industry issues. For the April 2020 national **Landscape Architecture Month**, we are planning numerous events and activities, which will give sponsors a chance to participate in a variety of events - we will continue to encourage the public to discover their local parks and open spaces and lead site tours with local, state and federal elected officials to help them visually see the great works of landscape architects and our vendor partners.

On September 20, we held the 40th Annual SDASLA Annual Golf tournament, which was a huge success with support from our Title Sponsor – Eldorado Outdoor. Players enjoyed multiple on-course games, activities, food & drinks available at each hole provided by our sponsors to make the event one to remember. Through the generous sponsors and player participation we were able to collect funding for our 2020 Community Grant which will help the La Mesa Community Garden Foundation transform a portion of a former golf course into a community garden in MacArthur Park.

Our very active **Communications Committee** is planning outstanding public outreach again in 2020 and will focus on what our industry can do to address climate change, Model Water Conservation Landscape Ordinance irrigation standards and how to overcome policy challenges in urban design. We encourage you to share your ideas so we can work collaboratively with our industry partners to educate the public regarding our professions.

We wrapped up our hosting of the 2019 Conference on Landscape Architecture! In the past two years the conference had an average attendance of over 6,000 landscape architects from around the US and the world at this profession-defining event. Your support in 2019 helped us play a part in shaping this event, by helping us gain momentum to recruit and train over 200 volunteers to coordinate all of the tours, education sessions and show landscape architects from the US and abroad what a diverse and vital region we were proud to showcase to the worlds landscape architects.

The Chapter's **Holiday Gala and Volunteer Appreciation Dinner** was held on December 10 at the Bali Hai Restaurant. We thanked our 2019 sponsors and volunteers who make all the programs and events possible.

We have added an all-inclusive SDASLA Sponsorship level for one sponsor who wants more visibility and more activity with our San Diego ASLA Chapter. This top-level sponsor is the **SDASLA Emerald Sponsorship**. This sponsorship level will include complimentary registration to all our SDASLA events, activities, seminars, educational programs, tournaments and parties. It also will include advertisement in all our quarterly newsletters, E-blasts, website top banner, social media links and any other written or produced SDASLA publications as well as exclusivity on periodic NPR radio advertising with the San Diego ASLA Chapter. This sponsorship level is exclusive for one sponsor only – so don't miss this valuable opportunity.

There are several levels of Annual sponsorship we offer each year (see Sponsor Benefits enclosed) so you may select the level of sponsorship best suited to your goals. We welcome new sponsors each year and encourage you to contact us if you want to discuss the benefits of becoming a sponsor or consider increasing your existing sponsor level.

To confirm your sponsorship, please complete and email your pledge form to our Chapter office: ASLASD@sbcglobal.net and include your company logo. Please mail your check payable to SDASLA along with a copy of your sponsor pledge form to 1050 Rosecrans Street, Suite B, San Diego, CA 92106. For inquiries about credit card sponsorship payments (fees apply), donation invoices or W9's please send an email request to ASLASD@sbcglobal.net.

One of our Executive Committee members will be calling to ask for your pledge of support and to share the many sponsorship benefits. Please be generous. Our profession 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,



Brett Allen, ASLA
President
ballen@vdl.net



Chris Stebbins, ASLA
President-Elect
ChrisS@ktua.com

Enclosures 2020 Sponsor Benefits
 2020 Sponsor Pledge Form



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2020 ANNUAL SPONSORSHIP - CATEGORIES AND BENEFITS

NEW - ASLA EXCLUSIVE – EMERALD SPONSOR - (ONLY 1 AVAILABLE) \$15,000

- **Periodic NPR radio advertising with ASLA SD (March/April & September/October)**
- **Recognition and 4 tickets and sponsor table at SDASLA Holiday Gala**
- **Recognition and 4 green fees including dinner for Annual Golf Tournament**
- **2020 Lectures 4 tickets per lecture**
- **Invitation to host and have **products/services highlighted** at Chapter meeting**
- **Verbal Recognition at all ASLA Meetings and Events during 2020**
- **Included in the scrolling top banner on Chapter Web Site with link to your vendor information, logo and direct web link**
- **Firm Spotlight feature article in SDASLA Newsletter**
- **Full Page ad in newsletter in prominent location**
- **Receive quarterly membership mailing list**
- **Ad listing on all our E-Blasts to our ASLA Chapter members**

NEW - ASLA EXCLUSIVE – RUBY SPONSOR - (ONLY 1 AVAILABLE) \$10,000

- ◆ **Company logo listed on SDASLA Facebook, LinkedIn and other Social Media distribution**
- ◆ **Recognition and 4 tickets and sponsor table at SDASLA Holiday Gala**
- ◆ **Recognition and 4 green fees including Annual Golf Tournament awards reception**
- ◆ **2020 Lectures 4 tickets per lecture**
- ◆ **Invitation to host and have **products/services highlighted** at Chapter meeting**
- ◆ **Verbal Recognition at all ASLA Meetings and Events during 2020**
- ◆ **Included in the scrolling top banner on Chapter Web Site with link to your vendor information, logo and direct web link**
- ◆ **Firm Spotlight feature article in SDASLA Newsletter**
- ◆ **Half Page ad in newsletter in prominent location**
- ◆ **Receive quarterly membership mailing list**

FOUR SEASONS SPONSOR - \$7,500

- ✱ **Recognition and 4 tickets and sponsor table at SDASLA Holiday Gala**
- ✱ **Recognition and 4 green fees including Annual Golf Tournament awards reception**
- ✱ **2020 Lectures 4 tickets per lecture**
- ✱ **Invitation to host and have **products/services highlighted** at Chapter meeting**
- ✱ **Verbal Recognition at all ASLA Meetings and Events during 2020**
- ✱ **Included in the scrolling top banner on Chapter Web Site with link to your vendor information, logo and direct web link**
- ✱ **Firm Spotlight feature article in SDASLA Newsletter**
- ✱ **Ad in newsletter in prominent location**
- ✱ **Receive quarterly membership mailing list**

SPRING BOUQUET SPONSOR - \$5,000

- ⊗ **Recognition and** 4 tickets to SDASLA Holiday Gala
- ⊗ **Recognition and** 3 green fees including Annual Golf Tournament awards reception
- ⊗ **2020 Lectures** 3 tickets per lecture
- ⊗ **Verbal Recognition at** ASLA Meetings and Events during 2020
- ⊗ **Listing on** Chapter Web Site and logo **with a** web link on Chapter Web Site
- ⊗ **Firm Spotlight** feature article **in SDASLA Newsletter**
- ⊗ Sponsor one Event

SUMMER BREEZE SPONSOR - \$2,500

- ⊗ **Recognition and** 3 tickets to SDASLA Holiday Gala
- ⊗ **Recognition and** 2 green fees including Annual Golf Tournament awards reception
- ⊗ **2020 Lectures** 2 tickets per lecture
- ⊗ **Recognition at** ASLA Meetings and Events during 2020
- ⊗ **Listing on** Chapter Web Site and logo **with a** web link on Chapter Web Site
- ⊗ Sponsor one Event

AUTUMN COLOUR SPONSOR - \$1,500

- **Recognition and** 2 tickets to SDASLA Holiday Gala
- **2020 Lectures** 2 tickets per lecture
- **Recognition at** ASLA Meetings and Events during 2020
- **Listing on** Chapter Web Site and logo **with a** web link on Chapter Web Site
- Sponsor one Event

WINTER WARM UP SPONSOR - \$750

- ⊗ **Listing on** Chapter Web Site **with a** web link
- ⊗ 2020 Lectures **1 ticket per lecture**
- ⊗ **Recognition at** ASLA Meetings and Events during 2020
- ⊗ Sponsor one Event

2020 GOLF TOURNAMENT TITLE SPONSORSHIP - \$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 post tournament awards reception.*** If interested, please call the ASLA office at 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 (e.g. Lecture Series, Stewardship Programs, Emerging Professionals and Historic American Landscape Survey Committee events, etc)



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2020 Annual Sponsorship Pledge Form

(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:

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> \$15,000 | EXCLUSIVE - EMERALD SPONSOR* |
| <input type="checkbox"/> \$10,000 | EXCLUSIVE - RUBY SPONSOR* |
| <input type="checkbox"/> \$ 7,500 | FOUR SEASONS SPONSOR* |
| <input type="checkbox"/> \$ 5,000 | SPRING BOUQUET SPONSOR* |
| <input type="checkbox"/> \$ 5,000 | 2020 GOLF TOURNEY TITLE SPONSOR* |
| <input type="checkbox"/> \$ 2,500 | SUMMER BREEZE SPONSOR* |
| <input type="checkbox"/> \$ 1,500 | AUTUMN COLOUR SPONSOR* |
| <input type="checkbox"/> \$ 750 | WINTER WARM-UP SPONSOR |

* *Email firm logo/graphic to ASLASD@sbcglobal.net*

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

- Send me 2020 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 Refreshment Sponsor, Sponsor Hosted Program or Event, etc.)*

If you have questions regarding 2020 Annual Sponsorships, contact Brett Allen at 619.300.2782, Chris Stebbins at 619.294.4477 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 92106

Secure your sponsorships for 2020 and thanks for your support!