



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, in the state and nationally in promoting the profession of landscape architecture. **We could not do this without you!**

Our **Annual Kick-off** thanked renewing sponsors and our 2020 Four Seasons Sponsors: Modern Builders Supply, Brightview and reproHAUS and a special salute to our Ruby Sponsor, TB Penick & Sons, who helped us kick off our Chapter's 44th year.

What started as a great year, challenged us to learn new communications technologies like Go-to-Meeting, Zoom, Microsoft Teams and other tools so we could continue to communicate with members and sponsors and provide alternative events including our virtual Design Awards jury day and a Zoom presentation recognizing the recipients of the 2020 Design Awards and giving each recipient time to thank their teams and clients.

Our Chapter had started planning in January to host a diversity program to share the research results of the Landscape Architecture Foundation (LAF) regarding ways to make our firms more diverse and inclusive when nation-wide protests started, and the focus of our program adjusted slightly to share what various firms are doing to promote diversity, equity and inclusion to help firms improve their ability to recruit talented and diverse staff.

We partnered with the ASLA National President, Wendy Miller, Pamela Conrad, a LAF Fellow and principal at CMG Landscape Architecture who created a tool to determine Climate Positive Outcomes in new designs and San Diego Congressman Scott Peters who is tracking all the climate change legislation in Congress in his Climate Playbook. Our Resilient Design and Climate Change webinar was shared throughout the US with other ASLA Chapters and Affiliate members and provided great examples of how landscape architecture is one of the key professions to address and contain the impacts of climate change.

Educational and networking workshops that many of our Annual Sponsors requested to host included the **Tree Town USA webinar, sharing their new plants and the designs of Piet Oudolf, KOMPAN presented webinars with CE credit on Parks and Playgrounds in a Post COVID World, Designing for Active Nature Play and Creating Great Outdoor Fitness Spaces, Ackerstone's Sketch Class with an artist from Prima Materia was a hit with ASLA members throughout California, in Hawaii, the UK and South Africa, Street Furniture Australia offered Tea Time Chat Sessions with our members and Hunter Industries' Irrigation Workshop registration filled up fast and will be held again in early 2021.** All sponsors can 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's products or services.

Other annual accomplishments included: A \$5,000 Community Grant awarded to the Juniper Front Community Garden; World Landscape Architecture Month celebration with an Instagram takeover of our Chapters Instagram account by ASLA member firms to feature landscape projects; the ASLA National Instagram takeover for a day and a LARE Preparation Review sponsored by the Emerging Professionals Committee.

For the April 2021 national **Landscape Architecture Month**, we are planning numerous events and activities, which will give sponsors a chance to participate in a variety of events including a Park(ing) Day workshop. We will continue to encourage the public to discover their local parks and open spaces and lead site tours (virtually or in person) with local, state and federal elected officials to help them visually see the great works of landscape architects and our vendor partners.

The Chapter's **Holiday and Volunteer and Sponsor Appreciation** Virtual Event will be held on December 16 via Go-to-Meeting. We invite you to join us to thank 2020 sponsors and volunteers who make all the programs and events possible.

We have added more benefits to our Sponsorships which we believe will provide more marketing and exposure for sponsors. Since the newsletter was converted to an e-newsletter, we are including ad space for sponsors to submit ads in the quarterly e-newsletters. We'll also invite sponsors to submit ads for our weekly email blasts and link to your website or a short article about your products and services that we'll also include in posts to our website so members will see that information both in the weekly email and online at asla-sandiego.org.

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 recognize our sponsors have had to work harder to reach out to their clients and have therefore reduced the sponsor donation levels for 2021. 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,



Chris Stebbins, ASLA
President
urbanplazas@gmail.com



Patricia Ferman, ASLA
President-Elect
pferman@chulavistaca.gov

Enclosures 2021 Sponsor Benefits
 2021 Sponsor Pledge Form
 2021 E-Newsletter/Email Blast Ad Dimensions



American Society of
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2021 ANNUAL SPONSORSHIP - CATEGORIES AND BENEFITS

NEW - ASLA EXCLUSIVE – EMERALD SPONSOR - (ONLY 1 AVAILABLE) \$12,000

- **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**
- **2021 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 2021**
- **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 E-Newsletter**
- **Full Page ad in e-newsletter in prominent location**
- **Receive quarterly membership mailing list**
- **Ad or article listing on E-Blasts to our ASLA Chapter members with link to website**

ASLA EXCLUSIVE – RUBY SPONSOR - (ONLY 1 AVAILABLE) \$8,000

- ◆ **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**
- ◆ **2021 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 2021**
- ◆ **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 E-Newsletter**
- ◆ **Full Page ad in e-newsletter in prominent location**
- ◆ **Receive quarterly membership mailing list**
- ◆ **Ad or article listing on E-Blasts to our ASLA Chapter members with link to website**

FOUR SEASONS SPONSOR - \$6,000

- ✱ **Recognition and 4 tickets and sponsor table at SDASLA Holiday Gala**
- ✱ **Recognition and 4 green fees including Annual Golf Tournament awards reception**
- ✱ **2021 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 2021**
- ✱ **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 E-Newsletter**
- ✱ **Receive quarterly membership mailing list**
- ✱ **Half Page Ad in e-newsletter in prominent location**
- ✱ **Ad or article listing on E-Blasts to our ASLA Chapter members with link to website**

SPRING BOUQUET SPONSOR - \$4,000

- ⊗ **Recognition and** 4 tickets to SDASLA Holiday Gala
- ⊗ **Recognition and** 4 green fees including Annual Golf Tournament awards reception
- ⊗ **2021 Lectures** 3 tickets per lecture
- ⊗ **Verbal Recognition at** ASLA Meetings and Events during 2021
- ⊗ **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
- ⊗ Quarter Page Ad in e-newsletter in prominent location
- ⊗ Ad or article listing on **E-Blasts** to our ASLA Chapter members **with link to website**

SUMMER BREEZE SPONSOR - \$2,000

- ⊗ **Recognition and** 3 tickets to SDASLA Holiday Gala
- ⊗ **Recognition and** 2 green fees including Annual Golf Tournament awards reception
- ⊗ **2021 Lectures** 2 tickets per lecture
- ⊗ **Recognition at** ASLA Meetings and Events during 2021
- ⊗ **Listing on** Chapter Web Site and logo **with a** web link on Chapter Web Site
- ⊗ Sponsor one Event
- ⊗ Ad or article listing on **E-Blasts** to our ASLA Chapter members **with link to website**

AUTUMN COLOUR SPONSOR - \$1,500

- **Recognition and** 2 tickets to SDASLA Holiday Gala
- **2021 Lectures** 2 tickets per lecture
- **Recognition at** ASLA Meetings and Events during 2021
- **Listing on** Chapter Web Site and logo **with a** web link on Chapter Web Site
- Sponsor one Event
- Ad listing on **E-Blasts** to our ASLA Chapter members **with link to website**

WINTER WARM UP SPONSOR - \$600

- ⊗ **Listing on** Chapter Web Site **with a** web link
- ⊗ 2021 Lectures **1 ticket per lecture**
- ⊗ **Recognition at** ASLA Meetings and Events during 2021
- ⊗ Sponsor one Event
- ⊗ Ad listing on **E-Blasts** to our ASLA Chapter members **with link to website**

2021 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 and Education events, etc)



American Society of
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SAN DIEGO CHAPTER

2021 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:

- | | |
|----------------|---|
| _____ \$12,000 | EXCLUSIVE - EMERALD SPONSOR* |
| _____ \$8,000 | EXCLUSIVE - RUBY SPONSOR* |
| _____ \$6,000 | FOUR SEASONS SPONSOR* |
| _____ \$4,000 | SPRING BOUQUET SPONSOR* |
| _____ \$5,000 | 2020 GOLF TOURNEY TITLE SPONSOR* |
| _____ \$2,000 | SUMMER BREEZE SPONSOR* |
| _____ \$1,200 | AUTUMN COLOUR SPONSOR* |
| _____ \$600 | WINTER WARM-UP SPONSOR |

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

Credit Card payments can be processed with an invoice from ASLASD@sbcglobal.net

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

- _____ **Send me 2021 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, PARK-ing Day, Special Event Refreshment Sponsor, Sponsor Hosted Program or Event, etc.)*

If you have questions regarding 2021 Annual Sponsorships, contact Chris Stebbins at 619.294.4477, Patricia Ferman at 619.409.3890 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 2021 and thanks for your support!



Quarterly Digital Newsletter

Engage ASLA San Diego chapter members, sponsors, students, and the general public through interactive advertisements in our digital newsletter. Below are the advertisement specifications that come with your sponsorship package.

LEVEL	TYPE	DESCRIPTION
Ruby	Full Page Advertisement or Article	Full color, 11" x 8.5", hyperlinked to website
Four Seasons	1/2 Page Advertisement or Article	Full color, 5.5" x 8.5", hyperlinked to website
Spring Bouquet	1/4 Page Advertisement	Full color, 4.92" x 3.65", hyperlinked to website
Ruby, Four Seasons, Spring Bouquet + Autumn Color	Hyperlinked Logo	Logo Included on sponsor's page, hyperlinked to website
Additional Cost*	1/2 Column Advertisement	Full color, 4.34" x 2.28", hyperlinked to website

*Contact Tracy Morgan Hollingworth for more information

SPECIFICATIONS

Email your digital advertisement in one of the following formats, set to 300dpi:

- » PDF
- » png
- » jpg
- » eps (outline fonts)

Provide hyperlink to your business website when sending your artwork.

CONTACT

Email Ads / Artwork
Advertising Questions
Design + Marketing Support:

Kari Cureton
kari@sanitstate.com
 619-318-3454

