



ASLA

SAN DIEGO

AMERICAN SOCIETY OF
LANDSCAPE ARCHITECTS

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Dear ASLA San Diego Supporter:

The San Diego Chapter of the American Society of Landscape Architects (SDASLA) would like to **thank our amazing sponsors** who help make our chapter one of the best in the country!

Your generous support helps us increase our leadership role locally, in the state, and nationally through education and promotion of the profession of landscape architecture. **We could not do this without you!**

Our 2023 **Annual Kick-off**, hosted by Thompson Building Materials, provided sponsor tables and gave us the opportunity to thank our **Four Seasons Sponsors**: Modern Builders Supply, Coast Recreation, Dave Bang and ReproHAUS with a special salute to our **Ruby Sponsor**, TB Penick & Sons, who helped us kick off our Chapter's 47th year.

This year, we are excited about the educational and networking workshops that many of our Sponsors requested to host this coming year and want you to know that all Annual 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 and/or services.

Additional accomplishments and awards this past year for our chapter included: A \$5,000 Community Grant awarded to the Julian Heritage Foundation; national 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 LARE Preparation and Portfolio Reviews sponsored by the Emerging Professionals Committee.

Looking ahead to 2024. Our Design Awards, which feature the best in local, national and international entries, provides an important event sponsorship opportunity that helps underwrite and publicize the event. What a great way to promote both ASLA and your company to the media, especially as we enter 2024 with San Diego Tijuana hosting as the 2024 World Design Capital

Numerous events and activities are already being planned for the **April 2024 national Landscape Architecture Month**. This is another opportunity for sponsors to participate in a variety of interesting events as we engage the public to discover their local parks and open spaces through guided site tours and help them see the creative minds of landscape architects and our vendor partners.

We **are encouraging you to become an important 2024 sponsor** and to offer educational or social events for our community, which will provide more marketing and exposure for your company and products.

The conversion from a hard copy mailed newsletter to an e-newsletter, has allowed us to offer **ad space** for sponsors and increase the online presence and visibility for sponsor firms. There are a couple ways of obtaining ad space:

1. We are inviting all Annual Sponsors (first come-first served) to **submit ads for our weekly email blasts**, with links to your website or a short article about your products and services.
2. You may upgrade your **ad space for each of the four quarterly newsletters per the attached ad information which is also located under the sponsors link at www.asla-sandiego.org.**
3. We list **all Annual Sponsors on our website with links to your firm website.**

2024 Annual Sponsor Outreach
Page 2

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 (even after the pandemic has lapsed) so we are continuing with the reduced sponsor donation levels for 2024. 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 email @ ASLASD@sbcglobal.net and include a high-quality company logo, then 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 2024 Executive Committee members will be calling to ask for your pledge of support and to share the many sponsorship benefits. Please feel free to contact either of us with any feedback or questions. Thank you in advance for helping us to bring about positive change. Together we will continue the important work of our industry.

Sincerely yours in Landscape Architecture,

Jacqueline Higgins

Jacqueline Higgins, ASLA
President
Jackie@c2cld.com

Kathryn Kanaan

Kathryn Kanaan, ASLA
President-Elect
kathryn@kda-landscapearchitects.com

Enclosures: 2024 Sponsor Benefits, 2024 Sponsor Pledge Form, 2024 E-Newsletter Ad Dimensions

Printed Courtesy of



ORSHIP - CATEGORIES AND BENEFITS

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

2024 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 2024

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

2024 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 2024

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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

✱ **2024 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 2024**
- ✳ **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**
- ✳ **2024 Lectures 3 tickets per lecture**
- ✳ **Verbal Recognition at ASLA Meetings and Events during 2024**
- ✳ **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**
- ✳ **2024 Lectures 2 tickets per lecture**
- ✳ **Recognition at ASLA Meetings and Events during 2024**
- ✳ **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 - \$1,200

- ✳ **Recognition and 2 tickets to SDASLA Holiday Gala**
- ✳ **2024 Lectures 2 tickets per lecture**
- ✳ **Recognition at ASLA Meetings and Events during 2024**
- ✳ **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**
- ✳ **2024 Lectures 1 ticket per lecture**
- ✳ **Recognition at ASLA Meetings and Events during 2024**
- ✳ Sponsor one Event
- ✳ Ad listing on **E-Blasts** to our ASLA Chapter members **with link to website**

2024 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 4 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 Education events, etc)

Printed Courtesy of



Quarterly Digital Newsletter

Engage ASLA San Diego chapter members, sponsors, students, and the general public through interactive advertisements. Grab our reader's attention and deliver your company's message by advertising in our digital newsletter. Below are options that will be sure to grab our reader's attention.

SPONSOR LEVEL	TYPE	DESCRIPTION	COST**
Ruby	Full Page Advertisement or Article	Full color, 11" x 8.5", hyperlinked to website (HORIZONTAL ORIENTATION)	\$500**
Four Seasons	1/2 Page Advertisement or Article	Full color, 5.5" x 8.5", hyperlinked to website (VERTICAL ORIENTATION)	\$325**
Spring Bouquet	1/4 Page Advertisement	Full color, 4.92" x 3.65", hyperlinked to website (HORIZONTAL ORIENTATION)	\$200**
Ruby, Four Seasons, Spring Bouquet + Autumn Color	Hyperlinked Logo	Logo included on sponsor's page, hyperlinked to website	\$75**
Additional Cost*	1/2 Column Advertisement	Full color, 4.34" x 2.28", hyperlinked to website (HORIZONTAL ORIENTATION)	\$125**

*Contact Tracy Morgan Hollingworth for more information
**Cost for non-annual sponsors, inquire about design support below



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@saritstate.com
619-318-3454



2024 Annual Sponsorship Pledge Form

(Scan and Email to ASLASD@sbcglobal.net before mailing with sponsor check)

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: _____

Please select from the following Annual sponsorship categories:

- | | |
|-----------------------------------|----------------------------------|
| <input type="checkbox"/> \$12,000 | EXCLUSIVE - EMERALD SPONSOR* |
| <input type="checkbox"/> \$8,000 | EXCLUSIVE - RUBY SPONSOR* |
| <input type="checkbox"/> \$6,000 | FOUR SEASONS SPONSOR* |
| <input type="checkbox"/> \$4,000 | SPRING BOUQUET SPONSOR* |
| <input type="checkbox"/> \$5,000 | 2024 GOLF TOURNEY TITLE SPONSOR* |
| <input type="checkbox"/> \$2,000 | SUMMER BREEZE SPONSOR* |
| <input type="checkbox"/> \$1,200 | AUTUMN COLOUR SPONSOR* |
| <input type="checkbox"/> \$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 2024 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 Education Program or Event, etc.)*

If you have questions regarding 2024 Annual Sponsorships, contact 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 2024 and thanks for your support