

P O T O M A C  
C H A P T E R  
AMERICAN SOCIETY OF  
LANDSCAPE ARCHITECTS



S P O N S O R S H I P P R O G R A M  
2017



Photo: 2016 Annual Design Awards

**Reach your audience!**

The Potomac Chapter of ASLA serves the **Greater DC metro area**, including Northern Virginia and suburban Maryland. Reach **400+ landscape architecture professionals and members** in both the public and private sectors.

There are **150+ expected attendees** at the **Annual Design Awards Gala**, and monthly events to provide your business with **consistent exposure and recognition** from the moment you become a sponsor!



POTOMAC  
CHAPTER  
AMERICAN  
SOCIETY OF  
LANDSCAPE  
ARCHITECTS

259 Tennessee Avenue,  
NE  
Washington DC  
20002

**Executive Committee  
2016-2017**

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*President-Elect*  
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*Immediate Past President*  
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*Trustee*  
Ron Kagawa

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Reid Fellenbaum  
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Stephen McLaughlin  
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Stephanie Pankiewicz  
Elliot Rhodeside  
Manqing Tao  
Annie Varma  
Brett Wallace

*Student ASLA  
Representatives*  
Kassandra Bryant  
Nicole Hersch

# ASLA Potomac Chapter Sponsorship Program 2017

*Select the Sponsorship Level that best supports your objectives for the year and become a sponsor today to increase your exposure and recognition immediately.*



## Premiere Sponsor \$5,000

- Receive the combined benefits of both the Gala and Annual packages. Details below.



## May 18 Gala Sponsor \$3,500

- Recognition and introduction at 2017 Awards Gala on May 18 at Arena Stage
- 2 complimentary tickets to the 2017 Annual Awards Gala
- Your logo in all communications to the membership promoting the event
- Company logo highlighted on 2017 Awards Program and event signage
- Company website linked on Sponsor page of the website
- Opportunity to distribute product and company material at the Gala
- Copy of attendee list



## District Architecture Center Exhibition Sponsor \$3,500

- Your logo on all communications and signage promoting the 2-month exhibit (6/22-8/26)
- Recognition and introduction at Opening Reception (tentatively on 6/27)
- Company website linked on Sponsor page of the website
- Opportunity to distribute product and company material at the exhibition



## Annual Sponsor \$3,000

- Quarterly eblast promoting company and products to members
- 2 complimentary tickets to the 2017 Annual Awards Gala
- Large logo linked on Chapter Home page and Sponsor page
- Linked logo AND recognition included on electronic communications to the Potomac Chapter membership.



## District Architecture Center Opening Reception Sponsor \$2,500

- Recognition and introduction at Opening Reception (tentatively 6/27)
- Company logo on event promotions & signage; website linked on Sponsor page of website
- Company website linked on Sponsor page of the website



## Fellows' Toast Sponsor \$2,000

- Recognition and introduction at Annual Fellows' Toast
- 2 complimentary tickets to the 2017 Fellows' Toast
- Company logo on event promotions & signage; website linked on Sponsor page of website
- Copy of attendee list



## Web Sponsor \$1,000

- Company website linked on Sponsor page of the website
- 1 complimentary ticket to the 2017 Annual Awards Gala



## Panel Presentation & Networking at the DAC \$1,000 (summer 2016)

- Recognition and introduction at session; 2 complimentary tickets to the event
- Company logo on event promotions & signage; website linked on Sponsor page of website
- Copy of attendee list



## Monthly Networking Event Sponsorship \$500

- Visibility and promotion for one event through email and social media
- Signage and recognition at the event (such as studio and landscape tours; happy hours)
- Complimentary registration to the event; Copy of attendee list



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**ASLA Potomac Chapter Edward Ballard Scholarship Fund Donation:**  
The Potomac Chapter awards scholarships to deserving students in Landscape Architecture. Contributions to the Fund in any amount are welcome at any time. Contributors will be recognized at the 2017 Annual Awards Gala and on the Chapter website.

\$ \_\_\_\_\_

All proceeds go toward Chapter development and the Student Scholarship Fund.

**TOTAL ENCLOSED (sponsorship + donation): \$ \_\_\_\_\_**

Please make checks payable to **Potomac Chapter ASLA** and mail this form and your check to

Susan Newman  
Potomac Chapter ASLA  
7421 Tower St.  
Falls Church, VA 22046

**Company name as it should appear in promotions:** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**URL to link** \_\_\_\_\_

Any questions, please contact:

Susan Newman, Executive Director, Potomac Chapter  
[snewman@potomacasla.org](mailto:snewman@potomacasla.org), phone 202-827-7380

***Thank you for your support!***