

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



SPONSORSHIP PROGRAM
2018



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

**Executive Committee
2017-2018**

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Stephen Cook

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*Student ASLA
Representatives*
Jake Fetting
Eva Pratt
Alex Schiavoni

ASLA Potomac Chapter Sponsorship Program 2018

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 and attendee lists for all events. Details below.



May 3 Gala Sponsor \$3,500

- Recognition and introduction at 2018 Awards Gala on May 3 at UDC
- 2 complimentary tickets to the 2018 Annual Awards Gala
- Your logo in all communications to the membership promoting the event
- Company logo highlighted on 2018 Awards Program and event signage
- Company website linked on Sponsor page of the website
- Visibility and promotion through emails and social media
- Opportunity to distribute product and company material at the Gala
- Copy of attendee list



Annual Sponsor \$3,000

- Quarterly eblast promoting company and products to members
- 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 Exhibition Sponsor \$2,000 (limit: 3)

- Your logo on communications and signage promoting the 2-month exhibit (summer)
- Recognition and introduction at Opening Reception with brief speaking opportunity
- Company website linked on Sponsor page of the website
- Visibility and promotion through emails and social media
- Opportunity to distribute product and company material at the exhibition



Fellows' Toast & Installation of Officers Event Sponsor \$1500

- Recognition and introduction at Annual Fellows' Toast
- 2 complimentary tickets to the 2018 Fellows' Toast
- Visibility and promotion through emails and social media
- 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



LA CES Education Sessions \$750

- Recognition and introduction at session; 2 complimentary tickets to the event
- Company logo on event promotions & signage
- Visibility and promotion for this event through emails and social media
- 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.



ASLA Potomac Chapter Sponsorship Program 2018

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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 2018 Annual Awards Gala and on the Chapter website.

\$ _____

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

TOTAL ENCLOSED (sponsorship + donation): \$ _____

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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, phone 202-827-7380

Thank you for your support!