

2019 Sponsorship Package

Welcome to the 2019 Sponsorship Package for the American Society of Landscape Architects, Illinois Chapter Working toward a Practice Act, hiring of a lobbyist firm, increasing our education opportunities, partnering with affiliate organizations, updating our website and refreshing our branding – 2018 was a nose to the grindstone year for the chapter and a solid year for professionals in the field! The focus will shift a bit this year with an emphasis on Education for our members through **on-site sessions** and the introduction of **chapter produced webinars** along with **direct fundraising for advocacy support** as we seek a Practice Act this year.

Chapter engagement doesn't end with Landscape Architects

Illinois has one of the largest chapters in the nation with nearly 500 members. But registered landscape architects are only part of our story. **Affiliate members and vendor representatives have been loyal allies and are participating in the Chapter on several levels.** From event attendees to program speakers to committee chairs, you are helping to spotlight Illinois in the national arena. Thank you!

Your financial support is critical and your partnership at the local level is invaluable

ILASLA is your “boots on the ground” for your representatives to reach our member and allied professions who utilize the services of landscape architects. Our annual sponsorship opportunities are structured to maximize your investment in your local chapter. In addition, this year **we purposely held back two events to focus on our advocacy efforts, which translated to a smaller annual sponsorship package. We truly need your support for this effort and hope you will consider a donation to the fund.**

Do we have an Annual Meeting? Not quite, but our premier event, Celebration+, will continue this summer

This year, **Celebration+ is being moved to the summer to take advantage of the outdoors** – where we belong! The dynamic affair showcases the profession at its finest and brings together members and guests at all levels of their profession. It features a morning of field sessions, a cocktail reception, a ceremony highlighting outstanding landscape architecture projects and a post awards celebration. Our **folio, featuring award winners, accompanies the event and is a beautiful and collectible magazine.** Celebration will still be an add-on event to allow multiple opportunities to engage with and support the chapter.

Since visibility opportunities kick off with our first events and publications, the Annual Support campaign will be open from December 15 – March 1, 2019. Have questions or want to discuss a different type of sponsorship? Contact susan@il-asla.org / 630.833.4516

CALENDAR of EVENTS 2019

January	InvigorateU Conference (CE) LA Reception in Bloomington	July	Celebration + with Field Sessions (CE) Emerging Professionals' Happy Hour
February	Advocacy Update Session Emerging Professionals' Happy Hour	August	Education Session (CE)
March	Education Session (CE) LARE Education Study Session	September	Emerging Professionals Event PARKing Day Education Webinar #3 (CE)
April	Landscape Architecture Month Education Session – ½ Day (CE)	October	Oktoberfest State of the Chapter LARE Education Session w/ Wisc. Chapter Education Session (CE)
May	National Advocacy Day – Washington DC Sketch Crawl Education Webinar #1 (CE) Emerging Professionals' Happy Hour	November	ASLA Conference on Landscape Architecture San Diego, CA
June	ILASLA/APA Joint Event Emerging Professionals' Leadership Event Education Webinar #2 (CE)	December	Holiday Spritzer Education Webinar #4 (CE)

Annual Sponsor

Choose a discounted Annual Package and partner throughout the year

	\$5,000	\$4,000	\$3,000	\$2,000
ADVERTISING	PLATINUM	GOLD	SILVER	BRONZE
Folio Booklet of award winners/full color and posted on-line	½ page ad \$2,000 Value	¼ page ad \$1,200 Value	1/8 page ad \$600 Value	1/8 page ad \$600 Value
Stream	Logo in bi-weekly on-line newsletter \$400 Value	Logo in bi-weekly on-line newsletter \$400 Value	Logo in bi-weekly on-line newsletter \$400 Value	Logo in bi-weekly on-line newsletter \$400 Value
ILASLA Website	Logo/link and rep photo on website \$600 Value	Logo/link and rep photo on website \$600 Value	Logo/link and rep photo on website \$600 Value	Logo/link and rep photo on website \$600 Value
EVENTS				
InvigorateU Reception Bloomington/Normal (on 1.13.19; early deadline of 1.7.19; if not in, will credit balance toward additional event ticket(s))	Logo on Evite Social Media Promo Signage/Recognition Free event \$250 Value	Social Media Promo Signage/Recognition Free event \$150 Value	Social Media Promo Signage/Recognition Free event \$100 Value	Bronze Level, Choose 2
Webinars (2-4 planned) All will be both live and on-demand for CE Credit	Logo on Evite Webinar Intro Opp. Logo on Materials Social Media Promo 2 Session Seats \$400 Value	Logo on Materials Social Media Promo 2 Session Seats \$300 Value	Logo on Materials Social Media Promo 1 Session Seat \$200 Value	Logo on Materials Social Media Promo 1 Session Seat \$200 Value
LARE Sessions (2)	Logo on Evite Social Media Promo Signage/Recognition 1 Session Seat \$300 Value	Social Media Promo Signage/Recognition 1 Session Seat \$250 Value	Social Media Promo Signage/Recognition \$200 Value	Social Media Promo Signage/Recognition \$200 Value
Field Session Sponsor at Celebration (3 hrs)	Logo on Evite Social Media Promo Logo on water bottle 2 Tickets \$500 Value	Social Media Promo Signage/Recognition 2 Tickets \$300 Value	Social Media Promo Signage/Recognition 1 Ticket \$200 Value	Social Media Promo Signage/Recognition 1 Ticket \$200 Value
Emerging Professionals Leadership Event	Logo on Evite Social Media Promo Signage/Recognition 4 Tickets \$600 Value	Social Media Promo Signage/Recognition 2 Tickets \$500 Value	Social Media Promo Signage/Recognition 1 Ticket \$400 Value	Social Media Promo Signage/Recognition 1 Ticket \$400 Value
Oktoberfest State of the Chapter	Logo on Evite Social Media Promo Signage/Recognition \$500 Value	Social Media Promo Signage/Recognition \$400 Value	Social Media Promo Signage/Recognition \$300 Value	Social Media Promo Signage/Recognition \$300 Value
Holiday Spritzer Mixer	Logo on Evite Social Media Promo Signage/Recognition 4 Tickets \$600 Value	Social Media Promo Signage/Recognition 2 Tickets \$500 Value	Social Media Promo Signage/Recognition 1 Ticket \$400 Value	Social Media Promo Signage/Recognition 1 Ticket \$400 Value
	\$6,150	\$4,600	\$3,400	\$2,000 to \$2,400
	18% savings	13% savings	12% savings	up to 16%



Build Your Own Sponsorship

Choose your own items - Just circle what you'd like and add it up! Return this page with the form.

SAVE BY BUNDLING EARLY: 5% ON \$3,000 + OR 10% ON \$5,000+

ADVERTISING	PLATINUM	GOLD	SILVER
Folio Booklet of award winners/full color and posted on-line	½ page ad \$2,000 Value	¼ page ad \$1,200 Value	1/8 page ad \$600 Value
Stream	Logo in bi-weekly on-line newsletter \$400 Value		
ILASLA Website	Logo/link and rep photo on website \$600 Value		
EVENTS			
InvigorateU Reception Bloomington/Normal (on 1.13.19; early deadline of 1.7.19)	Logo on Evite Social Media Promo Signage/Recognition Free event \$250 Value	Social Media Promo Signage/Recognition Free event \$150 Value	Social Media Promo Signage/Recognition Free event \$100 Value
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ILASLA Advocacy Fund

As a member of the landscape architecture community, you may be aware of certain issues surrounding the case for licensure and the pursuit of a Practice Act by landscape architects in Illinois. If you are not, or have not received complete information, on the last page of this packet is relevant information that may directly affect you and your company and how you can positively influence the effort.

We need your support to protect the business of landscape architecture. In 2019, it will take \$60,000 to cover expenses and lobbyist fees to move to a Practice Act and to stay on top of continued licensure threats.

Funding efforts paid off in 2018! We covered our expenses through:

- A quiet phase of lead donation requests;
- outreach to non-members, registered landscape architects;
- striving for net profits on events;
- holding several “advocacy raffles”; and
- receiving a grant from National ASLA

These strategies carried us through our first year of drafting the new act, working with affiliate organizations on the language and employing a lobbyist firm to monitor any legislation that may impact the industry. From raffle donations, complimentary space for events to financial support, our sponsors have been a tremendous asset toward reaching our funding goals carrying us through what could have been a financially challenging year. Thank you! We will continue the strategy this year.

There are several ways you can support the Advocacy Fund in 2019:

- **A straight donation on behalf of your company. We purposely held back 2 events in 2019 to focus on our advocacy efforts, which translated to a smaller annual sponsorship package.**
- **Donations of items for raffles and funding challenges and providing complimentary space for events.**
- **Support of the issues at hand. You are often the chapter’s ears and eyes in the industry as you travel throughout the state. Your support of the Practice Act is invaluable. We are happy to provide information and education on the Act at any time. Information can be found at <https://il-asla.org/advocacy> or contact susan@il-asla.org.**

Please consider including a donation with your sponsorship package. We will proudly acknowledge you on our advocacy page where you can see [who has donated to the fund](#). Of course, we will continue our fantastic events and valuable education sessions. We hope to see you at several in 2019!

Thank you, for your consideration.

Key Issues Surrounding Advocacy

Right now, there are two central issues ahead of us.

Issue 1: Staying Ahead of Legislation

In March 2017, ILASLA was notified of a new bill which would repeal the Landscape Architecture Act of 1989 and deregulate the profession. A governmental affairs consultant was promptly hired by the chapter to lobby on our behalf. There was a hearing for the bill in the Illinois Senate Licensed Activities and Pensions Committee in Springfield and, with the help of the consultant and Senator Pamela Althoff (32nd District), the committee agreed to remove Landscape Architecture from the bill. The threat was thus managed, and our Title Act still remains in place.

The number of individuals opposing the proposed legislation exceeded 500 and included chapter members and non-members alike. This sent a strong message to the Senate Committee - landscape architecture should not be subject to de-licensure.

ILASLA has since concluded that we must be better prepared and informed for similar legislative threats which could adversely impact our profession and future. The lobbyist firm *Illinois Strategies* has been retained to help with that.

Issue 2: Our Future as a Practice Act State

All 50 states have recognized that regulation of landscape architecture is necessary to protect the public health, safety, and welfare. All but three states regulate the profession through a Practice Act, which requires a license to practice the profession and use the title 'landscape architect'. **The remaining three states, Illinois, Maine and Massachusetts, have enacted a Title Act statute, a weaker form of regulation that allows anyone to practice landscape architecture if they call it something else.**

Under close advisement from a leadership team of Illinois ASLA Fellows, Past Chapter Presidents and Trustees, as well as the current Elected Board Members, the ILASLA maintains that 1. Allowing the act to sunset is unacceptable to maintain the health, safety and welfare of the public and 2. Moving the act from "Title" to "Practice" is in the best interest of Illinois Chapter members as well as non-member Illinois registered landscape architects.

Staying Informed

1. Watch for information on vital issues surrounding Advocacy through emails, Stream, and on our website il-asla.org under the Advocacy tab.
2. Act when action is required. This includes hosting a site tour with your legislator, signing witness slips when notified, joining us at the AIA Advocacy Day, and knowing and communicating accurate information surrounding legislative issues.
3. Attend ILASLA events that benefit the Advocacy Fund and donate if possible.
4. We appreciate your thoughts, attention, and action in these efforts. **If you are open to hosting a site tour of a project in your district or possibly another key area, please contact me at susan@il-asla.org.**

Celebration+

Late July, 2019

Morning Field Sessions, Reception, Premier Awards Ceremony and Party

In addition to the items listed below, all Platinum, Silver and Gold levels receive:

- Company logo on invitation website
- Acknowledgment in social media
- A 5% discount if combined with an Annual Sponsorship
- Tickets for guests at a discounted price

Platinum \$5,000

- **Company representative(s) introduced at beginning of Awards Ceremony OR Opportunity to introduce a speaker during the event**
- **Company logo on Evite Invitation prior to the event**
- **Representatives' photo on invitation website**
- Company name on **three** outreach emails prior to the event
- Company name, logo and imagery on slide screen during awards ceremony – up to **four** slides
- **Two** tickets to Celebration+



Gold \$3,500

- **Company recognized during the Awards Ceremony**
- **Representative's photo on invitation website**
- Company name on **one** outreach email prior to the event
- Company name, logo and imagery on slide screen during awards ceremony – up to **two** slides
- **Two** tickets to Celebration+



Silver \$2,000

- **Company recognized during the Awards Ceremony**
- Company **name and logo** and imagery on slide screen during awards ceremony – up to **one** slide
- **Two** tickets to Celebration+



Celebration+ Additional Opportunities

Late July, 2019

Morning Field Sessions, Reception, Premier Awards Ceremony and Party

In addition to the items listed below, all Additional Opportunities receive company name on invitation website and acknowledgement in social media.

Cocktail Hour Sponsor \$2,000 (1 available)

- Meet and greet guests as they arrive for the cocktail hour before awards
- **Two** tickets to Celebration

Bar Sponsor \$1,600 (2 available)

- Choose your own signature cocktail for the event
- **One** ticket to Celebration

Dinner Sponsor \$1,500 (1 available)

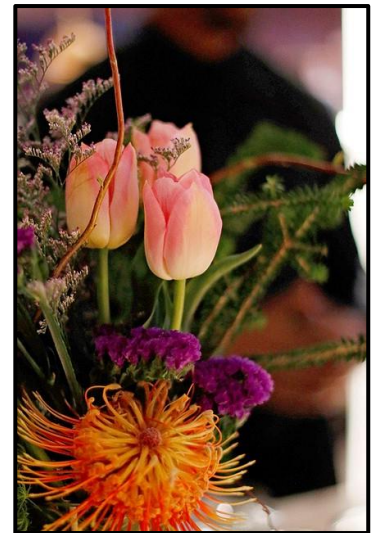
- Logo displayed on buffet tables
- **One** ticket to Celebration

Band Sponsor \$1,500 (1 available)

- Logo displayed near band
- **One** ticket to Celebration

Student Sponsor \$85 or 2 for \$150

- Send a landscape architecture student to Celebration!
- Logo included on materials and student(s) informed of sponsoring company



Folio
Award Winners Booklet
Full-colored, distributed to guests and posted on-line

Full Page = \$3,500
1/2 Page = \$2,000
1/4 Page = \$1,200
1/8 Page = \$600
Specs will be sent

