

# 2020 Sponsorship Package



## Welcome to the 2020 Sponsorship Package for the American Society of Landscape Architects, Illinois Chapter

2019 was an active year for ILASLA! The overarching theme was pursuit of a practice act and defense of a title act. The work was sustained while we continued to provide enriching education activities and build our student membership base.

### 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.

### 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!

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

**Celebration+ takes place in 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, the Annual Support campaign will be open from January 15 – March 1, 2020. Have questions or want to discuss a different type of sponsorship? Contact [susan@il-asla.org](mailto:susan@il-asla.org) / 630.833.4516**

## CALENDAR of EVENTS 2020

January	InvigorateU Conference (CE) Winter Spritzer	July	Celebration + with Field Sessions (CE) Emerging Professionals' Happy Hour
February	Advocacy Update Session Emerging Professionals' Happy Hour Education Webinar (CE)	August	Education Session (CE)
March	LARE Education Study Session	September	Emerging Professionals Event Education Webinar #3 (CE)
April	Landscape Architecture Month Education/Service Day (CE)	October	Education Session (CE) ASLA Conference on Landscape Architecture in Miami, FL
May	National Advocacy Day – Washington DC Education Webinar (CE) Emerging Professionals' Happy Hour	November	Emerging Professionals Event
June	ILASLA/APA Joint Event Emerging Professionals' Leadership Event Education Webinar (CE)	December	Education Webinar #4 (CE)

## Annual Sponsor

Choose a discounted Annual Sponsorship 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				
LARE Session	Logo on Evite Social Media Promo Signage/Recognition 2 Session Seats \$300 Value	Social Media Promo Signage/Recognition 1 Session Seat \$250 Value	Social Media Promo Signage/Recognition \$200 Value	<b>Bronze Level, Choose 2</b>
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
State of the Chapter Meeting	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
Emerging Professionals Networking Event	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
Winter 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
	\$6,000	\$4,550	\$3,400	\$2,100 to \$2,400
	17% savings	12% 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
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Stream	Logo in bi-weekly on-line newsletter \$400 Value		
ILASLA Website	Logo/link and rep photo on website \$600 Value		
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LARE Session	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
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
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
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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. Now we have a new issue: our Title Act was not extended and will need to be reinstated.

**We need your support to protect the business of landscape architecture. In 2020, it will take \$60,000 to cover expenses and lobbyist fees to reinstate our Title Act and move to a Practice Act, while staying on top of continued threats in the industry.**

Funding efforts paid off in 2019! We covered our expenses through:

- outreach to non-members, registered landscape architects;
- striving for net profits on events;
- holding several “advocacy raffles”; and
- receiving a grant from National ASLA.

**There are several ways you can support the Advocacy Fund in 2020:**

- **A straight donation on behalf of your company. We purposely held back 2 events in 2020 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 Title and Practice Acts are invaluable. We are happy to provide information and education on the Acts at any time. Information can be found at <https://il-asla.org/advocacy> or contact [susan@il-asla.org](mailto: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.

**Celebration+**  
**Friday, July 24, 2020**  
**Greenhouse Loft, Chicago, IL**  
**Morning Field Sessions, Reception, Premier Awards Ceremony and Party**  
[Take a look at Greenhouse Loft](#)

**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

Friday, July 24, 2020

Greenhouse Loft, Chicago, IL

Morning Field Sessions, Reception, Premier Awards Ceremony and Party

[Take a look at Greenhouse Loft](#)

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)

- You're the host as you meet and greet guests as they arrive for the cocktail hour before awards
- **Two** tickets to Celebration

### Music Sponsor \$2,000 (1 available)

- Logo displayed on near band
- **One** ticket 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

### Headshot Booth Sponsor \$4,000 (1 available)

This is a prime sponsorship during the dinner hour. It's a highly popular spot at any event.

- Logo displayed at booth
- All participants fill out contact information available to you.
- Option of helping in the booth and greeting your guests.
- **Two** tickets to Celebration

### Photo Booth Sponsor \$1,000 (1 available-see picture)

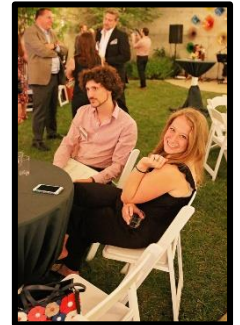
- Logo displayed near booth
- **One** ticket to Celebration

### Floral Sponsor \$600

- Help bring the beauty by underwriting the floral displays
- Logo included on materials
- **One** ticket to Celebration and one floral display to take home

### 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  
[See past folios](#)

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

