

2021 Sponsorship Package

American Society of Landscape Architects, Illinois Chapter

2020 was a challenging year for the world.

The pandemic COVID-19/novel Coronavirus surfaced and forever changed the way we conduct business. ILASLA was fortunate to be able to continue providing services to members and friends; Education Webinars and Meetings moved to 100% virtual on-line.

This year also saw the loss of the Illinois Title Act.

This loss makes Illinois the only deregulated state in the nation for landscape architecture. Shortened sessions in state congress due to COVID-19 added to the already difficult situation brought on, initially, by legislators' political missteps. The ILASLA board worked throughout the year to meet with legislators and engage new allies to get the Illinois Title Act vote on the table. The Act is expected to be reinstated in the upcoming Spring Session.

The Illinois Chapter is resilient.

With a year that could easily have been swept aside, the Illinois Chapter was determined to provide access, services, and education to its members. Live events were postponed, including Celebration+, but each month provided on-line webinars and social activities, all free of charge for members.

Our Sponsors were vital to this success and continue to be critical Partners.

ILASLA is your "boots on the ground" for your representatives to reach our members and allied professionals who utilize landscape architects' services. Our annual sponsorship opportunities are structured to maximize your investment in your local Chapter.

Chapter Membership and 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 help spotlight Illinois in the national arena. Thank you!

Do we have an Annual Meeting? Not quite, but our premier event, Celebration+, will continue in September.

Celebration+ takes place in the summer/fall to take advantage of the outdoors – where we belong and to make it a safe environment for all! The dynamic affair showcases the profession and brings together members and guests at all levels of their careers. 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 winning projects in Illinois and/or by Illinois Landscape Architects 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 which provides discounts will be open from March 1 – April 30, 2021. Have questions or want to discuss a different type of sponsorship? Contact susan@il-asla.org / 630.833.4516

CALENDAR OF EVENTS FOR SPONSORSHIP 2021

Subject to change dependent upon state regulations.

* Live outdoor event planned; hybrid possible

April

World Landscape Architecture Month

* Earth Day Service Project: Lakeshore Cleanup

May

Begin “Summer Spotlights” for sponsors

June

* Junk in Your Trunk – A Vendor Sample Showcase

July

* Rooftop Event

* Emerging Professionals Networking Event

September

* Celebration

* Field Sessions

October

* Emerging Professionals Leadership Panel

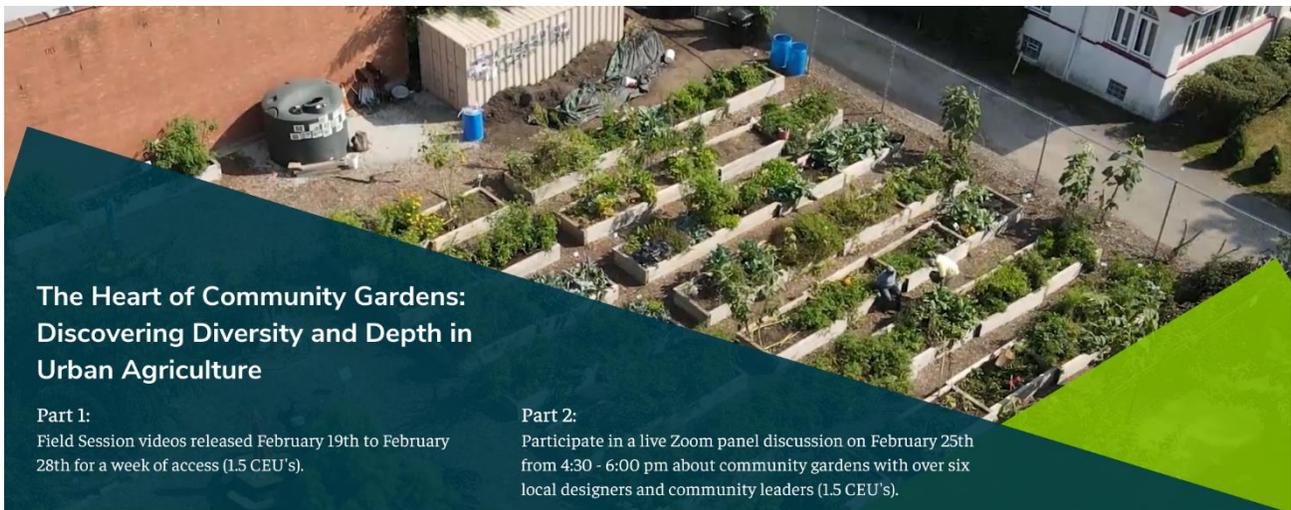
LARE Sessions

November

* Conference on Landscape Architecture (Nashville)

December

* Backstage tour of Holiday Lighting event (tbd)



**The Heart of Community Gardens:
Discovering Diversity and Depth in
Urban Agriculture**

Part 1:
Field Session videos released February 19th to February 28th for a week of access (1.5 CEU's).

Part 2:
Participate in a live Zoom panel discussion on February 25th from 4:30 - 6:00 pm about community gardens with over six local designers and community leaders (1.5 CEU's).



	\$5,000	\$4,000	\$3,000	\$2,000	
	PLATINUM ANNUAL with \$ Value	GOLD ANNUAL with \$ Value	SILVER ANNUAL with \$ Value	BRONZE ANNUAL with \$ Value	BUILD YOUR OWN
ADVERTISING					(Pick the item and Level and ad up total \$)
Folio Booklet of award winners/full color print and on-line	1/2 page ad \$1,500	1/4 page ad \$1,200	1/8 page ad \$600	1/8 page ad \$600	
Stream Monthly newsletter	Logo \$500	Logo \$500	Logo \$500	Logo \$500	
ILASLA Website Logo/Link and rep photo on website	Logo/Link/ Headshot \$500	Logo/Link/ Headshot \$500	Logo/Link/ Headshot \$500	Logo/Link/ Headshot \$500	
Summer Spotlight A dedicated eblast for your company	Dedicated e-blast \$500	Dedicated e-blast \$500	Dedicated e-blast \$500	N/A	
EVENTS All Levels include Logo on signage and recognition on website event page.	\$500 (per event)	\$400 (per event)	\$300 (per event) (6 events/all)	\$300 (per event) (3 events/choose)	
Earth Day Service Project	Logo on Evite Social Media Promo Non-ticketed event	Logo on Evite Social Media Promo Non-ticketed event	Logo on Evite Social Media Promo Non-ticketed event	Logo on Evite Social Media Promo Non-ticketed event	
Junk in Your Trunk – A Vendor Sample Showcase Show off your samples from your own vehicle at a tail-gate party! Event will be combined with an on-site event such as the zoo.	Logo on Evite Eblast Social Media Promo 4 Tickets	Social Media Promo 2 Tickets	Social Media Promo 1 Ticket	Social Media Promo 1 Ticket	
Rooftop Networking Event	Logo on Evite Social Media Promo 4 Tickets	Social Media Promo 2 Tickets	Social Media Promo 1 Ticket	Social Media Promo 1 Ticket	
Emerging Professionals' Networking Event	Logo on Evite Social Media Promo 4 Tickets	Social Media Promo 2 Tickets	Social Media Promo 1 Ticket	Social Media Promo 1 Ticket	
Celebration+ Field Sessions	Logo on Evite Logo on water bottle Social Media Promo 4 Tickets	Social Media Promo 2 Tickets	Social Media Promo 1 Ticket	Social Media Promo 1 Ticket	
Emerging Professionals' Leadership Panel	Logo on Evite Social Media Promo 4 Tickets	Social Media Promo 2 Tickets	Social Media Promo 1 Ticket	Social Media Promo 1 Ticket	
Total Value	\$6,000	\$5,100	\$3,800	\$2,500	Save 10% on \$4,000+
Discount for Annual Campaign	17%	20%	21%	\$20%	

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, please visit our “Letters to Members” page on our il-asla.org website under Advocacy. Unfortunately, 2020 brought about a new issue: our Title Act was not extended and is now in the process of being reinstated.

We need your support to protect the business of landscape architecture. In 2021, it will take \$40,000 to cover expenses and lobbyist fees to reinstate our Title Act, while staying on top of continued threats in the industry.

Funding efforts paid off in 2020! We covered our expenses through:

- outreach to non-members, registered landscape architects;
- striving for net profits on events;

There are several ways you can support the Advocacy Fund in 2021:

- A straight donation on behalf of your company.
- 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.

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 2021!

Thank you, for your consideration.

Celebration+

Thursday, September 23, 2021

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+



See additional opportunities on the next page

Celebration+
Thursday, September 23, 2021
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.

Headshot Booth Sponsor \$3,000 (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



Cocktail Hour Sponsor \$2,500 (1 available)

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

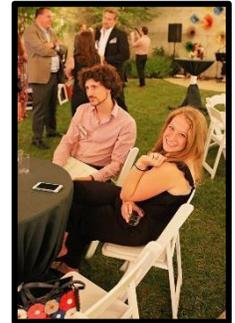


Music Sponsor \$2,000 (1 available)

- Logo displayed on near band
- Honored song request if known
- **One** ticket to Celebration

Bar Sponsor \$1,600 (2 available)

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

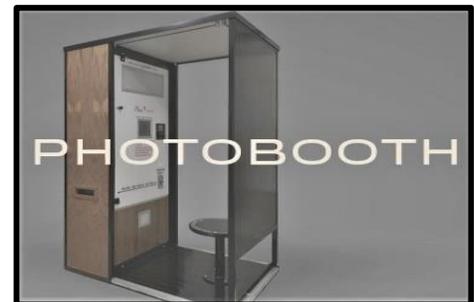


Dinner Sponsor \$1,500 (1 available)

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

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 = \$1,500

1/4 Page = \$1,200

1/8 Page = \$600

Specs will be sent

