



2022 Sponsorship Package

American Society of Landscape Architects, Illinois Chapter

2021 was another year that took creative problem solving and patience.

COVID-19 continued to spread in its original form and its variants producing questions of how to implement live events while keeping our members and guests safe. We cautiously held four events in person allowing for networking and celebrating the field.

Our Sponsors continue to be 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.

Do we have an Annual Meeting? Not quite, but our premier event, Celebration+, will continue in September. Celebration+ takes place in the 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 an afternoon 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 booklet. 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, 2022. Have questions or want to discuss a different type of sponsorship? Contact susan@il-asla.org / 630.833.4516

CALENDAR OF EVENTS FOR SPONSORSHIP 2022

Subject to change dependent upon state regulations.

* Live event planned

March

*Winter Spritzer (since Winter Spritzer is a holdover from 2021, it is a separate sponsorship opportunity)

April

World Landscape Architecture Month

* Earth Day Service Project Garfield Park
Emerging Professionals’ Networking Event –
Virtual/Trivia Night

May

*Spring Networking Event
Begin “Summer Spotlights” for sponsors

July

* Emerging Professionals Networking Event

September

Celebration+, including Field Sessions
* Emerging Professionals Project
Parking Day

November

Conference on Landscape Architecture
(San Francisco)

	\$5,000	\$4,000	\$3,000	\$2,000	
	PLATINUM ANNUAL	GOLD ANNUAL	SILVER ANNUAL	BRONZE ANNUAL	BUILD YOUR OWN
ADVERTISING					Pick the Item & Level add up total
Folio Booklet of award winners/full color print and online	½ page ad \$1,500	¼ page ad \$1,200	1/8 page ad \$600	\$18 page ad \$600	
Stream Monthly newsletter	Logo \$500	Logo \$500	Logo \$500	Logo \$500	
ILASLA Website Company logo, link, rep photo and bio on website	Logo/Link/ Headshot/bio \$500	Logo/Link/ Headshot/bio \$500	Logo/Link/ Headshot/bio \$500	Logo/Link/ Headshot/bio \$500	
Summer Spotlight Dedicated E-Blast to our email list on your behalf	Dedicated E-Blast \$500	Dedicated E-Blast \$500	Dedicated E-Blast \$500	N/A	
EVENTS All events include logo on signage and registration page.	\$500 per Event	\$400 per Event	\$300 per Event	\$300 per Event (choose 3)	
Earth Day Service Project Garfield Park	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	
EP Networking Event – Virtual/Trivia Night	Logo on Evite Social Media Promo 4 Tickets	Social Media Promo 2 Tickets	Social Media Promo 1 Ticket	Social Media Promo 1 Ticket	
Spring 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	
EP Networking Event – TBD	Logo on Evite Social Media Promo 4 Tickets	Social Media Promo 2 Tickets	Social Media Promo 1 Ticket	Social Media Promo 1 Ticket	
EP Project - Parking Day	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 (Does not include tickets to Celebration Awards)	Logo on Evite & Water Bottle 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	\$3,900	\$2,500	Save 10% on \$4,000+
Discount for Annual Campaign	17%	20%	21%	20%	

Celebration+
September 2022
Place and Date TBD
Afternoon 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
- Company representative's photo with leadership at event
- **Two** tickets to Celebration+ Awards Event



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
- Company representative's photo with leadership at event
- **Two** tickets to Celebration+ Awards Event



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+ Awards Event



**Celebration+
September 2022
Place and Date TBD
Afternoon Field Sessions, Reception, Premier Awards Ceremony and Party**

Along with items listed below, all Additional Opportunities receive company name on invitation website and acknowledgement in social media.

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

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



Emcee Sponsor (\$2,500) (1 available)

- Underwrite our event emcee
- Receive a private introduction and photo
- **Two** tickets to Celebration

Music Sponsor \$2,000 (1 available)

- Logo displayed near band
- Honored song request if known
- **Two** tickets to Celebration



Bar Sponsor \$1,600 (2 available)

- Choose your own signature cocktail for the event (if bar allows for)
- Logo displayed on or near bar
- **One** ticket to Celebration

Reception Sponsor \$1,500 (1 available)

- Logo displayed on buffet tables
- **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





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 2022, it will take \$40,000 to cover expenses and lobbyist fees to complete the reinstatement of our Title Act, while staying on top of continued threats in the industry.

There are several ways you can support the Advocacy Fund in 2022:

- 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 2022!

Thank you, for your consideration.