



ASLA
MARYLAND

MARYLAND CHAPTER

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

2024 SPONSORSHIP OPPORTUNITIES

2024 HIGHLIGHTS!

- Updated Chapter Sponsorship Tiers
- Updated Awards Gala Sponsorship Levels
- New Advertising Opportunities on Website
- New Social Media Takeover Opportunity!
- Now Accepting Electronic Payments

ABOUT OUR CHAPTER

Founded in 1972, the Maryland Chapter of the ASLA is the professional association for landscape architects, representing more than 335 members within Maryland. Landscape architecture is a comprehensive discipline of land analysis, planning, design, management, preservation, and rehabilitation. ASLA promotes the landscape architecture profession and advances the practice through advocacy, education, communication, and fellowship. The ASLA Public Relations and Communications department reaches millions of people each year—advancing the awareness and appreciation of the profession and ASLA Government Affairs works tirelessly to ensure the profession is at the forefront with policymakers.

CHAPTER PROGRAMS

FEBRUARY	Circle of Support Happy Hour (Sponsor - \$500)
MARCH	Job Shadow Week (Lead Sponsor - \$1,000) -organized with the University of Maryland and Morgan State University
APRIL	Landscape Architecture Month
MAY	Annual Awards Gala -Professional and Student Awards
SEPTEMBER	Student Engagement Event (Sponsor - \$500) -organized with the University of Maryland and Morgan State University
OCTOBER	ASLA National Conference Happy Hour in DC
NOVEMBER	Annual Chapter Strategic Planning Summit
DECEMBER	Holiday Party and Sponsor Appreciation Event





BECOME A CHAPTER SPONSOR!

Sponsorship Tiers provide a variety of opportunities for Sponsors to support the operations of the chapter while receiving recognition & exposure to our membership through our website, media, publications and at special events put on by the Chapter. See the table below to discover what tier would be the best fit for your company.

NOTE: The Climate Action Challenge and Stormwater Tour are not included in the listed Sponsor Tiers. These events will be co-hosted by multiple chapters and/or will have their own additional sponsorship opportunities. Stay tuned for more information.

SPONSORSHIP TIERS

	PLATINUM \$6,000	GOLD \$4,000	SILVER \$2,500	BRONZE \$1,500
	*LIMIT (3)			
AWARDS GALA	AWARDS PLATINUM SPONSOR <small>(SEE NEXT PAGE FOR LIST OF BENEFITS)</small>	AWARDS GOLD SPONSOR <small>(SEE NEXT PAGE FOR LIST OF BENEFITS)</small>	AWARDS SILVER SPONSOR <small>(SEE NEXT PAGE FOR LIST OF BENEFITS)</small>	AWARDS BRONZE SPONSOR <small>(SEE NEXT PAGE FOR LIST OF BENEFITS)</small>
E-NEWS	AD & LOGO IN NEWSLETTER	LOGO IN NEWSLETTER	LOGO IN NEWSLETTER	NAME IN NEWSLETTER
WEBSITE	BANNER ON HOMEPAGE OF WEBSITE	LOGO ON WEBSITE (LINKED)	LOGO ON WEBSITE	NAME ON WEBSITE
EMBARK	FULL PAGE AD	1/2 PAGE AD	1/2 PAGE AD	1/4 PAGE AD
ADD-ON	1 LUNCHTIME LEARNING CEU PROGRAM + 1 SOCIAL MEDIA TAKEOVER NEW!	1 LUNCHTIME LEARNING CEU PROGRAM OR 1 SOCIAL MEDIA TAKEOVER NEW!		

INTERESTED IN SPONSORSHIP?

Contact Kevin Gaughan at kevin@formgardendesign.com



AWARDS GALA SPONSORSHIP

The 2024 MDASLA Awards Gala is the premier event of the year where we celebrate the accomplishments of the amazing work being done by our Chapter Members in the state of Maryland. This year's event will be held at Brookside Gardens in Wheaton, MD. Located in Montgomery County, Brookside Gardens is a treasure in the region connecting visitors to nature and offering inspiration and education to designers and community members alike. The evening will include a cocktail hour in the garden followed by a dinner in the Auditorium for the keynote address and awards program. In order to make this a special night, we are looking for generous Sponsors to help support us in creating an evening that our members deserve. As you will see below, we have several opportunities for companies to sponsor this event and to boost their exposure to the membership. We look forward to your support!

Date/Time:

Thursday, May 2nd, 6:00PM-9:00PM

Location:

Brookside Gardens
1800 Glenallan Avenue
Wheaton, MD 20902

BRANDED GIVEOUTS & PRODUCT MATERIALS

There will be additional opportunities for the sponsorship of branded items at the event. More details regarding these opportunities will be available in late winter as plans for the event are finalized.

SPONSORSHIP LEVELS

	PLATINUM \$4,000	GOLD \$2,500	SILVER \$1,500	BRONZE \$750
AWARDS GALA	<ul style="list-style-type: none"> Banner at the Event Featured Logo on all Promotional Material Featured Logo on Event Page Logo on Platinum Sponsor Slide & Recognition 2-3 Minute Speaking Opportunity & Award Presentation (4) Complimentary Tickets to the Event List of Attendees 	<ul style="list-style-type: none"> Logo on all Promotional Material Logo on Event Page Logo on Event Signage Logo on Sponsor Slide & Recognition 1-2 Minute Speaking Opportunity during Program (2) Complimentary Tickets to the Event 	<ul style="list-style-type: none"> Logo on Event Page Logo on Event Signage Logo on Sponsor Slide & Recognition Special Recognition during the Cocktail Hour (2) Complimentary Tickets to the Event 	<ul style="list-style-type: none"> Name on Event Signage Name on Sponsor Slide & Recognition (1) Complimentary Ticket to the Event
	*LIMIT (3)			

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ADVERTISING

EMBARK IX

Embark magazine is a professionally designed annual publication showcasing our chapter's awards and events, traditionally released at the end of the year. In 2024, we're investing in upgrades to transform this digital publication into an engaging, interactive experience for our readers, creating a dynamic platform and improving your brand's exposure and engagement

- **\$1000 - Full Page Ad**
- **\$650 - 1/2 Page Ad**
- **\$400 - 1/4 Page Ad**

SPONSORED CONTENT NEW!

Sponsors have an opportunity to purchase individual campaigns or ads on our website, email newsletter and through our social media outlets.

- **\$500 - Website Banner Ad (1 Year)**
 - Linked banner ad below the main slide on homepage of the website: www.marylandasla.org (3 max) [1200x150px, jpeg or .png]
- **\$350 - Digital Newsletter Banner Ad (3 months)**
 - Linked banner advertisement in the newsletter (1 spot) [900x150px, jpg or .png]
- **\$400 - Digital Newsletter Square Ad (6 months)**
 - Linked square advertisement in the newsletter (3 spots) [200x200px, jpg or .png]
- **\$250 - Social Media Sponsored Post**
 - Promotional social media posts on Instagram, LinkedIn, & Facebook.
- **\$500 - Social Media Takeover!**
 - Sponsored post PLUS a 24 hour takeover of MDASLA Instagram Stories

PLATFORM METRICS

WEBSITE	<ul style="list-style-type: none"> • 375 Page Views/Mo. • 290 Unique Visitors/Mo.
E-NEWS	<ul style="list-style-type: none"> • 1500+ Newsletter Subscribers • 48% Open Rate!
SOCIAL	<ul style="list-style-type: none"> • 1200+ Instagram Followers • 280 Average Reach/Post

MONTHLY LUNCHTIME LEARNING (VIRTUAL OR IN PERSON)

Just like visiting an office to present products, but with access to our 2,000+ network of email subscribers and members. Sponsors will be responsible for ensuring the presentation is LA CES accredited. Events can either take place virtually or be hosted at the Center for Architecture and Design in Baltimore pending availability. Lunch to be provided when in-person by vendor.

- **\$500 - CEU Presentation (Limit 12)**
 - Recognition and logo on marketing and presentation
 - Table for product display, handouts or other material (In-Person)
 - Attendees mailing address list

THANK YOU!

Please reach out to our leadership team to confirm that limited sponsorship opportunities are still available. We look forward to answering any questions you might have about our programs or chapter.

Inquiries can be directed to the Sponsorship Chair, Kevin Gaughan, at kevin@formgardendesign.com

	SPONSOR NAME
	CONTACT NAME AND PHONE
	CONTACT EMAIL
	SPONSORSHIP LEVEL AND/OR ADD-ONS
	TOTAL SPONSORSHIP AMOUNT

This completed form and check addressed to "Maryland Chapter ASLA" can be mailed to:
One Charles Center, 100 N. Charles Street Suite P101 Baltimore, MD 21201