



2019-2020

150+ active chapter members ▪ 300+ newsletter subscribers ▪ 200+ monthly website visits

PLATINUM LEVEL/\$3,500 A YEAR

(3) AVAILABLE

EVENTS	ELECTRONIC NEWSLETTER	ST. LOUIS ASLA WEBSITE & SOCIAL
4 tickets to winter party/awards event Exclusive acknowledgment on stage	1 year of banner ads (may be updated anytime)	2 Exclusive direct member e-blasts, with web article and social media share about product or news item of sponsor's choice
1 CEU or social event (outlined on next page)	2 Full-page ads/year	1 year of home page/main page logo space
Logo presence/acknowledgement at all marquee events	Logo/link to your website in sidebar	2 social posts to share product/news
		Logo/link on all main pages of site

GOLD SPONSORSHIP/\$2,500 A YEAR

(4) AVAILABLE

ANNUAL AWARD EVENT	ELECTRONIC NEWSLETTER	ST. LOUIS ASLA WEBSITE & SOCIAL
Winter Party/Awards Ceremony Package: 2 tickets to event Exclusive acknowledgment on stage	1 Full-page ads/year Logo/link to your website in sidebar	1 Exclusive direct member e-blasts, with web article and social media share about product or news item of sponsor's choice
		1 social post to share product/news
		Logo/link on all main pages of site

SILVER SPONSORSHIP/\$1,500 A YEAR

ANNUAL EVENTS	ELECTRONIC NEWSLETTER	ST. LOUIS ASLA WEBSITE & SOCIAL
Winter Party/Awards Ceremony Package: 1 ticket to event	1 Half-page ads/year Logo/link to your website in footer	1 social post to share product/news Logo/link to your website on sponsor page

BRONZE SPONSORSHIP/\$600 A YEAR

ANNUAL EVENTS	ELECTRONIC NEWSLETTER	ST. LOUIS ASLA WEBSITE & SOCIAL
Winter Party/Awards Ceremony Package: Logo in awards booklet	Logo/link to your website in footer	Logo/link to your website on sponsor page

EVENT SPONSORSHIP OPPORTUNITIES

In addition to the annual benefits outlined at left, sponsors are given an opportunity to help fund additional events throughout the year. Your benefits as a sponsor of one of these events can vary, but are great ways to engage with our membership. More details can be found on the following page.

Preference to these additional sponsorships will be given to top-tier sponsors, and all annual sponsors will receive a 20% discount on additional event sponsorships listed in the following page.

READY TO SIGN UP?

We sincerely thank you for your interest in supporting landscape architecture and ASLA St. Louis. Please fill out the form on the last page of this document, and return to exdir@stlouisasla.org.

If you have any questions, or would like to become a sponsor of St. Louis ASLA, please contact us:
www.stlouisasla.org
exdir@stlouisasla.org

2019/2020 ST. LOUIS ASLA EVENT SPONSORSHIPS

These additional a la carte opportunities are great ways to engage with our membership, and are open to anyone to purchase. First right of refusal is given to annual sponsors, with preference given to Platinum, then Gold, etc.

Have a different idea for event? Send us an email: exdir@stlouisasla.org.

MARQUEE EVENTS*

Annual Awards Event

Print advertising space may be purchased in our annual awards booklet, which is distributed to all event attendees, and is also distributed to local A/E/C allied professionals.

1 page print ad (max 2 per vendor)	\$200
1/2 page print ad (max 2 per vendor)	\$100

Annual Trivia Night

In addition to ASLA's annual awards event held in February, ASLA holds an additional allied professional trivia event, typically in the late fall. Proceeds will partially benefit a local nonprofit.

Event specifics TBD

Venue sponsorship (1)	\$500
Refreshment sponsorship (1)	\$500
Grand Prize sponsorship (1)	\$500
Round sponsorship (10)	\$250
Table sponsorship (20)	\$150

Golf Tournament

Held in late August/early September, this joint event brings professionals and vendors together to support landscape architecture scholarships.

More details will be available in late spring.

Venue sponsorship (1)	\$600
Refreshment sponsorship (2)	\$300
Round sponsorship (5)	\$150

Annual sponsors will receive a 20% discount on all marquee events sponsorships.

ANNUAL EVENTS*

Gateway Film Series

Once a quarter, this ongoing event shows CEU-credit worthy films. As a sponsor of the event, you'll get exclusive acknowledgment at the screening, and help pay for refreshment for attendees.

Film sponsorship (4)	\$150
OR	
Annual sponsorship (1)	\$500

Design Week Allied Event

Typically the first week of October, this publicized city-wide celebration of all things design gives the opportunity to interface with allied A/E/C professionals and bring any products and/or literature about your products to the event.

Design week sponsorship (1)	\$500
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World Landscape Architecture Month (WLAM) Photo Contest Sponsor

Every April, we hold a social media photo contest to promote WLAM. Entrants submit photos of local landscapes. Winners receive a cash prize. As the sponsor, you'll receive name recognition as the contest sponsor, and as the vendor furnishing the cash prize.

WLAM Photo Contest sponsor (1)	\$500
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Annual sponsors will receive a 20% discount on all annual events sponsorships.

A LA CARTE*

CEU Event

Host a continuing education event with ASLA, in order to engage with membership at an event that attracts attendees. Vendor provides programming and/or speakers as needed. ASLA will support with promotion and co-sponsorship, to be compliant with national LACES standards.

CEU Event sponsorship	\$300
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Annual sponsors will receive a 20% discount on all a la carte sponsorships.

Social Event/Happy Hour

Want to get access to our membership contacts to promote a happy hour or other social event? We'll add to our calendar and promote the event and can help suggest locales if needed.

Social event promotion	\$300
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*Pending availability and timing. Schedule for specific due dates, specifications etc. will be distributed as needed and as they become available.

PLATINUM LEVEL

Awards Party Attendance

- At the platinum level, you will receive (4) complimentary tickets to our annual awards banquet and reception, which is typically held every February.
- These tickets may be used/distributed at the discretion of the sponsor.
- Platinum sponsors will be recognized by name during the ceremony, an exclusive privilege for this level of sponsorship.

Newsletter Presence

- ASLA St. Louis sends out a newsletter each month, with a readership close to 400.
- At the Platinum level, your logo will be displayed in the top portion sidebar as well as the footer.
- Additional advertising and article benefits are described below. Scheduling will be assigned based on availability and at the discretion of the chapter.

Website Presence

- Your logo will be displayed prominently on our website main pages, as well as featured on our sponsorship pages, which will link to your company's homepage.
- Exclusive events are added to our chapter calendar, and featured on our home page in the days leading up to the event.

Advertising/Articles/Direct Email Specifications

NOTE: Scheduling will be assigned, change requests will be accommodated when possible.

Full Page Ads (2/year)

Due (2) business days before newsletter release date

- Size: 1200 pixels x 1600 pixels , 72 dpi
- Color: RGB color is recommend, optimized for web
- File: Please send ads as .jpeg files, no larger than 1 MB
- Ads can link to ONE URL. Please include when sending ad

Banner Ads (1 per year)

Due two business days before newsletter release date, may be changed out at any time.

- Size: 1200 pixels x 400 pixels, 72 dpi
- Color: RGB Color is recommended, optimized for web
- File: Please send ads as .jpeg files, no larger than 1 MB
- Ads can link to ONE URL. Please include when sending ad

Direct Emails (2/year)

Due (3) business days before date of blast.

- The month for your email blast will be assigned, you may pick the time and date of that month for your preference.
- Most sponsors like to do a solid image (like an ad).
- 1,200 pixels (at 72 dpi) is the maximum width, depth is up to your discretion. RGB color, optimized for web.

Social Media Posts(2/year)

Sent at the sponsor's discretion. Typically posted within a week.

- Can contain up to 250 words and up to (3) jpg images, promoting a product, news or other item.

ST. LOUIS ASLA 2019/2020 ST. LOUIS ASLA SPONSORSHIP

GOLD LEVEL

Awards Party Attendance

- At the gold level, you will receive (2) complimentary tickets to our annual awards banquet and reception, which is typically held every February.
- These tickets may be used/distributed at the discretion of the sponsor.

Newsletter Presence

- ASLA St. Louis sends out a newsletter each month, with a readership close to 400.
- At the gold level, your logo will be displayed in the top portion sidebar as well as the footer.
- Additional advertising and article benefits are described below. Scheduling will be assigned based on availability and at the discretion of the chapter.

Website Presence

- Your logo will be displayed on our sponsorship page.

Advertising/Articles/Direct Email Specifications

NOTE: Scheduling will be assigned, change requests will be accommodated when possible.

Full Page Ads (1/year)

Due (2) business days before newsletter release date

- Size: 1200 pixels x 1600 pixels , 72 dpi
- Color: RGB color is recommended, optimized for web
- File: Please send ads as .jpeg files, no larger than 1 MB
- Ads can link to ONE URL. Please include when sending ad

Direct Emails (1/year)

Due (3) business days before date of blast.

- The month for your email blast will be assigned, you may pick the time and date of that month for your preference.
- Most sponsors like to do a solid image (like an ad).
- 1,200 pixels (at 72 dpi) is the maximum width, depth is up to your discretion. RGB color, optimized for web.

Social Media Posts(1/year)

Sent at the sponsor's discretion. Typically posted within a week.

- Can contain up to 250 words and up to (3) jpg images (RGB, 72 dpi recommended), promoting a product, news or other item.

SILVER LEVEL

Awards Party Attendance

- At the silver level, you will receive (1) complimentary ticket to our annual awards banquet and reception, which is typically held every February.
- This ticket may be used/distributed at the discretion of the sponsor.

Newsletter Presence

- ASLA St. Louis sends out a newsletter each month, with a readership close to 400.
- Your logo will be displayed in the footer.
- Additional advertising and article benefits are described below. Scheduling will be assigned based on availability and at the discretion of the chapter.

Website Presence

- Your logo will be displayed on the sponsorship page.

Advertising/Articles/Direct Email Specifications

NOTE: Scheduling will be assigned, change requests will be accommodated when possible.

Full Page Ads (1/year)

Due (2) business days before newsletter release date

- Size: 1200 pixels x 1600 pixels , 72 dpi
- Color: RGB color is recommended, optimized for web
- File: Please send ads as .jpeg files, no larger than 1 MB
- Ads can link to ONE URL. Please include when sending ad

Social Media Posts(1/year)

Sent at the sponsor's discretion. Typically posted within a week.

- Can contain up to 250 words and up to (3) jpg images (RGB, 72 dpi recommended), promoting a product, news or other item.

BRONZE LEVEL

Bronze Level Benefits

- At the bronze level of sponsorship, your logo will be present in the footer of all newsletters, which will link to your company's website.
- Your logo will also appear on our website's sponsorship page.
- Your logo will appear in our annual awards booklet.

ANNUAL AWARDS BOOKLET

Full page specifications:

- 8.5" wide x 5.5" tall (horizontal), with .25" of bleed. T
- Resolution/File type: 300 dpi jpeg.
- If you've purchased two full-page ads, you may choose to do a single "spread" if you prefer, at 17" wide x 5.5" tall.

1/2 page specifications:

- 4.25" wide x 5.5" tall, CMYK, with .25" of bleed.
- Resolution/File type: 300 dpi jpeg.

Due date will be TBD, based on event date

SPONSORSHIP COMMITMENT FORM

All items subject to availability. For questions, contact our chapter at exdir@stlouisasla.org.

ANNUAL SPONSORSHIP

- \$3,500 Platinum Level
- \$2,500 Gold Level
- \$1,500 Silver Level
- \$600 Bronze Level

COMPANY & CONTACT INFORMATION

Company Name

Contact Person

Business Street Address

City, State, ZIP

Daytime Contact Phone

Additional Contact Name & Email (if needed)

Authorized signature

Date

Printed name

Title

TOTAL DUE

I'm paying by check. Mail to: P.O. Box 11594, Clayton, MO 63105

I'm paying by credit card. Link will be sent to you.

Once this form is complete, email to exdir@stlouisasla.org

ADDITIONAL EVENT OPPORTUNITIES ****20% Discount for Annual Sponsors****

MARQUEE EVENTS • Annual Awards

- \$200 Full-page ad
- \$100 Half-page ad

MARQUEE EVENTS • Trivia Night

- \$500 Venue Sponsorship
- \$500 Refreshment Sponsorship
- \$500 Grand Prize Sponsorship
- \$250 Round Sponsorship
- \$150 Table Sponsorship

MARQUEE EVENTS • Golf Tournament

- \$600 Venue Sponsorship
- \$300 Refreshment Sponsorship
- \$150 Round Sponsorship

ANNUAL EVENTS • Gateway Film Series

- \$150 Film Sponsorship
- \$500 Annual Sponsorship

ANNUAL EVENTS • Design Week Allied Event

- \$500 Design Week Sponsorship

ANNUAL EVENTS • WLAM Photo Contest

- \$500 Photo Contest Sponsor

A LA CARTE • CEU Event

- \$500 Design Week Sponsorship

A LA CARTE • Social Event/Happy Hour

- \$300 Photo Contest Sponsor