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a 501(c)(6) Organization

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Dear ASLA San Diego Supporter:

The San Diego Chapter of the American Society of Landscape Architects (SDASLA) would like to **thank you for being one of our amazing sponsors** who help make our chapter one of the best in the country!

Your generous support helps us increase our leadership role locally, in the state, and nationally through education and promotion of the profession of landscape architecture. **We could not do this without you!**

Our 2024 **Annual Kick-off**, hosted by RCP Block & Brick, provided sponsor tables and gave us the opportunity to thank our **Four Seasons Sponsors**: Coast Recreation, Dave Bang & Associates, Modern Builders, San Diego Lighting Associates and ReproHAUS with a **special salute to our Ruby Sponsor**, TB Penick & Sons, all who helped us make our Chapter's 48th year spectacular.

This year, we are excited about the educational and networking workshops and events that many of our Sponsors requested to host this coming year and want you to know that all Annual Sponsors can coordinate sponsor-hosted events either as their own event or in partnership with one of the Chapter committees. Contact us early in the year so we can confirm a date and location that will help showcase your company's products and/or services.

Accomplishments and awards this past year for our chapter included: A **\$10,000 Tracy Morgan Hollingworth Community Grant** awarded to the Lakeside's River Park conservancy; National World Landscape Architecture Month celebration with an local Instagram takeover, World Design Capital San Diego Tijuana 2024 where several projects were toured; an amazing Awards Banquet and Ceremony, and the Launch of a new networking series called Walk and Talk.

Looking ahead to 2025. Numerous events and activities are already being planned for the 2025 National Landscape Architecture Month. This is another opportunity for sponsors to participate in a variety of interesting events as we engage the public to discover their local parks and open spaces through guided site tours and help them see the creative minds of landscape architects and our vendor partners.

We are encouraging you to become one of our important 2025 sponsors and to offer educational or social events for our both our community and allied professionals, which will provide more marketing and exposure for your company and products.

We offer several ways to **increase your online presence and visibility**. Here are a couple ways of obtaining valuable ad space:

1. Spring Bouquet and above Sponsorship levels include ¼ to full page firm spotlight adds for our quarterly e-newsletter and some include scrolling banners on our website!
2. We invite all Annual Sponsorship levels (first come-first served) to **submit ads for our weekly email blasts**, with links to your website or a short article about your products and services.
3. You may upgrade your **ad space for each of the four quarterly newsletters per the attached ad information which is also located under the sponsors link at www.asla-sandiego.org**.

4. We list **all Annual Sponsors on our website with links to your firm website.**

There are **several levels of Annual sponsorship** we offer each year (see Sponsor Benefits enclosed) so you may select the level of sponsorship best suited to your goals.

We recognize our sponsors have had to work harder to reach out to their clients (even after the pandemic has lapsed) so we are continuing with the reduced sponsor donation levels for 2024. We welcome new sponsors each year and encourage you to contact us if you want to discuss the benefits of becoming a sponsor or consider increasing your existing sponsor level.

To confirm your sponsorship, please complete and email your pledge form to our Chapter email @ ASLASD@asla-sandiego.org and include a high-quality company logo, then mail your check payable to SDASLA along with a copy of your sponsor pledge form to the attention of Brad Lents, 2122 Hancock Street, San Diego, CA 92110.

For inquiries about credit card sponsorship payments (fees apply), donation invoices or W9's please send an email request to ASLASD@asla-sandiego.org.

One of our 2024 Executive Committee members will be calling to ask for your pledge of support and to share the many sponsorship benefits. Please feel free to contact either of us with any feedback or questions. Thank you in advance for helping us to bring about positive change. Together we will continue the important work of our industry.

Sincerely yours in Landscape Architecture,

Kathryn Kanaan

Kathryn Kanaan, ASLA
President
kathryn@kda-landscapearchitects.com

Brad Lents

Brad Lents, ASLA
President-Elect
blents@spurlock-land.com

Enclosures: 2025 Sponsor Benefits, 2025 Sponsor Pledge Form, 2025 E-Newsletter Ad Dimensions

Printed Courtesy of



2025 ANNUAL SPONSORSHIP - CATEGORIES AND BENEFITS

NEW - ASLA EXCLUSIVE – EMERALD SPONSOR - (ONLY 1 AVAILABLE) \$12,000

- **Periodic NPR radio advertising with ASLA SD (March/April & September/October)**
- **Recognition and 4 tickets and sponsor table at SDASLA Holiday Gala**
- **Recognition and 4 green fees including dinner for Annual Golf Tournament**
- **2025 Lectures 4 tickets per lecture**
- **Invitation to host and have products/services highlighted at Chapter meeting**
- **Verbal Recognition at all ASLA Meetings and Events during 2025**
- **Included in the scrolling top banner on Chapter Web Site with link to your vendor information, logo and direct web link**
- **Firm Spotlight feature article in SDASLA E-Newsletter**
- **Full Page ad in e-newsletter in prominent location**
- **Receive quarterly membership mailing list**
- **Ad or article listing on E-Blasts to our ASLA Chapter members with link to website**

ASLA EXCLUSIVE – RUBY SPONSOR - (ONLY 1 AVAILABLE) \$8,000

- ◆ **Company logo listed on SDASLA Facebook, LinkedIn and other Social Media distribution**
- ◆ **Recognition and 4 tickets and sponsor table at SDASLA Holiday Gala**
- ◆ **Recognition and 4 green fees including Annual Golf Tournament awards reception**
- ◆ **2025 Lectures 4 tickets per lecture**
- ◆ **Invitation to host and have products/services highlighted at Chapter meeting**
- ◆ **Verbal Recognition at all ASLA Meetings and Events during 2025**
- ◆ **Included in the scrolling top banner on Chapter Web Site with link to your vendor information, logo and direct web link**
- ◆ **Firm Spotlight feature article in SDASLA E-Newsletter**
- ◆ **Full Page ad in e-newsletter in prominent location**
- ◆ **Receive quarterly membership mailing list**
- ◆ **Ad or article listing on E-Blasts to our ASLA Chapter members with link to website**

FOUR SEASONS SPONSOR - \$6,000

- ✱ **Recognition and 4 tickets and sponsor table at SDASLA Holiday Gala**
- ✱ **Recognition and 4 green fees including Annual Golf Tournament awards reception**
- ✱ **2025 Lectures 4 tickets per lecture**
- ✱ **Invitation to host and have products/services highlighted at Chapter meeting**

- * **Verbal Recognition at all ASLA Meetings and Events during 2025**
- * **Included in the scrolling top banner on Chapter Web Site with link to your vendor information, logo and direct web link**
- * **Firm Spotlight feature article in SDASLA E-Newsletter**
- * Receive quarterly membership mailing list
- * Half Page Ad in e-newsletter in prominent location
- * Ad or article listing on **E-Blasts** to our ASLA Chapter members **with link to website**

SPRING BOUQUET SPONSOR - \$4,000

- ⊗ **Recognition and 4 tickets to SDASLA Holiday Gala**
- ⊗ **Recognition and 4 green fees including Annual Golf Tournament awards reception**
- ⊗ **2025 Lectures 3 tickets per lecture**
- ⊗ **Verbal Recognition at ASLA Meetings and Events during 2025**
- ⊗ **Listing on Chapter Web Site and logo with a web link on Chapter Web Site**
- ⊗ **Firm Spotlight feature article in SDASLA Newsletter**
- ⊗ Hold 1 event that highlights your company's products
- ⊗ Quarter Page Ad in e-newsletter in prominent location
- ⊗ Ad or article listing on **E-Blasts** to our ASLA Chapter members **with link to website**

SUMMER BREEZE SPONSOR - \$2,000

- ⊗ **Recognition and 3 tickets to SDASLA Holiday Gala**
- ⊗ **Recognition and 2 green fees including Annual Golf Tournament awards reception**
- ⊗ **2025 Lectures 2 tickets per lecture**
- ⊗ **Recognition at ASLA Meetings and Events during 2025**
- ⊗ **Listing on Chapter Web Site and logo with a web link on Chapter Web Site**
- ⊗ Hold 1 event that highlights your company's products
- ⊗ Ad or article listing on **E-Blasts** to our ASLA Chapter members **with link to website**

AUTUMN COLOUR SPONSOR - \$1,200

- ⊗ **Recognition and 2 tickets to SDASLA Holiday Gala**
- ⊗ **2025 Lectures 2 tickets per lecture**
- ⊗ **Recognition at ASLA Meetings and Events during 2025**
- ⊗ **Listing on Chapter Web Site and logo with a web link on Chapter Web Site**
- ⊗ Hold 1 event that highlights your company's products
- ⊗ Ad listing on **E-Blasts** to our ASLA Chapter members **with link to website**

WINTER WARM UP SPONSOR - \$600

- ⊗ **Listing on Chapter Web Site with a web link**
- ⊗ **2025 Lectures 1 ticket per lecture**
- ⊗ **Recognition at ASLA Meetings and Events during 2025**
- ⊗ Hold 1 event that highlights your company's products
- ⊗ Ad listing on **E-Blasts** to our ASLA Chapter members **with link to website**

2025 GOLF TOURNAMENT TITLE SPONSORSHIP - \$5,000

Sponsoring firm name appears on all marketing materials, web site, invitations, press releases and member mailing & email announcements. ***Includes 4 green fees, website advertising and post tournament awards reception.*** If interested, please call the ASLA office at 619.283.8818 to secure this sponsorship.

ADDITIONAL EVENT-SPECIFIC SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

Indicate on your Benefit Pledge form if you wish to be contacted for event-specific sponsorships during the year (e.g. Lecture Series, Stewardship Programs, Emerging Professionals and Education events, etc)



2025 Annual Sponsorship Pledge Form

(Scan and Email to ASLASD@asla-sandiego.org before mailing with sponsor check)

Company: _____

Contact Person: _____

Contact for Website Listing: _____

List the name of your representative that will be listed on SDASLA's website listing

Web Address: _____

E-Mail: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Please select from the following Annual sponsorship categories:

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> \$12,000 | EXCLUSIVE - EMERALD SPONSOR* |
| <input type="checkbox"/> \$ 8,000 | EXCLUSIVE - RUBY SPONSOR* |
| <input type="checkbox"/> \$ 6,000 | FOUR SEASONS SPONSOR* |
| <input type="checkbox"/> \$ 4,000 | SPRING BOUQUET SPONSOR* |
| <input type="checkbox"/> \$ 5,000 | 2024 GOLF TOURNEY TITLE SPONSOR* |
| <input type="checkbox"/> \$ 2,000 | SUMMER BREEZE SPONSOR* |
| <input type="checkbox"/> \$ 1,200 | AUTUMN COLOUR SPONSOR* |
| <input type="checkbox"/> \$ 600 | WINTER WARM-UP SPONSOR* |

Credit Card payments can be processed with an invoice from ASLASD

* *Email high resolution firm logo/graphic to ASLASD@asla-sandiego.org if you are a new sponsor*

Please let us know if you want to be contacted during the year for additional opportunities:

- Send me 2025 committee volunteer opportunities**
- Update me on program/speaker participation opportunities**
- Our firm has program ideas that might interest ASLA San Diego**
- Contact me when additional event-specific sponsorship opportunities are available** *(i.e. Golf Tournament, Special Event Refreshment Sponsor, Sponsor Hosted Education Program or Event, etc.)*

If you have questions regarding 2025 Annual Sponsorships, contact our Chapter office at 619.283.8818.

Make checks payable to *ASLA San Diego* and mail with completed form to:

ASLA San Diego Chapter
Attn: Brad Lents
2122 Hancock Street
San Diego, CA 92110

Secure your sponsorships for 2025 and thanks for your support