2020 SPONSORSHIP PACKAGE

The Art of Fluid Design by: three sixty design
Since its founding in 1973, ASLA Colorado has advanced the profession of landscape architecture through advocacy, communication, education, and fellowship in Colorado and Wyoming.

Continued support from Sponsors, Members, and Volunteers allow landscape architects in the Colorado/Wyoming Chapter to lead the stewardship, planning, and design of our built and natural environments.

In 2016, the ASLA Colorado Executive Board updated the Strategic Plan by outlining goals and objectives for the core areas of advocacy, membership, governance, and growth of the profession.
The annual operating budget for the ASLA Colorado Chapter is reflected in the pie-chart above. The revenues are currently distributed to the Chapters four strategic goals based on current programming.

The incoming revenues come from three main sources which have traditionally been equally split between membership dues, sponsorship dollars, and program registration fees. There is a direct correlation between what the Chapter can offer the members and the overall revenue brought in on an annual basis.
NEW OPPORTUNITIES FOR 2020

The mission of ASLA Colorado is to promote the development, education and awareness, and fellowship of the landscape architecture profession in Colorado and Wyoming. As such, the Executive Board undertook an update to the Strategic Plan in order to align our mission with efforts at the ASLA national level and to ensure we continue to reflect the values of our members in this evolving profession.

The Executive Board identified four areas of focus, which include, Advocacy & Awareness, Member Services & Support, Governance & Management, and Supporting the Future of the Profession. In 2020, the Executive Board will implement new initiatives that strengthen each of these areas of focus.

With that, there will be new opportunities for engagement and support. We look forward to continuing our partnership with the local community.

**Advocacy & Awareness**
- Defense of Licensure
- Allied Professions Relationship Building
- Media Exposure
- Case Studies

**Member Services & Support**
- Spring Membership Drive
- Increased Communication through Social Media
- Community Service Opportunities
- Professional Education

**Governance & Management**
- Financial Audit
- Restructure Budget
- Knowledge Management System
- Chapter Archive Strategy

**Future of the Profession**
- Emerging Professionals Group
- Student Mentorship Program
- Career Discovery through K-12 Outreach
- Student Chapter Grants
SPONSOR PACKAGES

Our annual support sponsorship packages are designed to fit within a range of budgets and engagement opportunities. Our goal is to provide value to our generous annual sponsors who continue to provide the support necessary to operate an active chapter.
PLATINUM
$5,000

INCLUDES:

WEBSITE:
• PREMIUM LOGO ROTATION ON ASLA COLORADO WEBSITE
• SPONSOR PAGE LINK TO YOUR WEBSITE

SIGNATURE EVENT:
• RECOGNITION AT CHAPTER ANNUAL AWARDS EVENT
• PRIORITY SELECTION OF SIGNATURE ENGAGEMENT EVENTS

ASLA MEMBER COMMUNICATIONS:
• SOCIAL MEDIA ‘MEET A SPONSOR’ SPOTLIGHT FEATURE
• SOCIAL MEDIA / E-NOTICE PRODUCT FEATURE ARTICLE (3 PER ANNUM)
• LOGO RECOGNITION IN WEEKLY E-NOTICES TO ALL MEMBERS + FRIENDS

DIRECT MEMBER CONTACT:
• STATEWIDE EDUCATIONAL WEBINAR SESSION
• HAPPY HOUR HOSTING (PAID/HOSTED BY YOU, MARKETED BY ASLA COLORADO)

TICKETS TO CHAPTER SIGNATURE EVENT:
• FIVE TICKETS TO THE ASLA COLORADO ANNUAL GATHERING & AWARDS EVENT
GOLD
$4,000

INCLUDES:

WEBSITE:
- PREMIUM LOGO ROTATION ON ASLA COLORADO WEBSITE
- SPONSOR PAGE LINK TO YOUR WEBSITE

SIGNATURE EVENT:
- RECOGNITION AT CHAPTER ANNUAL AWARDS EVENT
- PRIORITY SELECTION OF SIGNATURE ENGAGEMENT EVENTS

ASLA MEMBER COMMUNICATIONS:
- SOCIAL MEDIA ‘MEET A SPONSOR’ SPOTLIGHT FEATURE
- SOCIAL MEDIA / E-NOTICE PRODUCT FEATURE ARTICLE (1 PER ANNUM)
- LOGO RECOGNITION IN WEEKLY E-NOTICES TO ALL MEMBERS + FRIENDS

DIRECT MEMBER CONTACT:
- STATEWIDE EDUCATIONAL WEBINAR SESSION
- HAPPY HOUR HOSTING (PAID/HOSTED BY YOU, MARKETED BY ASLA COLORADO)

TICKETS TO CHAPTER SIGNATURE EVENT:
- FOUR TICKETS TO THE ASLA COLORADO ANNUAL GATHERING & AWARDS EVENT
SILVER
$2,000

INCLUDES:

WEBSITE:
- PREMIUM LOGO ROTATION ON ASLA COLORADO WEBSITE
- SPONSOR PAGE LINK TO YOUR WEBSITE

SIGNATURE EVENT:
- RECOGNITION AT CHAPTER ANNUAL AWARDS EVENT

ASLA MEMBER COMMUNICATIONS:
- LOGO RECOGNITION IN WEEKLY E-NOTICES TO ALL MEMBERS + FRIENDS

TICKETS TO CHAPTER SIGNATURE EVENT:
- TWO TICKETS TO THE ASLA COLORADO ANNUAL GATHERING & AWARDS EVENT
BRONZE
$1,000

INCLUDES:

WEBSITE:
• SPONSOR PAGE LINK TO YOUR WEBSITE

SIGNATURE EVENT:
• RECOGNITION AT CHAPTER ANNUAL AWARDS EVENT

ASLA MEMBER COMMUNICATIONS:
• LOGO RECOGNITION IN WEEKLY E-NOTICES TO ALL MEMBERS + FRIENDS

TICKETS TO CHAPTER SIGNATURE EVENT:
• ONE TICKET TO THE ASLA COLORADO ANNUAL GATHERING & AWARDS EVENT
A LA CARTE SPONSORSHIP

New opportunities to connect with members and participate in signature events or sponsor initiatives that align with your passion.

After selecting an annual support package, review the additional list of ala carte events. These engagement opportunities provide value added benefits for sponsors and chapter membership through direct interaction and support of committee initiatives.

Annual support sponsors have priority to select a signature event. The four signature events are held throughout the year and are limited to three sponsors per event. The signature sponsorship events are reserved for annual sponsors until April 1st at which point they will be open to all interested sponsors.

The ASLA Colorado Annual Gathering & Awards Event sponsorship levels are included in this packet. Select your desired sponsorship level for the fall event.

New initiatives, supporting our strategic goals, are being developed and we have affordable sponsorship packages that allow sponsors to support their area of interest.
### SIGNATURE EVENTS

**Annual Sponsor Priority**

The Annual Support Packages enable the chapter to continue operating at a high level by providing value added benefits to our members and implementing strategic planning goals allowing for chapter growth and stability.

We would like to offer our annual support sponsors engagement opportunities with our chapter leadership and members. Each signature event supports one of our strategic goals and provides incredible value to both the members and our sponsors.

As an annual support sponsor, you have selection priority for these events which are limited to three total sponsors per event. After April 1st, any open events will be open to all interested sponsors.

### Signature Events - $300

- **Advocacy Day at the State Capitol:** Sponsor and Attend an event providing light fare and informative conversations with our local legislators.
- **Spring Social Membership Drive:** Sponsor and Attend the annual evening social member engagement event.
- **President’s Dinner:** Sponsor and Attend the annual evening brainstorming event for chapter leadership and incoming volunteers.
- **Student Mentorship Annual Kickoff Event:** Sponsor and Attend the evening kickoff event for the chapter mentorship program.

### AWARDS GATHERING

**Bighorn Sheep - $1,000**

- Social Media Recognition
- Recognition as Keynote Speaker Sponsor
- Logo in Event Slide Show
- eNotice Recognition
- Logo Recognition on Event Sponsor Board
- 4 Tickets to Event

**Blue Spruce - $750**

- Bar Sponsor Recognition
- Logo in Event Slide Show
- eNotice Recognition
- Logo Recognition on Bar Sponsor Board
- 3 Tickets to Event

**Lark Bunting - $500**

- eNotice Recognition
- Logo Recognition on Event Sponsor Board
- 2 Tickets to Event

**Columbine - $250**

- eNotice Recognition
- Name Recognition on Event Sponsor Board
- 1 Ticket to Event

**Columbine - $250**

- eNotice Recognition
- Name Recognition on Event Sponsor Board
- 1 Ticket to Event
Advocacy - $500
• Student Advocacy Grant: Sponsor trip to Washington DC for the ASLA Mid-Year Meeting and Advocacy Day on Capitol Hill meeting our State legislators.
• Executive Board Annual Meetings and Advocacy: Sponsor trips to the ASLA Mid-Year and Annual Meetings for advocacy and leadership workshops.
• PARK(ing) Day: Sponsor and Attend the ASLACO PARK(ing) Day installations for annual, worldwide event on the third Friday in September.

Member Services - $500
• Community Service Opportunities: Sponsor and Attend community service events supporting local projects and charrettes.
• Professional LA/CES Education Sessions: Sponsor, Attend, or Host one of the educational sessions providing our members with CES credits.
• LARE Prep Workshops: Sponsor an instructor led workshop to prepare designers for the licensing exam.
• JSR Foundation Fundraising Event: Sponsor and Attend an evening fundraising event for the chapters charitable arm supporting stewardship and student scholarships.

Governance - $500
• ASLACO Area Director Event Budget: Support a specific chapter area director involved in planning events for their area members.
• ExComm Strategic Retreat Planning: Sponsor a planning retreat for chapter leadership discuss future strategic goals.
• Chapter Archive Strategy: Support chapter activities to procure and archive the history of the chapter and relevant work by chapter members.

Future of Profession - $500
• Emerging Professionals Social/Educational Event: Sponsor, Attend, or Host a social or educational event supporting the Emerging Professionals Group and student members.
• Career Discovery through K-12 Outreach / Career Fairs: Sponsor the outreach efforts to engage local youth and Attend career fairs to promote our industry.
• Student Chapter Grants: Support the chapters grant program for local ASLA Student Chapters.
• ACE Mentor Program Grant: Support the chapters grant to the ACE Mentor Program focused on working with high school students.
# 2020 Sponsorship Order Form

## ANNUAL SUPPORT PACKAGE SELECTION
- **PLATINUM PACKAGE** $5,000
- **GOLD PACKAGE** $4,000
- **SILVER PACKAGE** $2,000
- **BRONZE PACKAGE** $1,000

## ANNUAL SPONSOR PRIORITY EVENTS
- **ADVOCACY DAY @ STATE CAPITOL** $300
- **SPRING SOCIAL MEMBER EVENT** $300
- **PRESIDENT’S DINNER EVENT** $300
- **STUDENT MENTORSHIP KICKOFF** $300
- **INTERESTED NON-ANNUAL SPONSOR, CONTACT ME AFTER APRIL 1ST**

## ANNUAL GATHERING & AWARDS EVENT
- **BIGHORN SHEEP** $1,000
- **BLUE SPRUCE** $750
- **LARK BUNTING** $500
- **COLUMBINE** $250

## STRATEGIC GOAL SUPPORT PACKAGE SELECTION
- **ADVOCACY & AWARENESS** $500
- **MEMBER SERVICES & SUPPORT** $500
- **GOVERNANCE & MANAGEMENT** $500
- **FUTURE OF THE PROFESSION** $500

## JSR FOUNDATION SILENT AUCTION DONATIONS
- **CONTACT ME FOR MORE INFORMATION**
- **CASH DONATION:** $__________________
- **ITEM:** ________________________________

## STEP 1 PROVIDE KEY CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Date</th>
<th>Name*</th>
<th>Firm Name*</th>
<th>Address</th>
<th>Phone*</th>
<th>Email*</th>
<th>Website</th>
<th>Special Billing Contact Info.</th>
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*Required Field

## STEP 2 PLACE ORDER AND CALCULATE COST

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<thead>
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<th>Annual Support Package Selection</th>
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<tbody>
<tr>
<td>Annual Sponsor Priority Events</td>
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<tr>
<td>Annual Gathering &amp; Awards Event Level</td>
<td>$</td>
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<tr>
<td>Strategic Goal Support Package Selection</td>
<td>$</td>
</tr>
<tr>
<td>JSR Silent Auction Cash Donation</td>
<td>$</td>
</tr>
<tr>
<td><strong>Total Due</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

## STEP 3 SUBMIT ORDER / MAKE YOUR PAYMENT

- Email completed order form to info@aslacolorado.org (a PayPal invoice will be emailed back for payment due.)
- The PayPal invoice can be paid with a credit card or mail a check payable to ASLA Colorado to:
  1566 Saint Paul Street, Denver, CO 80206
- Contact Greg Williams, ASLACO Executive Director, for IRS W-9 Forms, credit card orders over the phone, or for general questions, comments, or inquiries at 303-748-0321.

## STEP 4 SUBMIT YOUR GRAPHIC LOGO

- Email your digital logo in a high resolution format as a pdf, jpeg, or png, to info@aslacolorado.org or call Greg Williams at 303-748-0321 if you have any questions.
The Colorado Chapter of the American Society of Landscape Architects was founded in 1973 and strives to advance the profession by advocating the issues that affect members. The association provides professional education and programs and generates overall awareness for landscape architecture to the public through our public relations and government affairs efforts.