



St Louis
A S L A

2018-2019

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS, ST. LOUIS CHAPTER
SPONSORSHIP INFORMATION + GUIDE

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

PLATINUM LEVEL/\$3,500 A YEAR

(3) AVAILABLE

ANNUAL AWARD EVENT	ELECTRONIC NEWSLETTER	ST. LOUIS ASLA WEBSITE
Winter Party/Awards Ceremony Package: 4 tickets to event Exclusive acknowledgment on stage	1 year of banner ads (may be updated anytime)	3 Exclusive direct member e-blasts, with web article and social media share about product or news item of sponsor's choice
	4 Full-page ads/year	1 year of home page/main page logo space
	Logo/link to your website in sidebar	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
Winter Party/Awards Ceremony Package: 2 tickets to event Exclusive acknowledgment on stage	2 Full-page ads/year	2 Exclusive direct member e-blasts, with web article and social media share about product or news item of sponsor's choice
	Logo/link to your website in sidebar	Logo/link on all main pages of site

SILVER SPONSORSHIP/\$1,500 A YEAR

ANNUAL EVENTS	ELECTRONIC NEWSLETTER	ST. LOUIS ASLA WEBSITE
Winter Party/Awards Ceremony Package: 1 ticket to event Exclusive acknowledgment on stage	1 Full-page ads/year	1 Exclusive direct member e-blast, with web article and social media share about product or news item of sponsor's choice
	Logo/link to your website in footer	Logo/link to your website on sponsor page

BRONZE SPONSORSHIP/\$600 A YEAR

ANNUAL EVENTS	ELECTRONIC NEWSLETTER	ST. LOUIS ASLA WEBSITE
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.

READY TO SIGN UP?

We sincerely thank you for your interest in supporting landscape architecture and ASLA St. Louis. At any level of sponsorship, your business will receive a logo linked to your homepage on our website, www.stlouisasla.org, as well as our bi-weekly newsletter.

If you have any questions, or would like to become a sponsor of St. Louis ASLA, please contact Elizabeth Graff, our Executive Director:
exdir@stlouisasla.org.

These additional events are great ways to engage with our membership.

First right of refusal for sponsorship is given to Platinum Sponsors, then Gold, etc. Have a different idea for event? Talk to our Executive Director, Elizabeth Graff.

ANNUAL EVENTS*

Golf Tournament

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

More details are available in late spring. Payment will be collected at that time.

Refreshment sponsorship	\$600
Hole-in-one sponsorship	\$300
Lunch & dinner sponsorship	\$250
Hole sponsorship	\$150

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 avail)	\$300
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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 available)	\$125
OR	
Annual sponsorship (1 available)	\$450

Additional Marquee Event (TBD)

In addition to ASLA's annual awards event held in February, ASLA will put an additional chapter-wide event. It's likely this event will be held in the summer. Details will be TBD, and as the marquee event sponsor, your company can help shape what this event will be.

Sponsorship details TBD per event specifics

Platinum sponsor (1 available)	\$500
Gold sponsor (1 available)	\$300
Silver sponsor (1 available)	\$150

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)	\$150
1/2 page print ad (max 2 per vendor)	\$75

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 avail)	\$400
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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	\$200
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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	\$150
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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 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 roughly bi-weekly, 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 Executive Director.

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 (4/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 (3/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.

GOLD LEVEL

Awards Party Attendance

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

Newsletter Presence

- ASLA St. Louis sends out a newsletter roughly bi-weekly, 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 Executive Director.

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 (2/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 (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.

SILVER LEVEL

Awards Party Attendance

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

Newsletter Presence

- ASLA St. Louis sends out a newsletter roughly bi-weekly, 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 Executive Director.

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

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.

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

Annual Awards Booklet Ad Specifications

Due date will be TBD, based on event date.

- 8.5" wide x 5.5" tall (horizontal), with .25" of bleed. The booklets are printed in color.
- 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.