



**2017**  
**SPONSORSHIP OPPORTUNITIES**

American Society of Landscape Architects  
New York Chapter

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## About Our Chapter & Members

ASLA-NY is one of the largest chapters in the country, and certainly one of the most active. Our members live and work all over the tri-state area, and as a result our Chapter interacts with professionals throughout multiple settings. If you conducted a quick survey you'll find ASLA members are engaged in work from large urban complex projects to small residential projects, in both public and private sectors.

In the past 3 years our membership has grown by 21% to over 600 members and we have expanded our programs and events to meet the varied interests of our growing chapter.

The goal of ASLA-NY Sponsorship Committee is to increase the visibility and relationships between our member base and sponsors. We achieve this goal through a yearly calendar of programs and events which are mutually beneficial to both parties.

We offer educational programs, project tours, awareness building, networking and social events. Our robust emerging professionals program attracts recent graduates and up-and-coming designers in NYC. In addition to our events, we also collaborate with sister organizations such as American Institute of Architects (AIA), American Planning Association (APA), Municipal Arts Society and others.

The pages that follow outline many of our established sponsorship opportunities that we would love to discuss with you. If you have something particular in mind please let us know and we are happy to work with you.

## JOIN US!

Contact Kathy Shea, [director@aslany.org](mailto:director@aslany.org) for more information.



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## Tentative Programs & Events Schedule for 2017

- January:** CEU event
- February:** Two day long LARE Exam Prep Review (15)  
CEU event – panel (75-90)
- March:** 4 CEU's and a Beer: Trees & Science (50-75) (we usually have closer to 60-100 ppl at these events)  
Open Studio Tours at Various LA Firms in NYC (35-60)  
Lobby Day – printed brochure highlighting Landscape Architecture projects
- April:** **Landscape Architecture Month**  
Our LA month program consists of up to 3 educational programs/ public awareness event around a central theme, along with related tours as available (35-60)  
UrbanSketchers (20-30)  
**ASLA-NY Design Awards**  
Our Design Awards Ceremony and Reception will be held at the Center for Architecture on Thursday, April 6, 2017 at 6:00 pm. The winning submissions remain on display at CFA throughout month (150+)
- May:** Tours and Sketch Crawl (15-25)  
Parks funding rally – printed material on the importance of parks
- June:** **ASLA-NY Annual Conference** (co-hosted by APA and AIA-NY)  
A one-day conference consisting of morning lectures, afternoon tours of related project sites and a happy hour. (65-100)  
**Fellows Cocktail Party** We honor our recently elevated Fellows at a members only event. (50-75)  
**Pollinator Week** public outreach event / tour (25-40)
- July/August:** Project Site Tours, Open Studio Tours, Emerging Professionals Happy Hour events (20-50 per)
- September:** Emerging Professionals Career Event (20-25)
- October:** Fellows tours (20-25p per) Our newly elevated Fellows tour their favorite projects.
- November:** **ASLA-NY President's Dinner** - Our largest event of the year (450-500)
- December:** **ASLA-NY Holiday Party** (100+)

*\*Please note: Numbers in parenthesis are estimated attendance based on previous years. Events are added throughout the year based on member feedback.*

## Sponsorship Opportunities Overview

### 1. Annual Special Member Events

- Presidents Dinner
- ASLA-NY Awards Ceremony
- ASLA-NY Annual Conference
- Fellows Cocktail Party
- ASLA Member Holiday Party
- Landscape Architecture Month

### 2. On-going Member Events

- Emerging Professional Event Series
- Educational, Tours and Networking Programs

### 3. Sponsored Content

- ASLA-NY Chapter Website
- Newsletter & Member Emails
- Social Media
- Roots of Design Podcast
- Member Spotlight
- Videos

### 4. Student Scholarship Program



2016 President's Dinner Photo Booth



2016 Design Awards Ceremony



## The President's Dinner Sponsorship Opportunities\*

The President's Dinner is our most popular event of the year, usually selling out at 450-500 people. It is a social and networking event with a cocktail hour, dinner, award ceremony and raffle. It's a great opportunity to meet and connect with New York landscape architects and allied professionals.

2017 President's Dinner Sponsorship Benefits**	***Diamond Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$7,500	Bronze Sponsor \$5,000	Contributing Sponsor \$1,200
<b>President's Dinner Web Page</b> Logo with link and acknowledgment as a President's Dinner Sponsor	<input type="checkbox"/>	✓	✓	✓	✓	name listing, not logo
<b>Bi-Weekly E:News</b> Logo with link and acknowledgment as a President's Dinner Sponsor	<input type="checkbox"/>	✓	✓	✓	✓	✓
<b>Save-the-Date, Special Emailings and Printed Invitations</b> Acknowledgment as a President's Dinner Sponsor	✓	✓	✓	✓	✓	name listing, not logo
<b>At the Event: Display Table during Cocktail Hour (small round)</b>	<input type="checkbox"/>	✓	✓	✓		✓
<b>At the Event: Logo on guest name-tags or lanyard</b>	<input type="checkbox"/>	✓				
<b>At the Event: Showcasing Opportunities</b> Acknowledgement as a Sponsor in the registration area and the program slide presentation	15 slides 3 custom posters	12 slides 2 Custom posters	10 slides 1 Custom poster	8 slides Shared poster with Bronze/AV Sponsors	6 slides Shared poster with Silver/AV Sponsors	1 slide Shared poster with other contributing sponsors
<b>At the Event: Seating</b>	Premium Table for 10	Premium Table for 10	Inner Circle Table for 10	Select Table for 10	Table for 10	1 dinner ticket

**\*THESE PRICES WILL LIKELY INCREASE SO LOCK IN EARLY.**

\*\*Please Note: All event sponsorships are non-exclusive. Exclusive sponsorships require an additional 50% of fee contribution to our student scholarship fund.

\*\*\* NEW Level of sponsorship this year



## Annual Special Events Sponsorship Opportunities

Sponsorship Benefits*	ASLA-NY Design Awards (April)		Landscape Architecture Month (April)	Landscape Architecture Month (April)	Annual Conference (June)			Fellows Cocktail Party (June)	ASLA Holiday Party (December)	
	Reception & Ceremony Platinum Sponsor \$3,500	Event Supporter \$1000	Prime Sponsor \$1,500 per program	Supporting Sponsor \$1000 per program	Platinum Sponsor \$3000	Gold Sponsor \$1000	Silver or Happy Hour Sponsor \$500	Event Supporter \$2500	Prime Sponsor \$3,000	Event Supporter \$500
<b>E-Newsletter Announcements of the Event:</b> Logo & link with special acknowledgment in all chapter e-mailings	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>ASLA-NY Website</b> Logo & link acknowledgment on event page of website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>At the Event:</b> Logo on opening slide presentation and/or in program	✓	✓	✓	✓	✓	✓	Silver sponsor ✓	✓	N/A	N/A
<b>At the Event:</b> Acknowledgment in introductory remarks; opportunity to make brief remarks	✓	✓ (acknowledgement only)	✓		✓			✓	✓	
<b>At the Event:</b> Table for product display or printed materials	✓		✓		✓	✓	Happy hour sponsor: Sign/table at happy hour (sign provided by sponsor)	✓	✓	

\* Please Note: All event sponsorships are non-exclusive. Exclusive sponsorships require an additional 50% of fee contribution to our student scholarship fund.

## Educational, Tours and Networking Programs Sponsorship

Sponsorship Benefits	Lectures, Workshops, Panel Discussions (All year)	Tours including Urban Sketchers (April-October)	Networking Receptions (Happy Hours)
	Participating Sponsors \$1,500 per event	Participating Sponsors \$500 per event	Participating Sponsors \$500 per event
<b>E-Blast Announcements of the Event</b> Logo and link acknowledgment as sponsors	✓	✓	✓
<b>Event Page on the ASLANY Website</b> Logo and link acknowledgment as sponsors	✓	✓	✓
<b>At the Event:</b> Poster or slide acknowledgement	✓	✓	✓
<b>At the Event:</b> Acknowledgment in introductory remarks; opportunity to make brief remarks	✓	✓	✓
<b>At the Event:</b> Product or printed material display table	✓	N/A	✓
* Please Note: All event sponsorships are non-exclusive. Exclusive sponsorships require an additional 50% of fee contribution to our student scholarship fund.			



Archtober Tour



## Emerging Professionals Series Sponsorship

ASLA-NY plans to host 3-4 “Open Studios” throughout the year at firms or non-profits throughout the five boroughs.

Open Studio events offer a unique combination of professional development and socializing that has become popular among Chapter members of all levels of experience.

In addition to Open Studios, we have a rotating schedule of events including Career Seminars, Pecha Kucha and lectures. There will be a minimum of 5 events in total in 2016 and they are typically held on Thursday evenings.

### **Prime Sponsorship \$5,000/year**

Includes:

- Logo and company link featured on the events section of the ASLA-NY website
- Recognition as the event sponsor of the 2016 Emerging Professional Series in all newsletters/emails that go out promoting the events, at least 10 throughout the year distributed to over 2300 ASLA-NY members and affiliated professionals.
- Logo and text announcement will be present on any other flyer and/or collateral advertising for the Open Studio and other planned EP events.
- Sponsor may have a table at each event to display promotional materials
- Sponsor representative may have a few minutes either before or after the host firm’s presentation to welcome the attendees and promote their company.

**Check out our Emerging Professionals Facebook Page:**

<https://www.facebook.com/groups/1391109734549805/>



*Open Studio Series*



## Chapter Communications Advertisement Opportunities

### Chapter Website

<b>Promotion on Home Page</b>	
<b>12 Months \$1,000</b>	<b>6 Months \$500</b>
Logo with redirecting Company link	Logo with redirecting Company link

### Bi-weekly Chapter Newsletter & Emails

<b>Small ad (with link) on Side Panel of E-Blast Distributed to entire ASLA-NY email list of +2300 individuals</b>			
<b>Rate per insertion</b>	26X (entire year) \$2600	12X (6 months) \$1300	4X (2 months) \$750

### Social Media Content

<b>Image with Caption shared on Social Media Platforms (Instagram, Facebook and/or Twitter)</b>			
<b>Rate per insertion</b>	Al Carte for Product/Announcement \$100 each	12X (once monthly for year) \$750	4X (1 per quarter) \$250

## ASLA Chapter “Roots of Design” Podcasts

Our “Root of Design” podcast series is a new feature which was introduced in 2015 by the ASLA-NY Chapter. The podcast is produced by our in-house team and has become extremely popular as one of the only shows focused on Landscape Architecture in the US.

As of November 2015 our podcasts have been *downloaded 4710 times by over 1700 unique listeners* and is rated five-stars in the iTunes store.

The podcasts feature interviews with LA professionals, academics and topics of interest to landscape architects.

In 2015 podcast guests included: M. Paul Friedberg, Daniel Tal, Tom Tavella, Richard Alomar, Tim Nickerson, Jennifer Nitzky, Bill Eubanks and Susan Hatchell and the birth of Landscape Architecture

The podcasts appear on the news page and a featured largely on the homepage. For more info and to listen to our Podcast go to:  
<http://aslany.org/podcast/>

### Podcast Sponsorship Opportunities

Logo featured on Podcast page	\$1000/year
Audio Commercial during broadcast (2x per podcast, brief commercial spoken by host featuring company or product. Content provided by sponsor)	\$500 per podcast episode



Podcast interview with Paul Friedberg



## Video Sponsorship

Due to the enormous popularity of our ASLA-NY 100th anniversary video, we are planning to produce more videos highlighting our chapter members' accomplishments and continuing to chronicle the achievements of landscape architects in the New York City metropolitan area.

Videos would be featured on our website, YouTube and Vimeo pages, and available for educational use. Comparable professionally produced videos typically cost between \$5000 - \$15000, depending on length.

Potential topics for 2017:

- The importance of landscape architects in the urban environment (as part of the ASLA National Public Awareness Campaign)
- Interviews with prominent landscape architects and/or built landscape in NYC and/or built landscape
- The future of landscape architecture (shifting roles related to climate change, resilient design, political issues...)

### Prime Sponsorship \$2500 (minimum of 2 Sponsors Needed)

Includes:

- Sponsor recognition within video, either on initial scene or credits
- Logo linked to company on all video promotional material (newsletter, website, social media, etc)
- Listing as a sponsor on Vimeo and YouTube pages.

Watch our 100<sup>th</sup> Anniversary Short Film here: <https://vimeo.com/123474012>



*Filming of 100th Anniversary Video*



*Videos listed on Vimeo and YouTube Channels*

## Student Scholarship Program

Integrated into our Chapters core values is our commitment to academic mentorship and the advancement of the profession as a whole. Every year ASLA-NY hosts various events at elementary, middle school and high schools for students to teach them about landscape architecture and its value to our built environments.

In addition to these events, we also provide two annual scholarships for undergraduate and graduate students pursuing landscape architecture as a career path.

We invite our sponsors to also participate in our scholarship program and making a last impact on a deserving student.

Sponsorship amount is left at the discretion of participant but we ask for a minimum of \$500. This amount will include sponsorship recognition on certificate to awarded to student, ASLA-NY website and all promotional material in relationship to.

### **Exclusive Sponsorship:**

Furthermore, if you would like to be the exclusive sponsor of any event, we ask that you contribute 50% of the sponsorship amount to the scholarship fund for the year.

### *Example:*

*Exclusive Sponsorship of Happy Hour Event = \$500 plus \$250 toward Scholarship Fund*



*CCNY Student Thesis Project Review*



*2015 CCNY Student Design Award Winners*