



**ASLA**  
**NEW YORK**

**2019**

**SPONSORSHIP OPPORTUNITIES**

American Society of Landscape Architects  
New York Chapter

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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. With over 500 members, 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 our Executive Director, Diane Katz, [director@aslany.org](mailto:director@aslany.org) for more information.

### SPONSORSHIP COMMITTEE:

Diane Katz, Executive Director

Robert Anderson, ASLA, Chapter President-elect

Jennifer Nitzky, ASLA, Chapter Trustee

### FOLLOW US:

Web: [aslany.org](http://aslany.org)

Twitter: [@ASLA\\_NY](https://twitter.com/ASLA_NY)

Instagram: [asla\\_ny](https://www.instagram.com/asla_ny)

Facebook: <https://www.facebook.com/ASLANY1914>

Youtube: <https://www.youtube.com/user/ASLANewYork>



Parking Day



Long Island Garden Tour

- January:** CEU event (typical attendance 35-50)  
Open Studio at a local NYC Firm (35-60)
- February:** LARE Exam Prep Review Two day long workshop (15+/-)  
CEU event – panel (75-90)
- March:** 4 CEU's and a Beer: Very popular with all-star line-up of presenters followed by happy hour (60-100)  
Open Studio at a local NYC Firm (35-60)
- April:** **Landscape Architecture Month** - Our LA month program consists of up to 3 educational programs/ public awareness event around a central theme (35-60)  
**UrbanSketchers** Sketch on-location with instruction (20-30)  
**Advocacy Day** - Washington D.C. - sponsor a student to meet with Senators and Reps on Capitol Hill  
  
ASLA-NY Design Awards - Our Design Awards Ceremony and Reception will be held at the Center for Architecture. The winning submissions remain on display at CFA throughout month (150+)
- May:** **Fellows tours:** Our newly elevated Fellows tour their favorite projects (20-30p per)  
Open Studio at a local NYC Firm (35-60)
- June:** **Fellows Cocktail Party:** Honoring our recently elevated and current Fellows - 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:** **ASLA-NY/APANY/AIANY Annual Joint Conference** - One-day conference of morning lectures, afternoon tours of related sites and a happy hour. (75-100)  
**Emerging Professionals/Student Event** (20-25)  
**Parking Day:** International event raising awareness of public space
- October:** 4 CEU's and a Beer: Very popular with all-star line-up of presenters followed by happy hour (60-100)
- November:** ASLA-NY President's Dinner - Our largest event/ fundraiser of the year supports chapter activities (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.

### 1. Annual Special Member Events - These events offer higher exposure through advertisement

- Presidents Dinner
- ASLA-NY Awards Ceremony
- Landscape Architecture Month
- ASLANY/APANY/AIANY Annual Conference
- Fellows Cocktail Party
- ASLA-NY Holiday Party

### 2. On-going Member Events - These are general / education events we offer every year

- Emerging Professional Event Series
- Educational, Tours and Networking Programs
- 4 CEUS and a beer

### 3. Sponsored Content

- ASLA-NY Chapter Website
- Newsletter & Member Emails
- Social Media / YouTube

### 4. Student Scholarship Program

- 3 ASLA-NY supported scholarships
- Sponsor-a-student for Advocacy Day
- Sponsor-a-student for the ASLA-NY President's Dinner

### 5. Student Stewardship Program

- Help foster the next generation of landscape architects by supporting our hands-on engagement program with high-school students



2017 President's Dinner



2017 Design Awards Ceremony

## The President's Dinner Sponsorship Opportunities

- Sponsor Chart Subject to Change -

2019 President's Dinner Sponsorship Benefits*	Diamond Sponsor \$20,000	Platinum Sponsor \$15,000	Video Sponsor \$12,000	Centerpiece Sponsor \$11,000	Gold Sponsor \$10,000	Silver Sponsor \$7,500	Bronze Sponsor \$5,000	Patron \$3,500	Contributing Sponsor \$1,200
<b>President's Dinner Web Page</b> Logo with link and acknowledgment as a President's Dinner Sponsor	✓	✓	✓	✓	✓	✓	✓	name listing (not logo)	name listing (not logo)
<b>Bi-Weekly E:News</b> Logo with link and acknowledgment as a President's Dinner Sponsor	✓	✓	✓	✓	✓	✓	✓	name listing (not logo)	name listing (not logo)
<b>Save-the-Date, Special Emailings and Printed Invitations</b> Acknowledgment as a President's Dinner Sponsor	✓	✓	✓	✓	✓	✓	✓	name listing (not logo)	name listing (not logo)
<b>Display Table during Cocktail Hour with large logo wall cling</b> (small round high-top)	✓	✓	✓	✓	✓	✓			
<b>Logo on Photo booth Backdrop</b>	✓	✓	✓	✓	✓				
<b>Logo on guest name-tags or lanyard</b>	✓								
<b>Showcasing Opportunities</b> Acknowledgement as a Sponsor in the registration / cocktail areas and the program slide presentation	- 15 slides - 3 custom posters	- 12 slides - 2 custom posters	- 10 slides - 1 custom poster - logo on video	- 10 slides - 1 custom poster - card on table	- 10 slides - 1 custom poster	- 8 slides - shared poster with Silver/AV Sponsors	- 6 slides - shared poster with Bronze/AV Sponsors	- 3 slides - shared poster with other patron /contributing sponsors	- 1 slide - shared poster with other contributing sponsors
<b>Seating</b>	Front Table for 12	Premium Table for 12	Inner Circle Table for 10**	Inner Circle Table for 10**	Inner Circle Table for 10**	Select Table for 10**	Table for 10**	Table for 8** (remaining table filled by ASLA-NY)	1 dinner ticket

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

\*\* Additional seats can be purchased at member ticket prices. Tables can seat either 10 or 12 - for patron level additional seats will be filled with contributing sponsors, single ticket holders and/ or students.

## Annual Special Events Sponsorship Opportunities

Sponsorship Benefits*	ASLA-NY Design Awards (April)		Landscape Architecture Month (April)	Landscape Architecture Month (April)	ASLA-NY / APANY / AIANY Annual Conference (September)			Fellows Cocktail Party (June)	Sponsor a-student / Student Stewardship	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 \$1200	Silver or Happy Hour Sponsor \$750	Event Supporter \$2500	\$500	Prime Sponsor \$3,000	Event Supporter \$1000
<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, handouts or other 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 & Networking Programs Sponsorship

Sponsorship Benefits *	Lectures, Workshops, Panel Discussions (All year)		Tours including Urban Sketchers (April-October)	Networking Receptions (Happy Hours)
	Prime Sponsors \$1,500 per event	Contributing Sponsors \$500 per event	Participating Sponsors \$500 per event	Participating Sponsors \$500 per event
<b>Newsletter 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	✓	✓ (acknowledgement only)	✓	✓
<b>At the Event:</b> Table for product display, handouts or other materials	✓		N/A	✓



Archtober Tour



Urban Sketchers

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



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 each year and they are typically held on Thursday evenings.

Sponsorship Benefits *	Emerging Professionals Series	
	Prime Sponsors \$5,000	Contributing Sponsors \$1,000
<b>Newsletter 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	✓ (Listed as Prime)	✓ (Listed as Contributing)
<b>Social Media</b> Logo and/or tagging on all social media posts advertising event	✓	
<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, handouts or other materials	✓	



Open Studio at SCAPE



Open Studio at AECOM

Check out our Emerging Professionals Facebook Page:  
<https://www.facebook.com/groups/1391109734549805/>

## Chapter Website

300px x 200px logo

<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

200px x 200px square image

<b>Small ad (with link) on Side Panel of E-Blast Distributed to entire ASLA-NY email list of +2300 individuals</b>			
Rate	<b>\$2600</b>	<b>\$1300</b>	<b>\$750</b>
Insertion	26X ( with up to 4 image changes through one year)	12X (6 months; up to 2 image changes)	4X (2 months; 1 image)

We are happy to discuss other forms of advertisement opportunities with you.  
Contact Diane Katz, [director@aslany.org](mailto:director@aslany.org)



Sample Newsletter Ads

### Student Scholarships

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.

### Other Ways to Support Students

Sponsor a student to travel with our Chapter President, President-elect and Trustee to attend ASLA National Advocacy Day and meet with the New York State Senators and Representatives:

**\$500**

Sponsor a student to attend the annual ASLA-NY President's Dinner and mingle with leading landscape architects, collaborators, vendors and guests:

**\$350**



CCNY Student Thesis Project Review



2015 CCNY Student Design Award Winners

The American Society of Landscape Architects, New York Chapter (ASLA-NY) and The Trust for Public Land (TPL) have created a unique partnership where we work directly with elementary and high school students to develop career discovery in landscape architecture and participate in garden stewardship projects at their schoolyard. Since 1996, The Trust for Public Land's NYC Playgrounds Program has designed and/or built 190+ school and community playgrounds across the five boroughs. Through an interactive, participatory design process, TPL works directly with students in the site analysis, planning and design of their schoolyard with an end result that transforms mainly asphalt schoolyards into vibrant, green community playgrounds. Many of the schoolyards built have tree beds and gardens that benefit from ongoing stewardship. This program pairs landscape architects with school groups to provide guidance on programming, plant installation and maintenance while engaging students in garden stewardship. The primary goal is to inspire students to discover landscape architecture in hopes they will choose that as their career path.

### Why we're doing it

We feel that direct, hands-on engagement is the best way to fully understand landscape design and environmental stewardship and have a greater sense of "ownership" of the community space. We are passionate about raising environmental awareness and creating healthier, stronger communities through participatory activities.

### What We Need

Sponsorship money will go towards materials needed for school projects based on location and project type. Each project varies in cost averaging about **\$500** per site.

Typical project needs include:

- Plants
- Mulch
- Soil / compost
- Small tools and gloves
- Printed materials

### Sponsor Benefits:

- E-Newsletter Announcements of the Event: Logo and link included in bi-weekly newsletter
- Special acknowledgment in all chapter e-mailings and printed documents
- ASLA-NY Website: Logo & link acknowledgment on event page of website

