



ASLA
NEW YORK

2021

SPONSORSHIP OPPORTUNITIES

American Society of Landscape Architects
New York Chapter

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www.aslany.org

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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, BOTH VIRTUAL AND LIVE, 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 for more information.

SPONSORSHIP COMMITTEE:

Diane Katz, Executive Director
Elizabeth Moskalenko, Chapter President
Jennifer Nitzky, ASLA, Chapter Trustee

FOLLOW US:

Web: 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>



President's Dinner Photo Booth



Parking Day

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

- Presidents Dinner
- ASLA-NY Design 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 the ASLA-NY President's Dinner

5. Student /Community Stewardship

- Help foster the next generation of landscape architects by supporting our hands-on engagement programs



2018 President's Dinner



2017 Design Awards Ceremony

The President's Dinner Sponsorship Opportunities

- Sponsor Chart Subject to Change -

			Early Bird Pricing up to 2 months prior to event - Save \$500 on These Levels						
2020 President's Dinner Sponsorship Benefits*	Diamond Sponsor \$20,000	Platinum Sponsor \$15,000	Video Sponsor \$10,500	Centerpiece Sponsor \$10,500	Gold Sponsor \$9,000	Silver Sponsor \$7,000	Bronze Sponsor \$5,000	Patron \$3,500	Contributing Sponsor \$1,200
President's Dinner Web Page Logo with link and acknowledgment as a President's Dinner Sponsor	✓	✓	reduced! ✓	✓	reduced! ✓	reduced! ✓	✓	name listing (not logo)	name listing (not logo)
Bi-Weekly E:News Logo with link and acknowledgment as a President's Dinner Sponsor	✓	✓	✓	✓	✓	✓	✓	name listing (not logo)	name listing (not logo)
Save-the-Date, Special Emailings and Invitations Acknowledgment as a President's Dinner Sponsor	✓	✓	✓	✓	✓	✓	✓	name listing (not logo)	name listing (not logo)
Display Table during Cocktail Hour with large logo wall cling (small round high-top)	✓	✓	✓	✓	✓	✓			
Logo on Photo booth Backdrop	✓	✓	✓	✓	✓				
Logo on guest name-tags or lanyard	✓								
Showcasing Opportunities Acknowledgment 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; posting on YouTube	- 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
Seating (table seat count to be determined)	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.

Sponsorship Benefits*	ASLA-NY Design Awards		Landscape	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 \$500 per program	Platinum Sponsor \$3000	Gold Sponsor \$1200	Silver Sponsor \$750	Event Supporter \$1600	\$500	Prime Sponsor \$4,000	Contributing Sponsor \$1500
E-Newsletter Announcements of the Event: Logo & link with special acknowledgment in all chapter e-mailings	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ASLA-NY Website: Logo & link acknowledgment on event page of website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
At the Event: Logo on opening slide presentation and/or in program	✓	✓	✓	✓	✓	✓	Silver sponsor ✓	✓		N/A	
At the Event: Acknowledgment in introductory remarks; opportunity to make brief remarks	✓	✓ (acknowledgement only)	✓		✓			✓		✓	
At the Event: Table for product display, handouts or other materials (if virtual, dedicated slide, link in chat or slide)	✓		✓		✓	✓		✓		✓	

* Please Note: All event sponsorships are non-exclusive. Exclusive sponsorships require an additional 50% of fee contribution to our student scholarship fund. Contributing for holiday party and open studios only if no prime

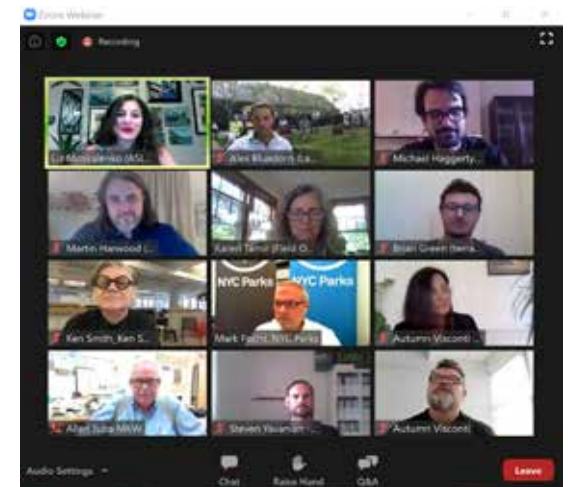
Sponsorship Benefits *	Lectures, Workshops, Panel Discussions (VIRTUAL OR IN PERSON) (All year)		Tours including Urban Sketchers (April-October)	Networking Receptions (Happy Hours)	Emerging Professional Series (includes LARE Review)
	Prime Sponsors \$1,500 per event	Contributing Sponsors \$500 per event	Participating Sponsors \$500 per event	Participating Sponsors \$500 per event	Participating Sponsors \$500 per event
Newsletter Announcements of the Event Logo and link acknowledgment as sponsors	✓	✓	✓	✓	✓
Event Page on the ASLANY Website Logo and link acknowledgment as sponsors	✓	✓	✓	✓	✓
At the Event: Poster or slide acknowledgement	✓		✓	✓	✓
At the Event: Acknowledgment in introductory remarks; opportunity to make brief remarks	✓	✓ (acknowledgment only)	✓	✓	✓
At the Event: Table for product display, handouts or other materials	✓		N/A	✓	



Brooklyn Bridge Park Tour



Urban Sketchers



Virtual Design Award Winner Presentation

* 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 *	Open Studio Series	
	OPEN STUDIOS SERIES \$5,000	contributing* \$1,000
Newsletter Announcements of the Event Logo and link acknowledgment as sponsors	✓	✓
Event Page on the ASLANY Website Logo and link acknowledgment as sponsors	✓ (Listed as Prime)	✓ (Listed as Contributing)
Social Media Logo and/or tagging on all social media posts advertising event	✓	
At the Event: Acknowledgment in introductory remarks; opportunity to make brief remarks	✓	✓ (acknowledgement only)
At the Event: Table for product display, handouts or other materials	✓	



Open Studio at SCAPE



Open Studio at AECOM

Chapter Website

300px x 200px logo

Promotion on Home Page			
12 Months \$1,000		6 Months \$500	
Logo with redirecting Company link		Logo with redirecting Company link	
NEW: Link to Company Education / Learning Page			
12 Months \$1,200		6 Months \$600	

Please note that we are upgrading our website this year and will be re-launching to members this spring

Bi-weekly Chapter Newsletter & Emails

200px x 200px square image

Small ad (with link) on Side Panel of E-Blast Distributed to entire ASLA-NY email list of +2300 individuals			
Rate	\$2600	\$1300	\$750
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



HIGHLIGHTS:

***CEUs available**
October 17, 2019
ASLA NEW YORK ASLA-NY, 4 CEUs & A BEER: DESIGN AND OPERATIONS STRATEGIES FOR MAINTENANCE
 Join ASLA-NY for our Fall 4 CEUs and and guest speakers include Mark A. Focht, Tim Marshall, Joe Provenzano, Renee Byers, Andrew Lovell, and moderator Naomi Drucke. For more information on speakers and to register [click here](#).

October 24, 2019
ASLA NEW YORK ASLA-NY OPEN STUDIO: SWA/Balsley
 Join ASLA-NY at member studio SWA/Balsley. Highly acclaimed projects in New York City include Hunter's Point South Waterfront Park and Gentry Plaza State Park, Riverside Park South, Peggy Rockefeller Plaza, and Balsley Park. An embrace of the public process, reflecting the belief that collaborative processes elevate the quality of design, is integral to SWA/Balsley's approach. For more information [click here](#).

November 7, 2019
ASLA NEW YORK ASLA-NY PRESIDENT'S DINNER AFTER PARTY!
 Join us for the President's Dinner After Party! Even if you are not attending the President's Dinner, meet up at Adoro Lei and network with friends and colleagues. Feel free to arrive at any time. For more information, [click here](#).

EVENTS

SAVE THE DATE: ASLA-NY HOLIDAY PARTY
 Join ASLA-NY for our annual holiday party
December 9th, 2019 from 6pm-9pm
 Details and ticket sales coming soon! For more information, [click here](#).

October 16, 2019
AIANY: URBAN ECOLOGY BOAT TOUR
 Join AIANY for a variation on their popular Arcand Manhattan Architecture boat tour. The tour will focus on issues of urban ecology along NYC's waterfront and will welcome special guides: expert architecture guide, Arthur Platt, Pete Malinowski, the Executive Director of the Billion Oyster Project, and Clara Holmes, a Field Scientist with NYC Parks. For more information on speakers and to register [click here](#).

JOIN US
 Become a member today and enjoy the many benefits of ASLA-NY!

VISIT
 Visit our website for detailed events, news, videos and job postings!

CONTACT
 For information and questions, please contact us at ASLA-NY.
 Advertising space is available for the 2019 newsletter. Please contact director@aslany.org.

ASLA-NY E|News Newsletter

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 three annual scholarships for undergraduate and graduate students pursuing landscape architecture as a career path.

- ASLA-NY Equitable Public Urban Space Scholarship (\$5000 award)
- ASLA-NY Diversity Scholarship (\$1000 award)
- ASLA-NY Student Scholarship for Second Year Student at CCNY MLA Program (\$2000 total awarded)

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. Learn more about our Scholarships and recent recipients at: www.aslany.org/asla-ny-scholarships

Other Ways to Support Students

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

Student Stewardship

In 2017, ASLA-NY 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. 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.

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.

Community Stewardship

As our chapter is dedicated to helping our communities thrive, we collaborate with local organizations, community groups and local not-for-profit groups to provide stewardship activities. This includes park clean-ups, bulb planting, tree care and other activities that improve neighborhood green spaces.

Sponsorship Range: \$500+

We will base the financial need on the type of project desired

Sponsor Benefits:

We will work directly with you to develop the project, resources and activities involved. Advertising opportunities include:

- E-Newsletter Announcements of the Event: Logo / 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

