



ASLA  
MINNESOTA



# Sponsorship Package

2024

please contact

**President-Elect**

**Han Zhang**

[connect@aslamn.org](mailto:connect@aslamn.org)

The Minnesota Chapter of the American Society of Landscape Architects (ASLA-MN) includes over 350 landscape architects and affiliates, and our events and publications reach a larger community of designers and allied professionals, as well as the emerging professionals currently enrolled in the University of Minnesota's Landscape Architect program.

There are many ways vendors can connect with this community. Vendors can join chapter committees ([aslamn.org/executive-committee](http://aslamn.org/executive-committee)), become affiliate members ([asla.org](http://asla.org)), and sponsor chapter initiatives.

The following outlines the chapters 2024 sponsorship program. Sponsorships are sold as packages and items are also made available a la carte. Please note that Platinum Sponsors are regarded as sponsors of all chapter events. If you have questions about the program or other chapter initiatives don't hesitate to reach out.

# Events

## LARE PREP

Show our emerging professionals your support during this 3x year test prep session.

### Options/Fees:

\$100 | LARE Prep Sponsor (per session)

- Recognition during the event
- Logo on any promotional material
- A-La-Carte (limit 3/per session)

## AWARDS CELEBRATION

ASLA-MN celebrates the profession of landscape architecture by recognizing award winning designs and luminaries in our field during its annual awards celebration. Excellence in both design and service are recognized.

### Options/Fees:

\$400 | General Sponsor

- Recognition during the event
- Logo on the website after the event concludes
- Included in Platinum +Gold packages

\$300 | Service Award Sponsor

- Present individual service awards
- A-La-Carte (limit 4)

## EDUCATION SYMPOSIUM

This event features a full day of education focused on subjects that are relevant to both practitioners and allied professionals. It also provides professional development units to help members meet the State of Minnesota's licensing requirements.

### Options/Fees:

\$300 | Education Sponsor

- Recognition during the event
- Logo on any promotional material
- Included in Platinum packages

## WxLA EVENT

The Minnesota chapter of Womxn in Landscape Architecture (WxLA) is dedicated to increasing transparency, leadership, and representation for womxn (women, women-identifying, and non-binary people) in the profession by providing mentorship and scholarship opportunities, encouraging supportive discussion and exchange of ideas, and establishing a virtual home for members.

### Options/Fees:

WxLA MN will contact interested sponsor directly to provide more information.

# Events

## BOWLING

Mingle with the local landscape architecture community, enjoy bowling, food, and drinks to celebrate the arrival of spring.

### Options/Fees:

\$200 | Bowling Sponsor

- Recognition during the event
- Logo on any promotional material
- Included in Platinum, Gold + Silver packages

## TOP GOLF

Socializing, drinks, and snacks at a premier entertainment venue for a versatile and enjoyable experience.

### Options/Fees:

\$300 | Top Golf Sponsor

- Recognition during the event
- Logo on any promotional material
- Space to highlight products and services (if possible, additional costs may occur)
- Included in Platinum, Gold + Silver packages

## TRIVIA

Landscape Architecture themed quiz night with prizes for the top competitors. This event will be inclusive, competitive, and fun. Food and drink included.

### Options/Fees:

\$100 | Trivia Sponsor

- Recognition during the event
- Logo on any promotional material
- Space to highlight products and services (if possible, additional costs may occur)
- Included in Platinum packages
- A-La-Carte

## CURLING/WINTER SOCIAL

A gathering for curling, socializing, eating, and drinking at Brookview Golf Course and Three One Six Bar and Grill.

### Options/Fees:

\$200 | Curling/Winter Social Sponsor

- Recognition during the event
- Logo on any promotional material
- Space to highlight products and services (if possible, additional costs may occur)
- Included in Platinum packages
- A-La-Carte

# Media

## WEBSITE

Show your support for ASLA-MN through our main communication channels.

### Options/Fees:

\$500 | Platinum Sponsorship

- Rotating logo w/ weblink displayed on homepage
- Logo w/ weblink on sponsor page

\$400 | Gold Sponsorship

- Rotating logo w/ weblink displayed on homepage
- Logo w/ weblink on sponsor page

\$300 | Silver Sponsorship

- Logo w/ weblink on sponsor page

\$200 | Bronze Sponsorship

- Logo w/ weblink on sponsor page

## ARTICLES + ANNOUNCEMENTS

Ability to publish articles/announcements/events pertaining to your organization or products through ASLA Minnesota's media channels.

(email, website, social media)

### Options/Fees:

\$250 | per

- 2/year included with Platinum package
- 1/year included with Gold package

## INSTAGRAM TAKEOVER

Ability to share relevant content to ASLA-MN Instagram stories.

### Options/Fees:

\$500 | per day

- 1 included in Platinum + Gold packages

# \_SCAPE Magazine

**\_SCAPE**, a full-color regional design magazine, is a showcase publication that regularly garners national attention. **\_SCAPE** is published biannually and is distributed to industry professionals, municipal administrators in the seven county Minnesota metro, outstate municipalities with a minimum population of 5,000, state representatives. It is also distributed at various conventions and is available 24/7 online.

**\_SCAPE** mails to over 750 professionals twice a year:

- Members - 350
- City and County Administrators - 125
- Small architecture firms - 125
- Civil engineering principals - 125
- Elected Officials and Affiliated Organizations - 50

**\_SCAPE** is distributed regularly at through the following channels:

- Trade shows such as MNLA's Northern Green and AIA-MN
- Local high school STEM fairs
- Chapter leaders throughout the country during ASLA annual meetings and advocacy programs
- **SCAPE** is also available online on our website and ISSU.



Ad Size	Ad Dimensions	Volume 1	Volume 2
		Mails in August 2024	Mails in February 2025
		Art, order form, payment due June 7, 2024	Art, order form, payment due January 3 2025
1/4 page	4.25"w x 5.5"h	\$300	\$300
1/2 page	8.5"w x 5.5"h	\$450	\$450
Full page	8.5"w x 11"h	\$700	\$700
Inside Front Cover	8.5"w x 11"h	\$1000	\$1000
Outside Back Cover	8.5"w x 7"h	\$1000	\$1000

## Specifications

- Submit ads with 1/4" bleeds for all ad sizes and in high-resolution (300 dpi jpeg)

# Sponsorship Overview

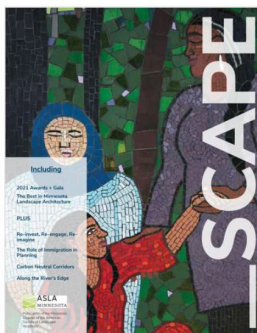
Please read the following to better understand ASLA-MN's sponsorship program.

- The events and initiatives outlined in this document represent the Chapter's goals for 2024. Offerings may change slightly and new opportunities may be added throughout the year.
- In-kind contributions are also welcome and should be discussed with the Director or Committee Chair overseeing the event. Visit [asla-mn.org/about/executive-committee](http://asla-mn.org/about/executive-committee) for contact information.
- Sponsorships, displays, media promotions, articles, etc. are subject to the approval of the Chapter's Executive Committee.
- ASLA-MN's Sponsorship Program runs on a calendar year cycle. Payments for logos on the ASLA-MN website and in its e-newsletter are prorated. Calculate using the number of full months remaining in the calendar year after form, payment, and logo have been received. Other items may be prorated as well based on when orders are received.
- Production of the Volume 2 issue of SCAPE begins in the current calendar year (2024), but mails in February of the following year (2025).

## Sponsorship Requirements

Note: Any logo provided which does not meet the aforementioned guidelines may not print adequately.

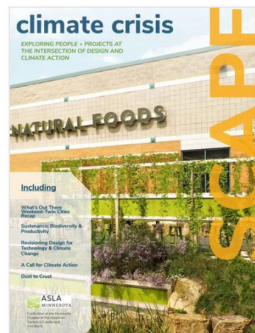
- High Resolution Logo (Acceptable File Formats)
  - VECTOR FORMATS: (Encapsulated PostScript [EPS], PostScript [PS], or Adobe Illustrator [AI]).
  - HIGH RESOLUTION FORMATS: (ONLY if company does not have Vector Formats; Images MUST be AT LEAST 5in x 5in AND 300 dpi)
    - PhotoShop Document [PSD]
    - Tagged Image File Form [TIFF]
    - Bitmap [BMP]
    - Portable Network Graphics [PNG]
    - Joint Photographic Experts Group [JPEG]
    - Portable Document Format [PDF]
- Please provide the following versions of your logo:
  - Full-color (CMYK)
  - B&W
  - Reverse W&B



\_SCAPE SUMMER 2021  
October 25, 2023



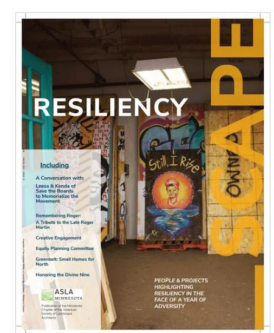
\_SCAPE SUMMER 2022  
October 25, 2023



\_SCAPE WINTER 2022  
October 25, 2023



\_SCAPE 2023 ISSUE 1  
October 25, 2023



\_SCAPE WINTER 2021  
May 21, 2021



			Platinum	Gold	Silver	Bronze
<b>EVENTS</b>						
L.A.R.E Prep	3x per year	A LA CARTE PRICING \$100 ea				
Awards Celebration	April					
General Sponsor		\$400	•	•		
Service Award Sponsor (limit 4)		\$300 ea				
Education Symposium Sponsor	April	\$300	•			
Bowling	Spring	\$200	•	•	•	
Top Golf	Summer	\$300	•	•	•	
Trivia	Fall	\$100	•			
Curling/Winter Social	Winter	\$200	•			
<b>MEDIA</b>						
Website		n/a	\$500	\$400	\$300	\$200
Published Articles and/or Announcements		\$250/per	2/year	1/year		
Instagram Takeover		\$500	•	•		
<b>_SCAPE MAGAZINE</b>						
Volume 1 Issue						
1/4 page - 4.25"w x 5.5"h		\$300			•	•
1/2 page - 8.5"w x 5.5"h		\$450	•	•		
Full page - 8.5"w x 11"h		\$700				
Inside Front Cover - 8.5"w x 11"h		\$1000				
Outside Back Cover - 8.5"w x 7"h		\$1000				
Volume 2 Issue						
1/4 page - 4.25"w x 5.5"h		\$300			•	•
1/2 page - 8.5"w x 5.5"h		\$450	•	•		
Full page - 8.5"w x 11"h		\$700				
Inside Front Cover - 8.5"w x 11"h		\$1000				
Outside Back Cover - 8.5"w x 7"h		\$1000				

	Platinum (\$3900 Value)	Gold (\$2950 Value)	Silver (\$1400 Value)	Bronze (\$800 Value)
<b>RETURNING SPONSOR PRICE</b>	\$2700	\$1750	\$850	\$500
<b>NEW SPONSOR PRICE</b>	\$3300	\$2350	\$1000	\$600

- Prioritization on Al-La-Carte Events and Publications will be given to Packaged sponsors based on highest level.
- ASLA-MN reserves the rights to modify or change events and or sponsorship options



# Sponsorship Order 2024

PACKAGES		
<input type="checkbox"/>	Platinum	\$3300
<input type="checkbox"/>	Platinum *Returning Sponsor*	\$2700
<input type="checkbox"/>	Gold	\$2350
<input type="checkbox"/>	Gold *Returning Sponsor*	\$1750
<input type="checkbox"/>	Silver	\$1000
<input type="checkbox"/>	Silver *Returning Sponsor*	\$850
<input type="checkbox"/>	Bronze	\$600
<input type="checkbox"/>	Bronze *Returning Sponsor*	\$500

A LA CARTE		
EVENTS		
___ QTY x	LARE PREP (3x per year)	\$100 ea
<input type="checkbox"/>	Awards - General Sponsor	\$400
___ QTY x	- Service Award Sponsor (limit 4)	\$300 ea
<input type="checkbox"/>	Education Symposium Sponsor	\$300
<input type="checkbox"/>	Bowling	\$200
<input type="checkbox"/>	Top Golf	\$300
<input type="checkbox"/>	Trivia	\$100
<input type="checkbox"/>	Curling/ Winter Social	\$200

MEDIA		
<input type="checkbox"/>	Newsletter Spotlight	\$250
<input type="checkbox"/>	Instagram Takeover	\$500

SCAPE MAGAZINE		
Volume 1 Issue		
<input type="checkbox"/>	1/4 page - 4.25"w x 5.5"h	\$300
<input type="checkbox"/>	1/2 page - 8.5"w x 5.5"h	\$450
<input type="checkbox"/>	Full page - 8.5"w x 11"h	\$700
<input type="checkbox"/>	Inside Front Cover - 8.5"w x 11"h	\$1000
<input type="checkbox"/>	Outside Back Cover - 8.5"w x 7"h	\$1000
Volume 2 Issue		
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<input type="checkbox"/>	Full page - 8.5"w x 11"h	\$700
<input type="checkbox"/>	Inside Front Cover - 8.5"w x 11"h	\$1000
<input type="checkbox"/>	Outside Back Cover - 8.5"w x 7"h	\$1000

WxLA ( Womxn in Landscape Architecture Minnesota chapter)	
Can WxLA-MN contact you for more information about sponsoring an event or supporting their scholarships?	
<input type="checkbox"/>	Yes, I'm Interested in sponsoring a WxLA-MN Event!
<input type="checkbox"/>	Yes, I'm Interested in supporting the WxLA-MN Scholarships!

## COMPANY INFORMATION

Provide information as you would like it to appear in promotional materials:

NAME \_\_\_\_\_

COMPANY/FIRM \_\_\_\_\_

STREET \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

## YOUR INFORMATION

NAME \_\_\_\_\_

TELEPHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

## FORMS, LOGOS, ADS TO:

Han Zhang  
connect@aslamn.org

## PAYMENT INFORMATION

- Check - Will be sent or enclosed in the full amount  
Send Check to:  
ASLA-MN c/o Han Zhang  
18 North 12th Street  
PO Box 3910  
Minneapolis, MN 55403
- Invoice my company in two equal installments. 50% now and 50% in July
- Invoice my company the full amount  
Invoice will be sent out through third party firm contracted with ASLA\_MN for accounting service.

## \_SCAPE DEADLINES AND SPECIFICATIONS

**Specifications:** Submit ads with 1/4" bleeds for all ad sizes and in high resolution (300 dpi jpeg).

**Ads, form, and payment deadlines:**  
Volume 1: June 7, 2024 (Mails in August 2024)  
Volume 2: January 3, 2025 (Mails in February 2025)