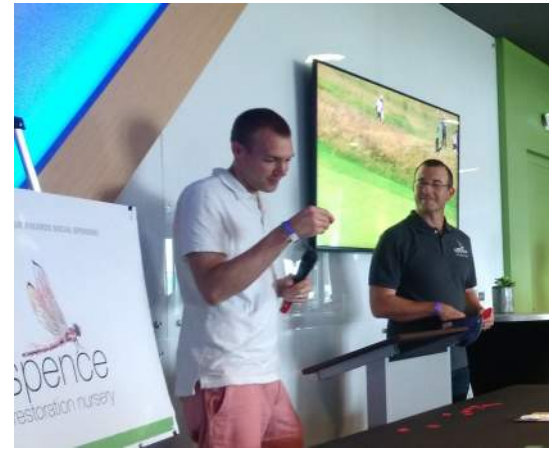




2022



# SPONSORSHIP OPPORTUNITIES

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS INDIANA CHAPTER



## ABOUT INASLA

The Indiana Chapter became the 20th officially recognized State Chapter of ASLA in 1972. Currently, the Indiana Chapter has around 200 members and 70 student affiliates.

## VISION & MISSION

The members and associates of the Indiana Chapter of the American Society of Landscape Architects believe in contributing to our communities and profession as leaders in the field of landscape architecture. To lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.

## STATISTICS

INASLA has approximately 1,150+ followers on Instagram, 1,119+ followers on Twitter, 1,949+ followers on Facebook, and 130+ followers on LinkedIn. We experienced roughly 3,137 unique visitors in 2021 to our website at [www.inasla.org](http://www.inasla.org). Our main events each year include our Golf Outing held at Top Golf for the past 3 years, our Conference on Landscape Architecture which typically ranges between 120 - 160 members attending, and our Holiday party which averages around 60 members attending.





### **A Note from our President**

Dear Prospective INASLA Sponsor,

I, on behalf of the nearly 200 members of the Indiana Chapter of the American Society of Landscape Architects, thank you for your interest in sponsoring our organization. Our local Chapter promotes the professional growth of our individual members, the collective advancement of our profession, and the collaborative betterment of our built environment with partnering organizations and supporters such as yourself. The success of these efforts throughout our State would not be possible without your generous and much appreciated support.

2021 was a very successful year for our Chapter despite still living through this ongoing pandemic. We are again optimistic for 2022 and look forward to many exciting events to come. In 2021, we were excited to be back in person for our Annual Conference in Fort Wayne. We were able to host a hybrid virtual event offering virtual sessions for those members that needed that. For 2022, we are hosting our Annual Conference in downtown Columbus, IN. We are excited for this new venue location and plan on this being an in-person event. We hope that you will join us there at the end of September. In 2021, we also held a very successful Golf Outing at TopGolf and we look forward to doing the same again in 2022. We were also very fortunate to be the first Chapter in the country to host our National ASLA CEO, Torey Carter-Conneen, for a 2 day trip with multiple firm visits, site tours, and some student engagement with the Ball State and Purdue Landscape Architecture departments. Our Chapter gained national recognition during this visit and helped set a precedent for other Chapters. 2021 was a highly productive year for us and we can't wait to see what 2022 has in store.

While we still move forward cautiously, we know we are more experienced and better prepared for the coming year. We have carefully examined and discussed what worked well in our sponsorship packages over the past 2 years of this pandemic and are confident what we are including for 2022 will again provide the best value of engagement for our sponsors.

We appreciate your generous support and look forward to seeing you in the coming year. If you have any questions regarding our Chapter as a whole, or your role and contribution as a sponsor, please do not hesitate to contact me.

Sincerely,

A handwritten signature in dark ink, reading "Rebecca M. Ludwig". The signature is fluid and cursive, with the first name "Rebecca" being more prominent.

Rebecca M. Ludwig  
2022 INASLA Chapter President  
[president@inasla.org](mailto:president@inasla.org)

## **SPONSORSHIP LEVEL PACKAGES**



### **(\$3,500) Gold Sponsorship Level Benefits:**

- **Conference** – “Gold Sponsor” of the Indiana Conference on Landscape Architecture, which includes premier company recognition in all promotional materials, and 2 tickets to the event. Includes one exhibitor table with the ability to pick premier location exhibit space. Includes recognition during the awards lunch as well.
- **Golf Event** – “Title Sponsor” of the INASLA Top Golf Outing which includes company recognition at the event and premier logo placement on all print and social media promotional material. Includes 2 tickets to the event. One (1) Hitting Bay sponsorship included as well as a table display for products during banquet event.
- **Holiday Party** – “Event Sponsor” of the INASLA Holiday Party which includes company logo displayed at the event and on promotional material, verbal recognition at the event and 2 attendees.
- **INASLA Happy Hour Host** – Opportunity to host 1 happy hour event for the Chapter in person or virtually (with optional CEU presentation). Will include company logo displayed at the event and on promotional material. The sponsor is responsible for providing beer/wine/snacks and/or lunch.
- **Outdoor Vendor Tour** – Opportunity to host 1 outdoor project tour showcasing your products within the state of Indiana. INASLA will promote using your company logo on all promotional material/social media. Optional happy hour after with host providing beer/wine and snacks.
- **INASLA Social Media Takeover Day** – Once a quarter opportunity for 1 full day to take over 1 of INASLA’s social media platforms.
- **CEU Webinar Presentations** – INASLA will market your events to our members at your request.
- **Marketing** – Permission to use designation in advertising (“Gold Level Sponsor” of INASLA)
- **Website Recognition** - Link to your company’s website that includes your company’s logo on the INASLA website indicating sponsorship level.
- **Year in Review Recognition** – Complimentary listing in the new INASLA Year in Review email newsletter at the end of 2022.
- **Mailing list** – INASLA member mailing list provided upon request.  
(Name/Email/Company)



## **(\$2,200) Silver Sponsorship Level Benefits:**

- **Conference** – “Silver Sponsor” of the Indiana Conference on Landscape Architecture, which includes company recognition in all promotional materials, and 2 tickets to the event. Includes one exhibitor booth/ table.
- **Golf Event** – Sponsor of the INASLA Top Golf Outing which includes company recognition at the event and logo placement on all print and social media promotional material. Includes 1 ticket to the event.
- **INASLA Happy Hour Host or Outdoor Vendor Tour** - Opportunity to host 1 happy hour event for the Chapter in person or virtually (with optional CEU presentation) **or** host 1 outdoor project tour showcasing your products within the state of Indiana. Will include company logo displayed at the event and on promotional material. The sponsor is responsible for providing beer/wine/snacks and/or lunch.
- **INASLA Social Media Takeover Day** – Opportunity for 2 full days during the year to take over 1 of INASLA’s social media platforms.
- **CEU Webinar Presentations** – INASLA will market your events to our members at your request.
- **Marketing** – Permission to use designation in advertising (“Silver Level Sponsor” of INASLA)
- **Website Recognition** - Link to your company’s website that includes your company’s logo on the INASLA website indicating sponsorship level.
- **Year in Review Recognition** – Complimentary listing in the new INASLA Year in Review email newsletter at the end of 2022.
- **Mailing list** – INASLA member mailing list provided upon request.  
(Name/Email/Company)



### **(\$1,400) Bronze Sponsorship Level Benefits:**

- **Conference** – “Bronze Sponsor” of the Indiana Conference on Landscape Architecture, which includes company recognition in all promotional materials, and 1 ticket to the event. Includes one exhibitor booth/table.
- **INASLA Social Media Takeover Day** – Opportunity for a single day takeover of 1 of INASLA’s social media platforms.
- **CEU Webinar Presentations** – INASLA will market your events to our members at your request.
- **Marketing** – Permission to use designation in advertising (“Bronze Level Sponsor” of INASLA)
- **Website Recognition** - Link to your company’s website that includes your company’s logo on the INASLA website indicating sponsorship level.
- **Year in Review Recognition** – Complimentary listing in the new INASLA Year in Review email newsletter at the end of 2022.
- **Mailing list** – INASLA member mailing list provided upon request.  
(Name/Email/Company)

## **SPONSORSHIP EVENTS**



**ASLA**  
**INDIANA**

If a Gold, Silver, or Bronze package is not preferred, separate event support opportunities are listed below. You may also add-on to a package with the following opportunities:

### **2022 Indiana Conference on Landscape Architecture (Friday September 30, 2022 The Commons, Columbus, IN)**

The 2021 Indiana Conference on Landscape Architecture will host Landscape Architects from throughout the state. Over 150 attendees are expected to attend. You may purchase sponsorship anytime or an Eventbrite for registration will be set up as we get closer to this event. The following sponsorship/exhibitor opportunities are available:

**\$1,200 Exhibitor** - Includes one exhibitor booth/table and two tickets to the event. Company listed as exhibitor in the conference program.

**\$500 Table Sponsor** - Includes signage at one breakfast/lunch table and one registration ticket for the full day event.

**\$300 Award Sponsor** – Includes logo displayed during the awards presentation, listing in the conference program.

**\$300 Contributing Sponsor** – Company logo displayed at event as a contributing sponsor, listing in the conference program.

**\$150 Sponsor Add-On** – One additional admission to staff exhibitor booth/table. Includes registration and meal ticket. Does not include an additional booth/table.

## **2022 Golf Event (Top Golf Fishers, IN – TBD July 2022)**

The 2022 INASLA Golf Event will be held at Top Golf in Fishers, IN. An Eventbrite page for sponsorship and registration for the outing will also be available closer to the event. Please note that some sponsor levels have a limited quantity so reserve yours today! The following sponsorship opportunities are available:

**\$1,000 Title Sponsor** – Company recognition at event and logo on all print and social media promotional material. Includes two (2) tickets to the event.

**\$800 Hole-In-One Sponsor** – Company logo and representative present at hitting bay to meet Golfers.

**\$700 Awards Social Sponsor** – Company recognition at Awards Social, and company signage and promotional material on display at lunch tables. Representative present during social to network with players.

**\$700 Breakfast Sponsor** – Company logo and promotional material displayed on table. Representative present during breakfast to greet players as they arrive.

**\$650 Drink Sponsor** – Company logo on drink advertisements at each Hitting Bay. Representative present to distribute tickets to players prior to event.

**\$550 Door Prize Sponsor** – Company recognition during raffle at social event. Logo displayed on prize table. Representative present at Awards Social to distribute prizes.

**\$500 Player Gift Sponsor** – Company logo displayed on pack of golf balls. Business cards can be included.

**\$450 Printing Sponsor** – Company logo on all printed advertisements and signage on the day of the event.

**\$350 Hitting Bay Sponsor** – Company logo at entrance to each Hitting Bay. Representative present during event to network with players. Creative quick challenges for teams are encouraged, but not required.

**\$200 Contributing Sponsor** – Company logo displayed on banner at Awards social.

## **ANNUAL INASLA Holiday Party (December 2022 – January 2023, Location TBD)**

Celebrate the Holidays and the end of 2022 with INASLA members!

You may purchase sponsorship anytime or an Eventbrite for registration will be set up as we get closer to this event. The following sponsorship/exhibitor opportunities are available:

**\$500 Event Sponsor** – Company logo displayed at the event and on promotional material, verbal recognition of the company at the event, and 2 tickets to the event.

**\$250 Contributing Sponsor** – Verbal recognition of the company at the event, company logo displayed on promotional materials, and 1 ticket to the event.



## **INASLA Happy Hour Event**

A la carte opportunity to host a happy hour event (5-7pm) at TBD location of your choosing. Sponsor will plan and organize event and INASLA will promote the event to their membership. Sponsor is responsible for providing drinks/snacks at event. A great opportunity for sponsors and membership to mingle. Sponsor will coordinate date/location with INASLA Event Committee Chair.

**\$500 Event Sponsor** – This includes one happy hour sponsorship with company logo displayed at the event and on promotional material and an opportunity to introduce the company and optional opportunity to provide a CEU presentation. The sponsoring company is responsible for providing beer/wine and snacks.

## **2022 World Landscape Architecture Month (APRIL)**

INASLA celebrates WLAM every April along with National ASLA. We host a booth every April at the Earth Day celebration at Military Park in Indianapolis to promote Landscape Architecture. INASLA also promotes WLAM through the “This is Landscape Architecture” social media campaign as well as a “Day in the Life of an LA” posts on social media.

**\$500 Sponsor** - Includes company recognition via signage at INASLA’s Earth Day booth and recognition via social media posts as sponsor during the entire month of April.

## **INASLA Lobbyist**

Indiana Landscape Architecture firms are encouraged to support the necessary and responsive government affairs work the Chapter provides by sponsoring the INASLA Lobbyist. This work both protects the interests of landscape architects at the state level, with important issues such as licensure, while elevating the profile of the profession across Indiana.

**Lobbyist Sponsor** – Company recognition at the Indiana Conference on Landscape Architecture and recognition via INASLA’s website for supplementing our investments in government affairs and advocacy efforts. These efforts both protect the profession of Landscape Architecture, while also increasing our opportunities.

**Suggested Sponsor amounts include: \$1,000, \$500, \$250.** Any amount contributed will be greatly appreciated to support this important work by the chapter.



**SELECT SPONSORSHIP LEVEL**

- ☐ GOLD (\$3,500)
- ☐ SILVER (\$2,200)
- ☐ BRONZE (\$1,400)

**ADDITIONAL OPPORTUNITIES**

- ☐ \$500 WORLD LANDSCAPE ARCHITECTURE MONTH SPONSOR
- ☐ \$500 HAPPY HOUR EVENT SPONSOR

**GOLF EVENT**

- ☐ \$1,000 TITLE SPONSOR
- ☐ \$800 HOLE IN ONE SPONSOR
- ☐ \$700 AWARDS SOCIAL SPONSOR
- ☐ \$700 BREAKFAST SPONSOR
- ☐ \$650 DRINK SPONSOR
- ☐ \$550 DOOR PRIZE SPONSOR
- ☐ \$500 PLAYER GIFT SPONSOR
- ☐ \$350 HITING BAY SPONSOR
- ☐ \$200 CONTRIBUTING SPONSOR

**HOLIDAY PARTY**

- ☐ \$500 EVENT SPONSOR
- ☐ \$250 CONTRIBUTING SPONSOR

**CONFERENCE**

- ☐ \$1,200 EXHIBITOR
- ☐ \$500 TABLE SPONSOR
- ☐ \$300 AWARDS SPONSOR
- ☐ \$300 CONTRIBUTING SPONSOR
- ☐ \$150 SPONSOR ADD-ON

**LOBBYIST SUPPORT**

- ☐ \$1000 LOBBYIST SPONSOR
- ☐ \$500 LOBBYIST SPONSOR
- ☐ \$250 LOBBYIST SPONSOR
- \$\_\_\_\_\_ OTHER AMOUNT

TOTAL SPONSORSHIP COMMITMENT: \$ \_\_\_\_\_

RETURN FORM TO: INDIANA CHAPTER OF ASLA  
P.O. BOX 441195  
INDIANAPOLIS, IN 46244

OR EMAIL FORM TO: [treasurer@inasla.org](mailto:treasurer@inasla.org)



**ASLA**  
INDIANA

## SPONSOR INFORMATION

FIRM/COMPANY NAME: \_\_\_\_\_

MAIN CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

### SELECT PAYMENT OPTION

☐

CHECK MADE PAYABLE TO "INASLA"

☐

SEND US A LINK/INVOICE TO PAY VIA PAYPAL  
(PROCESSING FEE WILL BE APPLIED)

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OR EMAIL FORM TO: [treasurer@inasla.org](mailto:treasurer@inasla.org)



PLEASE WRITE IN YOUR 1st - 3rd CHOICE DATES FOR YOUR SPONSORED EVENTS & OUR EVENTS  
COMMITTEE WILL REACH OUT TO COORDINATE SCHEDULING

**GOLD SPONSOR EVENTS**

HAPPY HOUR HOST 1.) \_\_\_\_\_ 2.) \_\_\_\_\_ 3.) \_\_\_\_\_  
OUTDOOR VENDOR TOUR 1.) \_\_\_\_\_ 2.) \_\_\_\_\_ 3.) \_\_\_\_\_  
QUARTERLY SOCIAL  
MEDIA TAKEOVER DAYS 1.) \_\_\_\_\_ 2.) \_\_\_\_\_ 3.) \_\_\_\_\_  
(PICK PREFERRED DAYS OF MONTH)

**SILVER SPONSOR EVENTS**

HAPPY HOUR HOST 1.) \_\_\_\_\_ 2.) \_\_\_\_\_ 3.) \_\_\_\_\_  
SOCIAL MEDIA  
TAKEOVER DAYS (2 TOTAL) 1.) \_\_\_\_\_ 2.) \_\_\_\_\_ 3.) \_\_\_\_\_  
(PICK PREFERRED DAYS OF MONTH)

**BRONZE SPONSOR EVENTS**

SOCIAL MEDIA  
TAKEOVER DAY (1 TOTAL) 1.) \_\_\_\_\_ 2.) \_\_\_\_\_ 3.) \_\_\_\_\_

**A LA CARTE INASLA HAPPY HOUR EVENT**

1.) \_\_\_\_\_ 2.) \_\_\_\_\_ 3.) \_\_\_\_\_

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