

GEORGIA



A S L A

40 YEARS OF EXCELLENCE

2010
Sponsorship
Opportunities

What is GAASLA?

The Georgia Chapter of the American Society of Landscape Architects (GAASLA) is a non-profit association. The purpose of the GAASLA is to promote the landscape architecture profession and advance the practice through advocacy, education, communication, and fellowship at the Chapter and Section level. With nearly 500 members, the Georgia Chapter of ASLA is comprised of private, public and academic practitioners who develop master plans and construction documents for a multitude of projects around the world.

Sections of Georgia Chapter

Geographically, Georgia Chapter of ASLA is comprised of four regional sections relative to their areas of development throughout the state. Each section of the membership provides programs and activities locally in an effort to keep our members aware of the growth and changes in the practice of landscape architecture.

Atlanta Section

Section Chair: Scott Jones
atlantasectionchair@gaasla.org

Middle Georgia Section (Macon)

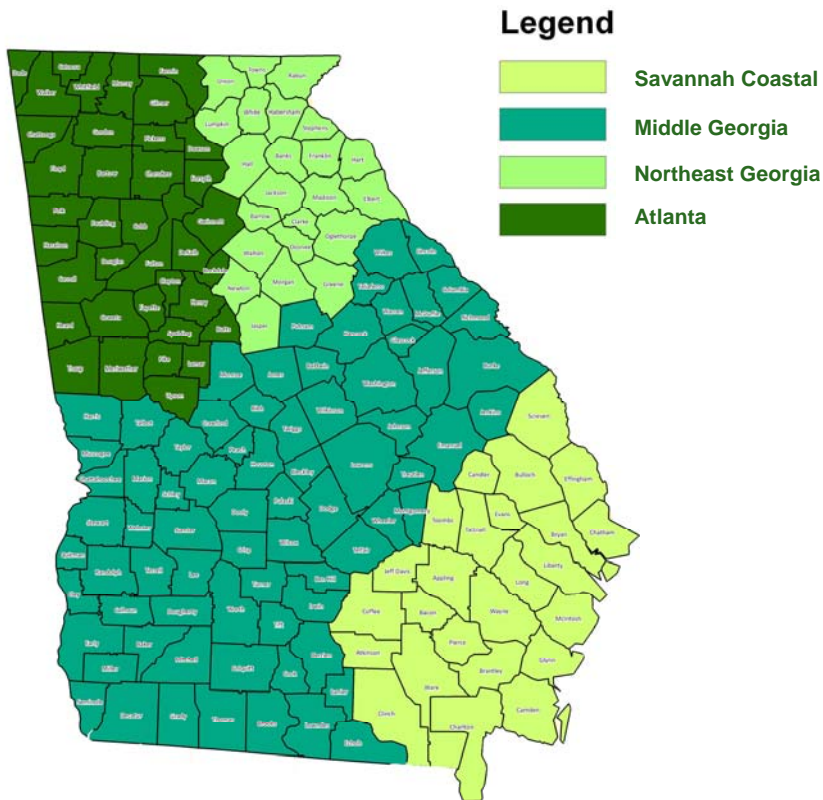
Section Chair: Zan Thompson
middlegeorgia@gaasla.org

Northeast Georgia Section (Athens)

Section Chair: Madie Fischetti
negeorgia@gaasla.org

Savannah Coastal Section

Section Chair: Charles Anderson
savannahsectionchair@gaasla.org



2009 GAASLA AWARDS



Award of Excellence
Thomas & Hutton
Ranger Memorial



Honor Award
Jordan, Jones & Goulding
Ray Charles Plaza



Honor Award
Ecós
Klaus Advanced Computing Building



Honor Award
Robert and Company
Pedestrian Mall
Redevelopment
Toccoa, Georgia

Sponsorship with Georgia Chapter ASLA

There are multiple opportunities to sponsor Chapter and Section events. The major Chapter events are the Frederick Law Olmstead Luncheon, the GAASLA Annual Awards Banquet, and the GAASLA Golf Tournament.

The Sections have a number of events which vary by Section. Each Section holds a Holiday Party but there are other events such as Lunch & Learns, Green Cuisine, Socials, and the National Landscape Architecture Month Events in April. Contact each Section Chair to learn more about some of the Section Events and Sponsor Opportunities.

Benefits of Sponsorship

Advertisement

The Annual Awards Magazine, GAASLA Quarterly Newsletter, GAASLA 411 monthly email update, email announcements and promotions and the GAASLA website are all examples of communication which the Georgia Chapter of ASLA utilizes to inform and update our members, affiliated non-members and the general public of current events. Advertisements in these printed and electronic media provide recognition of our sponsors. Inclusion of a logo and link to your company website is now available to sponsors in various sponsor level packages.

Involvement

The Georgia Chapter of ASLA welcomes sponsor participation at meetings and events with our members. Communication about these events, programs and other information that our members receive will be sent via email to your company to keep you updated. Admission to Georgia Chapter's Annual Awards Banquet, is an added benefit to various sponsorship levels, providing an opportunity for you to network with members and their clients who have gathered to honor those receiving recognition for their projects. The GAASLA Golf Tournament is another opportunity to network with members available to sponsors in various level packages.

Exhibiting

Sponsors value direct interaction with Georgia Chapter ASLA members when exhibiting at various events hosted by the chapter and its sections. Your company can use these events to expose products and services to landscape architects, as well as other allied design professionals.

Georgia Chapter ASLA Major Events for 2010

GAASLA Frederick Law Olmstead Luncheon

Atlanta Section | April 21, 2010 | Ansley Golf Club
Savannah Section | Date TBD | Place TBD

GAASLA Annual Awards Banquet

Atlanta, Georgia | July 23, 2010 | The Atlanta Botanical Gardens

GAASLA Golf Tournament

Alpharetta, Georgia | October 4, 2010 | RiverPines Golf

2009 GAASLA AWARDS



Honor Award
Land Plus Associates
Monte Carlo Residence



Merit Award
Reece, Hoopes & Fincher
CDC—Unified Streetscape



Merit Award
EDAW
Andrew Young Tribute



Merit Award
WK Dickson & Co.
Peachtree Ridge Park

Levels of Sponsorship

Platinum Sponsor (only 3 available)

\$10,000

The platinum sponsorship level is considered our ultimate statewide sponsors. The amount contributed provides support for the Chapter's statewide programs, as well as to all four sections. The platinum level is for the company that wants to maximize it's exposure to market products and services throughout Georgia. See the enclosed Sponsor Benefit / Cost Matrix for exact program benefits.

Gold Sponsor (only 6 available)

\$7,500

The gold sponsorship level is considered a premier statewide sponsor. The amount contributed provides support for the Chapter's statewide programs, as well as to all four sections. The gold level is for companies that want exposure to market services throughout Georgia. See the enclosed Sponsor Benefit / Cost Matrix for exact program benefits.

Silver Sponsor

\$4,000

The silver sponsorship level is considered a statewide sponsor. The amount contributed provides support for the Chapter's statewide programs, as well as to focus on particular sections of the state.

Bronze Sponsor

\$2,500

The bronze sponsorship level is a minimal sponsor package for those companies wanting to take advantage of marketing opportunities with Georgia Chapter ASLA.

Sponsors who commit to three years at the same sponsorship level will receive a 10% discount.

Sponsorship calendar is January 1 through December 31. No prorating.

Sponsor Involvement



Annual GAASLA Awards Banquet 2009



Annual GAASLA Conference 2009



GAASLA Golf Tournament 2009



NE Georgia Section Event 2009

Georgia Chapter of the American Society of Landscape Architects

2010 Sponsorship Benefit / Cost Matrix

Sponsorship Level	Platinum	Gold	Silver	Bronze	Other
Contribution:	\$10,000.00	\$7,500.00	\$4,000.00	\$2,500.00	See below
Availability	3	6	unlimited	unlimited	
Benefits					
Affiliate ASLA Membership	1	0	0	0	na
GAASLA website advertising	Logo & Link*	Logo & Link*	Logo & Link*	Logo only*	na
Publications					
GAASLA 411 Electronic News Update (8 issues)	Logo	no	no	no	na
GAASLA Quarterly Electronic Newsletter (4 issue)	Full page ad within publication*	Full page ad in advertising section	Half page ad in advertising section	Quarter page ad in advertising section	See below
FLO Luncheon					
(Luncheon honoring Frederick Law Olmstead)					
Luncheon Tickets	4	2	1	1	See below
Recognition on Event Announcement / Signage	Primary Logo*	Secondary Logo*	B & W logo*	Listing only*	See below
Recognition during Program	yes	yes	yes	yes	See below
Literature available on Registration Table	yes	yes	no	no	na
Honors & Awards Banquet					
Banquet Dinner Tickets	4	2	1	1	na
Seats at President's Table	2	2	0	0	na
Awards Booklet Advertising	Back Cover / Inside Front Cover / Inside Back Cover*	Full page color ad (interior page only)*	Half page color ad	Quarter page color ad	See below
Recognition on Event Announcement / Signage	Primary logo	Secondary logo	B & W logo	Listing only	See below
Recognition during Program	yes	yes	yes	yes	See below
Literature available on Registration Table	yes	yes	no	no	na
Golf Tournament					
Player Tickets	4	2	1	1	na
Recognition on Tournament Apparel	Logo*	no	no	no	na
Yardage Book Advertising	Back Cover / Inside Front Cover / Inside Back Cover*	Full page color ad (interior page only)	Half page color ad	Listing only	See below
Recognition on Event Announcement / Signage	Primary logo & choice of No. 1, 9, or 18 tee box sign*	Secondary logo & Tee box sign	Logo on banner only	Listing on banner only	See below
Recognition during Program	yes	yes	yes	yes	See below
Literature available on Registration Table	yes	yes	no	no	na

Sponsorship Level	Platinum	Gold	Silver	Bronze	Other
Green Cuisine					
Luncheon Tickets	2	1	0	0	na
Recognition during Program	yes	yes	yes	yes	See below
Literature available on Registration Program	yes	no	no	no	na

Section Events (TBD)					
Event Tickets	2	2	1	1	na
Recognition on Event Announcement / Signage	Secondary logo	Secondary logo	B & W logo	Listing only	See below
Recognition during Program	yes	yes	yes	yes	See below
Literature available on Registration Table	yes	yes	no	no	See below

Other Sponsorship Opportunities

Publications	
Electronic Newsletter Advertising (4 issues)	
Full page ad	\$1,500.00
Half page ad	\$1,000.00
Quarter page ad	\$750.00
Business card ad	\$500.00
Awards Booklet Advertising	
Full page color ad (interior page only)	\$1,000.00
Half page color ad	\$750.00
Quarter page color ad	\$500.00
Business card ad (Black & White only)	\$250.00
Golf Tournament Advertising	
Yardage Book Full page color ad (interior page only)	\$250.00

Other Events	
FLO Luncheon Additional Sponsorship Opportunities**	Varies
Honors & Awards Banquet Sponsorship Opportunities**	Varies
Golf Tournament Sponsorship Opportunities**	Varies
Individual Section Events**	Varies
Green Cuisine**	\$500.00

* All advertising and signage / company logo / company listing layout priority and / or placement shall be based on date of sponsorship commitment. Commitment date is established as the date GAASLA receives payment in full for sponsorship.

** Please contact the appropriate Event / Section Chair for more details.

Georgia Chapter of the American Society of Landscape Architects

2010 Sponsorship Form

Sponsorship Level

<input type="checkbox"/>	Platinum	\$10,000.00
<input type="checkbox"/>	Gold	\$7,500.00
<input type="checkbox"/>	Silver	\$4,000.00
<input type="checkbox"/>	Bronze	\$2,500.00
<input type="checkbox"/>	Multi-year discount (3 year commitment) provides a 10% discount	
<input type="checkbox"/>	Other	

Other Sponsorship Opportunities

Please list other sponsorship opportunities and / or events you have selected.

Sponsor Contact Information

Company Name:

Primary Contact Name:

Address:

Telephone:

Email:

Website:

Payment

Check payable to "Georgia Chapter of the American Society of Landscape Architects" (GAASLA)

Return completed form and check to :

Georgia Chapter of the American Society of Landscape Architects (GAASLA)
c/o Reece, Hoopes & Fincher, Inc.
Attn: Brandon P. White
400 Perimeter Center Terrace, Suite 85
Atlanta, Georgia 30346
t 770.394.8313

The Georgia Chapter of the American Society of Landscape Architects (FEIN: 58-1713361) is a 501(c)(3) non-profit organization registered with the IRS. We recommend you consult with a tax professional regarding your contribution's tax benefits. Thank you for supporting GAASLA.