

ASLA
MARYLAND

MARYLAND CHAPTER

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

2025 SPONSORSHIP PACKAGE

2025 SPONSORSHIP OPPORTUNITIES!

- CIRCLE OF SUPPORT
- ANNUAL SPONSOR TIER PACKAGES
- AWARDS GALA TIER PACKAGES
- CUSTOMIZABLE SPONSORSHIP OPTIONS

ABOUT OUR CHAPTER

Founded in 1972, the Maryland Chapter of the **American Society of Landscape Architects (ASLA)** serves as the professional association for **landscape architecture professionals** across the state of Maryland. With **over 400 members**, our chapter is dedicated to **advancing the profession** by fostering **advocacy, education, communication, and fellowship**.

Here's a brief overview of a few events & programs our Chapter offers throughout the year:

CHAPTER PROGRAMS

STUDENT OUTREACH

- MSU Student/Professional Networking Event**
Host at the Morgan State University in February
\$500 Sponsor: Sold to Carbon Smart Wood
- UMD Portfolio Review + Happy Hour**
Host at University of Maryland+Venue (TBD) in February
\$500 Sponsor(s): _____
- Fall Student Engagement Event**
Host with Maryland and Morgan State students
\$500 Sponsor(s): _____



Student Portfolio Review

PUBLIC AWARENESS

- Advocacy Site Tour**
Tour held with Elected Officials (TBD)
\$500 Sponsor(s): _____
- PARK(ing) Day(s)**
Host at Baltimore City schools with City Planning
\$500 Sponsor(s): _____



PARK(ing) Day

PROFESSIONAL DEVELOPMENT

- Movie Night**
\$500 Sponsor(s): _____
- Lecture, Workshop or Site Tour**
\$500 Sponsor: _____
- L.A.R.E. Fundraising Event**
\$500 Sponsor(s): _____



Carbon Smart Wood Shop Tour

FELLOWSHIP

- Holiday Party**
\$1000 Lead Sponsor: _____
\$500 Sponsor(s): _____
- National Conference Land8 Happy Hour w/ Potomac ASLA**
\$1,000 Lead Sponsor: _____
\$500 Sponsor(s): _____
- Joint Summer Event with Potomac ASLA**
Picnic, Oriole's Game, etc.
\$500 Sponsor: _____

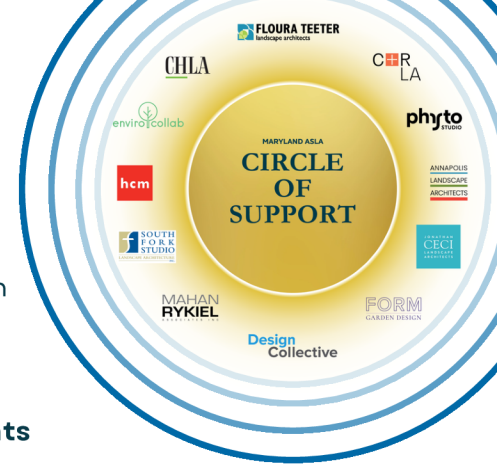


Land8 Happy Hour in Washington D.C.

2025 MDASLA SPONSORSHIP OPPORTUNITIES

CIRCLE OF SUPPORT

The Maryland ASLA invites **member firms** to join our **Circle of Support**, an annual sponsorship program vital to **sustaining landscape architecture** in Maryland. Your commitment directly supports our **advocacy efforts** to **protect licensure** and **promote the profession**, including work with an experienced political consultant to **engage policymakers** and **defend our future**. In addition, your support funds **scholarships, education, and events** that benefit our members and the broader design community. Join us in protecting and advancing landscape architecture in Maryland.



SPONSORSHIP TIERS

	POPLAR TIER \$1,000	OAK TIER \$750	MAPLE TIER \$500
RECOGNITION	<ul style="list-style-type: none"> • SOCIAL MEDIA BLAST • LOGO ON WEBSITE • LOGO IN NEWSLETTER • LOGO IN EMBARK 	<ul style="list-style-type: none"> • LOGO ON WEBSITE • LOGO IN NEWSLETTER • LOGO IN EMBARK 	<ul style="list-style-type: none"> • LOGO ON WEBSITE • LOGO IN NEWSLETTER • LOGO IN EMBARK
JOB POSTING	<p>FOUR FREE JOB POSTINGS ON:</p> <ul style="list-style-type: none"> • WEBSITE • NEWSLETTER • SOCIAL MEDIA <p><i>LASTS 1 MONTH FROM ORIGINAL POSTING OR UNTIL NOTIFIED</i></p>	<p>TWO FREE JOB POSTINGS ON:</p> <ul style="list-style-type: none"> • WEBSITE • NEWSLETTER • SOCIAL MEDIA <p><i>LASTS 1 MONTH FROM ORIGINAL POSTING OR UNTIL NOTIFIED</i></p>	<p>ONE FREE JOB POSTINGS ON:</p> <ul style="list-style-type: none"> • WEBSITE • NEWSLETTER • SOCIAL MEDIA <p><i>LASTS 1 MONTH FROM ORIGINAL POSTING OR UNTIL NOTIFIED</i></p>
AWARDS	<p>ONE FREE ENTRY TO AWARD SUBMISSIONS + HALF-OFF SECOND ENTRY</p>	<p>ONE FREE ENTRY TO AWARD SUBMISSIONS</p>	<p>HALF-OFF FIRST ENTRY TO AWARD SUBMISSIONS</p>
GALA	<p>ONE FREE TICKET TO THE AWARDS GALA + HALF-OFF SECOND TICKET</p>	<p>ONE FREE TICKET TO THE AWARDS GALA</p>	<p>HALF-OFF FIRST TICKET TO THE AWARDS GALA</p>

NEW!

NEW!

QUESTIONS?

Contact us at sponsorship@marylandasla.org and president@marylandasla.org



BECOME A CHAPTER SPONSOR!

Annual Chapter Sponsorship Tiers provide our industry partners with the best opportunity to gain maximum exposure to the Maryland ASLA membership. As a Chapter Sponsor, your support directly strengthens our operations while ensuring your company receives prominent recognition through our website, media, publications, and at all major events throughout the year.

Explore the table below to find the sponsorship tier that offers your company the greatest impact.

SPONSORSHIP TIERS

	PLATINUM \$7,000	GOLD \$4,500	SILVER \$3,000	BRONZE \$2,000
	LIMIT (3)			
AWARDS GALA	AWARDS PLATINUM SPONSOR <small>(SEE NEXT PAGE FOR LIST OF INCLUDED BENEFITS)</small>	AWARDS GOLD SPONSOR <small>(SEE NEXT PAGE FOR LIST OF INCLUDED BENEFITS)</small>	AWARDS SILVER SPONSOR <small>(SEE NEXT PAGE FOR LIST OF INCLUDED BENEFITS)</small>	AWARDS BRONZE SPONSOR <small>(SEE NEXT PAGE FOR LIST OF INCLUDED BENEFITS)</small>
E-NEWS	ADVERTISEMENT & LINKED LOGO FEATURED IN NEWSLETTER	LINKED LOGO FEATURED IN NEWSLETTER	LOGO FEATURED IN NEWSLETTER	NAME LISTED IN NEWSLETTER
WEBSITE	BANNER AD & LOGO ON WEBSITE HOMEPAGE	LINKED LOGO ON WEBSITE HOMEPAGE	LOGO ON WEBSITE HOMEPAGE	NAME LISTED ON WEBSITE HOMEPAGE
EMBARK	FULL PAGE ADVERTISEMENT (LINKED)	HALF PAGE ADVERTISEMENT (LINKED)	HALF PAGE ADVERTISEMENT (LINKED)	QUARTER PAGE ADVERTISEMENT
ADD-ON	1 CUSTOM CEU PROGRAM + 1 SOCIAL MEDIA TAKEOVER	1 LUNCHTIME LEARNING CEU OR 1 SOCIAL MEDIA TAKEOVER		



AWARDS GALA SPONSORSHIP

The **Maryland ASLA Awards Gala** is our **premier event of the year**, celebrating the outstanding work and accomplishments of our Chapter Members across Maryland. This highly anticipated event typically **sells out** and guarantees **high attendance**, making it an **unmissable** opportunity for companies to gain maximum visibility among our membership.

To make this an **extraordinary evening**, we are seeking generous sponsors to help bring this celebration to life and showcase their commitment to the profession. As outlined below, we offer **exclusive** sponsorship opportunities to elevate your company's exposure and strengthen your connection to the Maryland ASLA community. We greatly appreciate your support and look forward to celebrating with you!

Date/Time:

Tuesday, May 6th, 6:00PM-9:00PM

Location:

Baltimore Museum of Industry
1415 Key Hwy, Baltimore, MD 21230



2024 Awards Gala

BRANDED GIVEOUTS & PRODUCT MATERIALS

Additional opportunities for sponsoring branded items at the event may be available. We encourage sponsors to offer suggestions or collaborate with us on these opportunities. More details will be provided as event plans are finalized.

SPONSORSHIP LEVELS

Note: If you select a lower annual sponsor level but would like to receive the benefits of a higher-tier sponsorship at the Awards Gala, you can "upgrade" by paying the difference between the two levels. For example, if you are a Bronze Annual Sponsor (\$2,000) but would like to be a Gold Gala Sponsor (\$3,500), you would add the \$1,500 difference to your \$2,000 annual sponsorship, making your final sponsorship cost \$3,500.

	PLATINUM \$6,000	GOLD \$3,500	SILVER \$2,500	BRONZE \$1,500
	LIMIT (3)			
AWARDS GALA	<ul style="list-style-type: none"> • Banner at the Event • Featured Logo on all Promotional Material • Featured Logo on Event Page • Logo & Recognition on Platinum Sponsor Slide • 2-3 Minute Speaking Opportunity & Award Presentation • Four Complimentary Tickets to the Event • List of Attendees 	<ul style="list-style-type: none"> • Logo on all Promotional Material • Logo on Event Page • Logo on Event Signage • Logo & Recognition on Sponsor Slide • 1-2 Minute Speaking Opportunity during Program • Two Complimentary Tickets to the Event 	<ul style="list-style-type: none"> • Logo on Event Page • Logo on Event Signage • Logo & Recognition on Sponsor Slide • Special Recognition during Cocktail Hour • Two Complimentary Tickets to the Event 	<ul style="list-style-type: none"> • Name on Event Signage • Name & Recognition on Sponsor Slide • One Complimentary Ticket to the Event

ADS & EDUCATION

EMBARK X

Embark is the chapter’s annual publication showcasing our **awards and events**, traditionally released at the end of the year. In 2024, we invested in upgrades to transform this publication into an **engaging, interactive** experience for our readers, creating a dynamic platform and improving your brand’s **exposure and engagement**.



- \$750 - Full Page Hyperlinked Ad
- \$500 - 1/2 Page Hyperlinked Ad
- \$250 - 1/4 Page Ad

PLATFORM METRICS	
WEBSITE	<ul style="list-style-type: none"> • 550 Page Views/Mo. • 292 Unique Visitors/Mo.
E-NEWS	<ul style="list-style-type: none"> • 1400+ Newsletter Subscribers • 40% Open Rate!
SOCIAL	<ul style="list-style-type: none"> • 1300+ Instagram Followers • 500 Average Reach/Post

SPONSORED CONTENT

Sponsors have an opportunity to purchase **individual** campaigns or ads on our **website**, email **newsletter** and through our **social media** outlets.

- **\$500 - Website Banner Ad (1 Year)**
 - Linked banner ad below the main slide on homepage of the website: www.marylandasla.org (3 max) [1200x150px, .jpeg or .png]
- **\$350 - Digital Newsletter Banner Ad (3 months)**
 - Linked banner advertisement in the newsletter (1 spot) [900x150px, .jpg or .png]
- **\$400 - Digital Newsletter Square Ad (6 months)**
 - Linked square advertisement in the newsletter (3 spots) [200x200px, .jpg or .png]
- **\$250 - Social Media Sponsored Post**
 - Promotional social media posts on Instagram, LinkedIn, & Facebook.
- **\$500 - Social Media Takeover!**
 - Sponsored post PLUS a 24 hour takeover of MDASLA Instagram Stories

STUDENT SCHOLARSHIPS & CLIMATE ACTION GRANTS

Each year, Maryland ASLA awards **scholarships** to students in Maryland’s Landscape Architecture programs. As we expand our support, we’re excited to **partner with firms and organizations** that share our commitment to **fostering the next generation** of landscape architects and **advancing climate action goals**. By supporting these programs, your company helps **shape the future of the profession** while providing vital educational opportunities. Learn more about the [scholarship program here](#), and the [Climate Action Challenge](#) here.

- **\$1,000 - Scholarship (UMD Student)**
- **\$1,000 - Scholarship (MSU Student)**
- **\$2,000 - Fellowship (UMD or MSU)**
- **\$3,000 - Climate Action Grants**

- **Recognition** in all communications and events related to the scholarship
- **Opportunity to meet students** and demonstrate your company’s commitment to education and the landscape architecture profession
- **Empowerment of the next generation** of landscape architects in Maryland

Note: Maryland ASLA welcomes partial scholarship sponsorships, but firms that fully sponsor a scholarship will receive **exclusive recognition** for their support.

MONTHLY LUNCHTIME LEARNING (VIRTUAL)

This opportunity is similar to visiting an office to present products, but with the added benefit of reaching our network of over **2,000 email subscribers and members**. We prefer sponsors to provide a **LACES-accredited presentation**, though if assistance with accreditation is needed, MDASLA can offer support. All events are **fully virtual**.

- **\$500 - CEU Presentation (Limit 12)**

- **Recognition and logo** on marketing and presentation
- **Attendees mailing list**

QUESTIONS?

Contact us at sponsorship@marylandasla.org and president@marylandasla.org

2025 SPONSORSHIP FORM

CIRCLE OF SUPPORT

- POPLAR TIER \$1,000
- OAK TIER \$750
- MAPLE TIER \$500

Note: The Circle of Support is designed for member firms / landscape architects.

For non-member / industry partner sponsorship opportunities, please see the options below.

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ANNUAL SPONSORSHIP LEVEL

- PLATINUM \$7,000 (LIMIT OF 3)
- GOLD \$4,500
- SILVER \$3,000
- BRONZE \$2,000

AWARDS GALA SPONSORSHIP LEVEL

- PLATINUM \$6,000 (LIMIT OF 3)
- GOLD \$3,500
- SILVER \$2,500
- BRONZE \$1,500

Note: If you select a lower annual sponsor level but would like to receive the benefits of a higher-tier sponsorship at the Awards Gala, you can "upgrade" by paying the difference between the two levels. For example, if you are a Bronze Annual Sponsor (\$2,000) but would like to be a Gold Gala Sponsor (\$3,500), you would add the \$1,500 difference to your \$2,000 annual sponsorship, making your final sponsorship cost \$3,500.

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ADVERTISEMENTS

- Website Banner Ad (1 Year) \$500
- Digital Newsletter Banner Ad (3 months) \$350
- Digital Newsletter Square Ad (6 months) \$400
- Social Media Sponsored Post \$250
- Social Media Takeover \$500
- EMBARK Full Page Hyperlinked Ad \$750
- EMBARK 1/2 Page Hyperlinked Ad \$500
- EMBARK 1/4 Page Ad \$250

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EVENTS & EDUCATION

- Scholarships \$1,000/ea
- Fellowship \$2,000
- Climate Action Grants \$3,000
- CEU Presentation (Limit of 12) \$500
- Calendar Event/Program (See "About" page) \$_____

Note: Maryland ASLA welcomes **partial** sponsorships, but firms that fully sponsor a program will receive **exclusive** recognition for their support.

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TOTAL

Please reach out to our [sponsorship team](#) to confirm limited opportunities are still available.

FOR ALL SPONSORSHIP OPPORTUNITIES AND PAYMENT INFORMATION PLEASE VISIT US ONLINE AT:

www.MARYLANDASLA.ORG/SPONSORSHIP