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 1,070+ followers on Instagram, 1,100+ followers on Twitter, and 1,600+ followers on Facebook. We experienced roughly 3,300 unique visitors in 2019 to our website at www.inasla.org. Our main events each year include our Golf Outing which had record attendance last year at around 80 members attending, our Conference on Landscape Architecture (formely known as our Annual Meeting) which typically ranges between 120 - 160 members attending, and our Holiday party which averages around 60 members attending.
A Note from Our President

Dear Perspective Sponsor,

Thank you for your interest in sponsoring the Indiana Chapter of the American Society of Landscape Architects! Our organization promotes the development of approximately 200 members throughout the State of Indiana including student organizations at Purdue University and Ball State university. This would not be possible without the generous support of our sponsors!

We introduced several changes in 2019 designed to provide greater value to both our membership and to our sponsors. These changes included member lunch and learns to provide additional continuing education opportunities, happy hours to provide networking opportunities for members and sponsors in an informal setting, and re-formatting the annual INASLA golf outing into a TOP-Golf event that resulted in record attendance! We also made improvements to our sponsorship package that provided a variety of options for sponsors to support INASLA.

In 2020 we plan to continue our trajectory of positive change by growing these events, improving the Indiana Conference on Landscape Architecture and supporting the in-state Landscape Architecture programs at Purdue and Ball State through INASLA scholarships. We will end the year with the annual INASLA Holiday Party.

We appreciate your generous support and look forward to collaborating with you this year! If you have any questions or better yet suggestions, please do not hesitate to contact me!

Sincerely,

Randy Royer
2020 INASLA Chapter President
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 award sponsorship recognition 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. Two (2) Hitting Bay sponsorships included as well.

- **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.

- **Quarterly INASLA Happy Hour** – One happy hour event sponsorship which includes company logo displayed at the event and on promotional material and a brief opportunity to introduce the company. The sponsoring company is responsible for providing beer/wine and snacks.

- **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 2020.

- **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. One (1) Hitting Bay Sponsorship is included.
- **Quarterly INASLA Happy Hour** - Invitation to attend the quarterly INASLA Happy Hour Events. Hosting not included.
- **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 2020.
- **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.
- **Quarterly INASLA Happy Hour** - Invitation to attend the quarterly INASLA Happy Hour Events. Hosting not included.
- **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 2020.
- **Mailing list** – INASLA member mailing list provided upon request. (Name/Email/Company)
SPONSORSHIP EVENTS

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:

2020 Indiana Conference on Landscape Architecture
(August 14, 2020  Grand Wayne Center, Fort Wayne, IN)
The 2020 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.
2020 Golf Event (Top Golf Fishers, IN – July 17, 2020)
The 2020 INASLA Golf Event will be held at Top Golf in Fishers, IN again for the 2nd time. We had such a great time last year with record attendance and are excited to host this event at Top Golf again for 2020! 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.
- **$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 2020, Location TBD)
Celebrate the Holidays and the end of 2020 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.
Quarterly INASLA Happy Hour Event
INASLA will hold quarterly happy hours (5-7pm) at TBD location that will include PechaKucha style presentations and opportunities for sponsors and members to mingle. These are limited to 4 per year.

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

2020 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.

INASLA CEU Presentations
INASLA will hold CEU presentations for its members as they are available. Date, time, and location TBD. Vendors are responsible for registering their presentation for CLARB LACES CEU credit and providing refreshments. Contact INASLA for details and to reserve your slot at office@inasla.org.
<table>
<thead>
<tr>
<th>INASLA 2020 Sponsorship Package Benefits</th>
<th>Gold ($3,500)</th>
<th>Silver ($2,200)</th>
<th>Bronze ($1,400)</th>
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<tbody>
<tr>
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## SELECT SPONSORSHIP LEVEL

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

## ADDITIONAL OPPORTUNITIES

- **$500 WORLD LANDSCAPE ARCHITECTURE MONTH 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**

### CONFERENCE

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

### HOLIDAY PARTY

- **$500 EVENT SPONSOR**
- **$250 CONTRIBUTING SPONSOR**

### LOBBYIST SUPPORT

- **$1000 LOBBYIST SPONSOR**
- **$500 LOBBYIST SPONSOR**
- **$250 LOBBYIST SPONSOR**
- **$_______ OTHER AMOUNT**

### TOTAL SPONSORSHIP COMMITMENT:

$ ________________

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

**OR EMAIL FORM TO:**  
treasurer@inasla.org
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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