



2024 PARTNERSHIP PROGRAM

January 3, 2024

Dear Valued Partner,

The Iowa Chapter of the American Society of Landscape Architects is pleased to announce our yearly partnership opportunity for companies considering supporting Iowa ASLA members and events. If you are receiving this, then you have been a valued partner with us in prior years and we consider you part of our network! As with the Partnership Program in previous years, 2024's Partnership Program allows sponsorship for chapter events with one simple registration. With your support, Iowa ASLA will continue its mission to promote the practice of Landscape Architecture to our nearly 130 professional members and 60 student members from across the State.

Your partnership comes with the opportunity to build relationships with our members. Nowhere else can you reach landscape architecture professionals from multiple firms and organizations in public and private sectors, across Iowa, all at one time. A partnership with Iowa ASLA gives you a local visibility and a venue to showcase new products and services. It also lets our membership know of your support for them and the profession of Landscape Architecture.

This year, our chapter is excited to be hosting the Central States conference, drawing landscape architects from Arkansas, Iowa, Kansas, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, and the surrounding area! Due to the volunteer lift to provide this conference, we are not planning a separate Iowa Conference. We will be bolstering our Fall Awards Gala this upcoming fall, with an awards celebration, dinner, speaker, and space for vendor booths. Please consider reviewing our ASLA Central States sponsorship packages (<https://aslacentralstates.org/Sponsor>) when making your sponsor selection, as some levels provide complimentary partnership with the chapter.

Please register to become a partner by **January 31, 2024**. As a reminder, Iowa ASLA is a 501(c)(6) so be sure to consult your tax expert regarding any tax advantages associated with your commitment. On behalf of the Iowa 2024 ExCom, we look forward to seeing you at the many events planned for 2024!

Best Regards,

A handwritten signature in blue ink that reads "Nate Byro".

Nate Byro, PLA, ASLA
President, Iowa ASLA



2024 PARTNERSHIP PROGRAM

PLATINUM PACKAGE - \$3,500

- Featured as a platinum partner with logo on the Iowa ASLA website with banner ad.
- 1/8-page ad in the chapter newsletter four (4) times during 2024, with opportunity to write one feature article to promote your company.
- Golf Outing: Title sponsorship, two-hole sponsorships and registration for four golfers
- Fall Awards Gala: Title & CEU Speaker Sponsor plus Two (2) tickets. Priority Vendor Space.
- One (1) dedicated Continuing Education event. Time and place to be determined.
- **Please note:** Sponsorship Level included in CS Platinum Sponsorship Level.

GOLD PACKAGE - \$2,500

- Featured as a gold partner with logo on the Iowa ASLA website with banner ad.
- 1/8-page ad in the chapter newsletter three (3) times during 2024.
- Fall Awards Gala: Drink Sponsor plus Two (2) tickets, with vendor space.
- Golf Outing: Two-hole sponsorships and registration for two golfers
- One (1) dedicated Continuing Education event. Time and place to be determined.
- **Please note:** Sponsorship Level included in CS Gold Sponsorship Level.

SILVER PACKAGE - \$1,750

- Featured as a silver partner with logo on the Iowa ASLA website.

- 1/8-page ad in the chapter newsletter two (2) times during 2024.
- Golf Outing: One hole sponsorship and registration for one golfer.
- Fall Awards Gala: Food Sponsor plus One (1) ticket, with vendor space.

BRONZE PACKAGE - \$1,250

- Company listed as a bronze partner on the Iowa ASLA website.
- 1/8-page ad in the chapter newsletter one (1) time during 2024.
- Golf Outing: One hole sponsorship.
- Fall Awards Gala: General Sponsor plus One (1) ticket, with vendor space if available.

WINTER/SPRING/SUMMER SOCIAL EVENT

SPONSORSHIP - (ONE Partner/Event)

- Planned by you! Promoted as the exclusive sponsor of the social.
- Opportunity for company promotion, company trivia, presentation, product demonstration, etc. as planned social activities and venue allow.

CONTINUING EDUCATION PACKAGE - \$250

- Planned by you, promoted by the chapter as the exclusive sponsor of a unique CEU event! Sponsor to cover additional costs (food, beverage, venue).
- May be combined with other packages or selected as standalone package.

ANTICIPATED OFFERINGS AND SCHEDULE OF 2024 EVENTS*

- **Website Listings and Ads** – Updated by March 1st or within 31 days of payment if received after the deadline.
- **Chapter Newsletter** – Electronically published during each quarter of the year. Specific dates of publication may vary from quarter to quarter as chapter activities warrant.
- **Winter Social** – January 16th, 2024, at Jasper Winery.
- **Central States Conference (in lieu of spring conference)** – April 17th – 19th, 2024, Hilton Hotel Downtown Des Moines. (Please note: Separate Sponsorship package. Please see <https://aslacentralstates.org/Sponsor> to sponsor our 2024 Central States Conference).
- **P. H. Elwood Lecture** – March 2024, at Iowa State University, Ames, IA
- **Spring Social** – April/May 2024
- **Golf and Putt-Putt Outing** – Friday, May 17th, 2024, at A.H. Blank Golf Course
- **Summer Social** – July/August 2024
- **Fall Awards Gala w/ vendor interactions** – September or October 2024. *Partners to receive a 90 day alert of final date selection.*

*Dates are tentative; Notice of confirmed dates will be published at least 30 days in advance of the event.

REGISTER TO BECOME AN IOWA ASLA 2024 PARTNER TODAY!

To register, go to <http://www.iaasla.org/partnership-program>

Once registration is received, an Iowa ASLA representative will contact you to request logos and advertisements for use on the website, newsletters, and other promotional material throughout the year.

Please include contact information for the individual who will coordinate attendance at each event. Iowa ASLA will direct all correspondence through the primary contact person.

Terms and Conditions:

By registering to become an Iowa ASLA Partner, you agree to the following terms and conditions:

If a Partner is not able to attend an event, the Partner may discuss with Iowa ASLA representatives' optional recognition or participation for the event as approved by event organizers, provided said recognition does not infringe on the benefits of higher partnership packages. Iowa ASLA representatives shall not be responsible for coordinating receipt of Partner promotional materials shipped to an event in the Partner's absence. Waiving attendance at an event by a Partner is not grounds for reimbursement. Iowa ASLA reserves the right to postpone, reschedule, or change locations of events due to weather, venue cancellation, acts of God, or other factors outside of ASLA's control. Rescheduling or changing location of events shall not be grounds for partner reimbursement, unless said change would preclude Partner benefits for that event. In the event the Iowa ASLA fails to publish listings, ads, newsletters, or cancels a planned event, the Partner may opt for additional recognition at a different event or request a reimbursement. Reimbursements shall not to exceed the published sponsorship rate for said event multiplied by the package discount rate. The package discount rate shall be calculated as the partnership package cost divided by the approximate value listed on the previous page of this document. The Iowa ASLA shall not be responsible for reimbursement of travel expenses, shipping costs, or other expenses incurred by the Partner. Additional reimbursement may be offered as agreed upon by Iowa ASLA representatives but shall not be construed as a waiver of the terms and conditions. Under no circumstances shall the total reimbursement exceed the total partnership package amount.