



Boston Society of
Landscape Architects

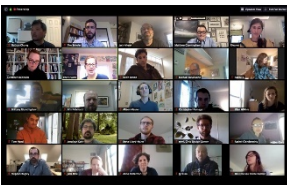
BSLA 2021 Sponsorship Opportunities



The **Boston Society of Landscape Architects** (BSLA) is the Massachusetts and Maine chapter of the American Society of Landscape Architects, and includes the Western Mass and Maine “sections.” The 750 members of BSLA/ASLA practice from the Berkshires to Bar Harbor to Boston, leading projects around the region and the world.



The world has changed. Especially in our hybrid outdoor/online moment, BSLA strives to CONNECT. We’re organizing events, activities, and communication tools that serve to advance industry knowledge, share best practices, offer networking & mentoring, support students and emerging professionals, showcase great projects, and have fun. Additional activities continue to be developed throughout the year as we learn together, adapt, and grow. We frequently partner with other design industry organizations, non-profits, municipalities, and communities to promote and advance the work of landscape architects and landscape architecture. *Landscape architecture is essential infrastructure, more vital now than ever.*



BSLA is an extraordinary landscape architecture community, and thrives thanks to your collaboration, partnership, and support. We strive to make it easy for you to participate and offer a number of ways to share your knowledge, highlight your business, and celebrate your products and services.



Want to get involved but don’t see something here that works for you? Please be in touch! We’re always open to new ideas.

THANK YOU for being part of our community!

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BSLA Executive Director
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617 686 4362

2021 EVENTS + ACTIVITIES include...



Jan **Annual Planning Advance**

High School Superstudio 1 begins

Feb Climate Positive Design Lunch Series

Design Awards Call for Entries

Mar Winter Wonderland Meet Up

LARE Prep Panel

Advocacy Planning

Apr Landscape Architecture Month

High School Superstudio 2 begins

EP Social

May **Inside/Out** – Spring Site Tours/"unconference"

Graduation Party/Mentoring Meet + Greet

Jun **Design Awards Celebration**

2021 *Fieldbook* Production Begins

EP Social

Jul Summer Garden Social

High School Internship Pilot

Aug SketchBoston

Advocacy Follow Up

Sep New Student Welcome + EP Social

LARE Prep Panel

Oct **Inside/Out** – Fall Site Tours/"unconference"

2021 *Fieldbook* to Press

Nov National ASLA Conference

"New Voices" Panel

Dec **Holiday Action + Winter Party**

...with additional activities in the works. **Have an idea? Be in touch!**

Check out the latest at www.bslanow.org/events

The BSLA Calendar is a hub for workshops, meetings, and activities of interest to our regional landscape architecture community. Have something to add?

Email details to gretchen@bslanow.org.

2021
Opportunities
THANK YOU!



ANNUAL PARTNER SPONSOR

Annual Partner Sponsorship enables BSLA to lead programming throughout the year, supports the BSLA in positioning landscape architects as thought leaders at the local, regional, and national levels, and strengthens general operations. *Annual Partnerships run for 12 months.*

The 2021 Annual Partner Sponsor Package **(\$5,500)** connects you to our audience and includes appreciation in print, online, and in person throughout the year including:

- * Promotion on **BSLA Website**: full color company logo & link on the BSLA homepage www.BSLAnow.org. 300px X 300px logo. (Improved for 2021) 12 months; \$1000 value.
- * Promotion in **Bi-weekly Chapter Newsletter**: full color image/ad & link at the bottom of every “BSLA Opportunities & Events” newsletter. This now comes out every other week, emailed to our full mailing list of approximately 2500 unique addresses. 200px X 200px full color image or logo. 26 issues; \$2,600 value
- * **one “Partner Spotlight” blog post** or similar on BSLAnow.org, including link from home page & social media promotion (Text and graphics provided by Partner, with editorial review by BSLA.)
OR---
- * **one company branded “Lunch & Learn”** (online), with dedicated email blast, BSLA calendar listing, & social media promotion
OR---
- * **two product/service Newsletter “Features”** (full color image with brief paragraph and company link, in the body of the newsletter) & social media promotion \$1,000 value
- * Recognition as an Annual Partner Sponsor at the signature BSLA Events: **Inside/Out, Design Awards Celebration, Holiday Party, & Planning Advance** (recognition on event web pages, email promotion, and event program – online and/or in person) \$1,500 value

total value if purchased separately: \$6,100

PLUS

- * **Fieldbook Citation.** Company logo, opposite the President’s Letter.
- * **Fieldbook Advertising Discount:** 10% discount on any ad size
- * occasional **social media mentions** through the year

2021
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THANK YOU!



BUILD YOUR OWN + ADDITIONAL OPPORTUNITIES

Choose your own adventure. Check what you'd like and add it up. Return this page with the company information form. **10% discount on any bundle over \$3,000 if purchased at one time.**

Promotion on BSLA Website: full color company logo & link on the BSLA homepage www.BSLAnow.org. 300px X 300px logo. (Improved for 2021)

___ 12 months: \$1000 ___ 6 months: \$600

Ad in BSLA e-Newsletter: full color image/ad & link in the "BSLA Opportunities & Events" newsletter. Published every other week, emailed to our full mailing list of approximately 2500 unique addresses. 200px X 200px full color image or logo. In the current newsletter template, ads are located at the bottom of the page.

___ 26 issues: \$2,600 ___ 13 issues: \$1400 ___ 4 issues: \$750 ___ 1 issue: \$200

Sponsored "Feature" of product/service in BSLA e-Newsletter (full color image with brief paragraph and company link, in the body of the newsletter) & social media promotion

___ \$500/Feature. Limited to two (non-competing) Features per issue. Preferred date, if known: ___ 2nd choice: ___

Company branded "Lunch & Learn" (online), with dedicated email blast, BSLA calendar listing, & social media promotion. (Sponsor creates & leads lunch & learn; BSLA provides promotion.)

___ \$750 for branded e-blast & calendar listing ___ additional \$250 for BSLA to organize RSVPs/Zoom

"Partner Spotlight" blog post or other original content on BSLAnow.org, including link from BSLA home page & social media promotion (Text and graphics provided by Partner, with editorial review by BSLA.)

___ \$1,000

BSLA Event Sponsor: Logo on event web pages, in email promotion (sent to entire BSLA mailing list, including Western Mass & Maine members), in event program (online or in person), & social media mention. \$300/event

___ Inside/Out -- spring	___ Planning Advance	___ New Voices panel
___ Inside/Out -- fall	___ Summer Social	___ LARE prep series
___ Design Awards Celebration	___ SketchBoston	___ (other)_____

Student Chapter Sponsor: BSLA offers grants to support the activities at each of our four student SASLA chapters. Be recognized on our website and newsletter as underwriting that grant. \$1,000/student chapter, limit one sponsor/school.

___ The BAC ___ Harvard GSD ___ Northeastern University ___ UMass/Amherst LARP

Section Annual Sponsor: BSLA's two "Sections," Western Mass and Maine, each organize additional activities, events, and promotion specific to that region. Section sponsorship includes company logo & link on Section website, logo & link in all Section e-Newsletters (published approximately 4X year), recognition as "Event Sponsor" in all Section events, one sponsored "Feature" in the BSLA Newsletter (see above; sent to full chapter mailing list, incl. WMass/Maine), & social media promotion. \$1,000/Section. ___ Western Mass ___ Maine preferred date for Feature (if known)___

Fieldbook Advertising

Fieldbook is a full-color, magazine-type publication of BSLA published annually, online and in print. The print run of 2,500 is direct mailed to all BSLA members as well as to all landscape architecture firms and schools in Massachusetts and Maine, to industry partners, municipal and state officials, and high schools.

New! Fieldbook is now online: www.bslafieldbook.org

___ Back Cover	\$3500	___ Full Page	\$2200
___ Inside Back Cover	\$3000	___ Half Page	\$1200
___ Inside Front Cover	\$3000	___ Quarter Page	\$650

2021
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THANK YOU!



FINALLY...

Special situation? Other ideas?? We'll work with you!

Are you an extra small business? Experiencing pandemic challenges? Please be in touch. We'll work with you to create sponsorship opportunities that work for your situation.

...and WHAT ELSE?

Do you have content – research, videos, podcasts, workshops, etc. – that we can help share?

Would you like the microphone (online or in person) for a few minutes to speak about a product, service, issue, or idea?

Do you have a vision for clever and creative company branded merch to give out at Inside/Out?

We're all ears. The whole point is to connect our community and support the industry.

Email gretchen@bslanow.org or call Gretchen @ 617 686 4362.

SIGN UP HERE (We'll invoice you)

Attach "Build Your Own" form and indicate which sponsorship opportunities you're interested in.

☐ Check if 2021 Annual Partner Sponsor (\$5,500)

COMPANY INFORMATION

Company Name (legal name): _____

Company Name as you want to be listed in print/online: _____

Local Address _____

City/State/Zip _____

Billing Address (if different) _____

City/State/Zip _____

Primary contact Name _____

Title _____

Email _____ Phone _____

Secondary contact Name _____

Title _____

Email _____ Phone _____

Website _____ Social _____

Instagram _____

Twitter _____

Facebook _____

2021
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THANK YOU!



BSLA