

ASLA Awards Sponsorship

ASLA's long-standing awards programs are the Society's and the profession's most visible expression of excellence in landscape architecture and an unsurpassed resource for public awareness about the value of landscape architecture and the role of landscape architects. Those basic facts make the ASLA awards program a singular opportunity for corporate sponsorship, offering unmatched reach to both professional and public audiences.

The ASLA awards program has two major audiences: the landscape architecture community and the general public. Those audiences are reached in different ways, via a wide range of communications vehicles, including widely distributed printed material, a prominent awards ceremony at ASLA's annual Conference on Landscape Architecture, extensive social media campaigns, traditional national and local media relations, the ASLA website, a special edition of *Landscape Architecture Magazine*, and a variety of electronic member-communications tools.

Each of those vehicles would carry a sponsor's logo and acknowledgement language, making the awards programs one of the most valuable and far-reaching ways to achieve corporate visibility within large and diverse professional and public audiences.

There are two fundamental categories of awards and sponsorship covers both:

- **Professional Awards**, which are presented in six categories: general design; residential design; analysis and planning; communications; research; and the annual Landmark Award. In 2018, 25 professional awards were presented; the number can vary year-to-year, depending on jury decisions.
- **Student Awards**, which are presented in seven categories: general design; residential design; analysis and planning; communications; research; community service; and collaboration. In 2018, 27 student awards were presented; the number can vary year-to-year, depending on jury decisions.

Importantly, in addition to overall publicity and outreach for the program broadly, each of the over 50 winners represents an individual public- and professional-awareness opportunity—and an opportunity for sponsor branding.



Over the course of a full-year sponsorship—through all phases of the program—including the solicitation and submission of entries and the selection of winners; the presentation of the awards at ASLA's annual conference; and in subsequent national and local publicity and awareness campaigns, the sponsor could expect visibility, with their logo and acknowledgement visible, on the following communications vehicles:

1. **Printed Call for Entries for Professional Awards** (Circulation: 24,000)
2. **Printed Call for Entries for Student Awards** (Circulation: 2,300)
3. **Online Call for Entries Main Landing Page** (Pageviews: 40,000)
4. **Separate sections on the website containing the Call for Entries for both the Professional Awards and Student Awards** (Pageviews: 40,000)
6. **Honors and Awards Page in the Conference on Landscape Architecture Registration Brochure** (Circulation: 20,000)

7. **Honors and Awards Pages in the Conference on Landscape Architecture On-Site Brochure** (Circulation: 5,000)

8. **Website Featuring the Winners of Professional and Student Awards for the Year Being Sponsored** (Pageviews: 180,000 annually; the website for the sponsored year's program remains visible in perpetuity and the total number of visitors in out years could be in the hundreds of thousands. Note that sponsorship applies *only* to the winners' website for the year being sponsored and not for all past or future years.)

9. Acknowledgement in the annual awards issue of *Landscape Architecture Magazine* (readership: 50,000+; electronic distribution: 4,000+; LAM Online averages 1,500 viewers a day during the awards issue month)

10. **Sponsorship Acknowledgement at the Awards Presentation at the ASLA Conference on Landscape Architecture:** graphics on main presentation screen, verbal acknowledgement by ASLA president, signage at presentation event venue, signage and speaking opportunity at champagne reception. (On-site audience: 400 at the event; 6,300 conference-wide)

11. **Awards-related social media posts in all phases of the awards cycle:** submission and selection; conference presentation; and post-selection publicity and awareness. Significant awards-related social media activity occurs throughout the year primarily on Twitter, Facebook, and Instagram, and secondarily on LinkedIn.

Note that many award winners and ASLA chapters will repost, retweet, or like many of ASLA's original social media activities, and that shareable videos and graphics will be made available to them for their own original social media purposes. All social media posts will carry a sponsor acknowledgement.

ASLA's social media reach is considerable, and extends beyond landscape architecture professionals to a broad public audience: Facebook (68,000 followers; average video reach: 3,367); Twitter (62,300 followers; average tweet reach: 2,300); Instagram (48,500 followers; average post reach: 10,136).

Estimated TOTAL annual number of ASLA-generated, awards-related social media posts through all phases of the program: 200. 16,000 *reach* per post across all three principal channels x 200 posts = 3,200,000 total reach. After engagement, retweeting, liking, or reposting, total *impressions* will be significantly higher.

12. Sponsor acknowledgement on all **individual awards videos** that will be generated for social media and online use. The videos are expected to be one-minute in length and social-media friendly.

13. **Signage and verbal acknowledgement at Student Awards Theater** on the EXPO Floor at the ASLA Conference on Landscape Architecture.

14. ASLA's member communications vehicles, including the bi-weekly member newsletter **LAND** (email circulation: 24,000) and **The Dirt** blog, contain frequent awards stories throughout all phases of the annual awards cycle (pageviews: 540,000 annually; 8,400 subscribers).

TOTAL ESTIMATED ANNUAL PROFESSIONAL OR PUBLIC INTERACTIONS WITH SPONSOR LOGO AND ACKNOWLEDGEMENT: 3,622,300 minimum

Note that this sponsorship opportunity is for the ASLA Professional and Student Awards programs only, and not for those awards and medals presented under the auspices of ASLA Honors.