



The Florida Chapter of the American Society of Landscape Architects (FLASLA) is a 501(c)(6) non-profit association, operating under the national professional society, that represents the landscape architecture profession throughout the state of Florida.

FLASLA was founded in 1959 by 11 members and associates, growing to more than 1,000 members in 10 sections, covering the state of Florida and Puerto Rico.

Founded in 1899, the American Society of Landscape Architects (ASLA) is the national professional association representing landscape architects. ASLA has grown to more than 18,000 members and 48 chapters, representing all 50 states, US territories, and 42 countries around the world. ASLA promotes the landscape architecture profession and advances the practice through advocacy, education, communication, and fellowship.

The majority of ASLA members, nearly 80 percent, work in private practice. More than one-third of ASLA's members are employed by small landscape architecture firms with fewer than 10 employees. Twenty percent work in larger landscape architecture firms. Thirty percent work in larger mixed-discipline firms, with a concentration on landscape architecture, engineering, architecture, or design/build. Nearly 12 percent of ASLA's members work in the public sector. Less than five percent of ASLA members are fulltime educators. The remaining members work for private developers or in allied specialized fields.

Our focused membership enables the chapter to facilitate outstanding network for any organization wishing to communicate with landscape architects throughout the State of Florida. We have created the Vendor Alliance Program to enforce this marketing effort for our vendor members.

This program is customized. We can offer suggestions as to the content of a package but recommend discussion with our office to enable us to match your individual company requirements to create a perfect return on your investment.

Many companies have made a great investment in the chapter with an agreement to become a part of the conference and then gone section to section around the state supporting education and social events. The chapter has not been able to recognize the outstanding financial and professional support of these companies. We will now recognize these vendors and support them to market their products and services to our members...

## The Vendor Alliance Structure

**Platinum Member** – investments over \$12,000 in a single calendar year

**Gold Member** – investments between \$8,000 and \$11,999 in a single calendar year

**Silver Member** – investments between \$4,000 and \$7,999 in a single calendar year

**Bronze Member** – investments up to \$3,999 in a single calendar year

### Benefits:

#### Platinum

- Logo on website
- Prominent Logo on Chapter Sponsor Page
- Prominent Logo on all NewsLine throughout year
- Discounts on sponsored items – 10%
- Priority on sponsorship options at annual conference
- Premium booth location at annual conference
- Priority choice of NewsLine advertisement slots
- Priority choice of Section Events slots
- Two FREE 600 x 200 NewsLine banner advertisement
- Two FREE NewsLine articles a year

#### Gold

- Logo on website
- Logo on Chapter Sponsor Page
- Logo on all NewsLine throughout year
- Discounts on sponsored items – 8%
- Priority on sponsorship options at annual conference
- Priority choice of booth location at annual conference
- Choice of NewsLine advertisement slots
- Choice of Section Events slots
- One FREE 600 x 200 NewsLine banner advertisement
- One FREE NewsLine articles a year

#### Silver

- Logo on website
- Logo on Chapter Sponsor Page
- Logo on all NewsLine throughout year
- Discounts on sponsored items – 5%
- Priority booth location at annual conference
- One FREE 200 x 100 NewsLine box advertisement

#### Bronze

- Logo on Chapter Sponsor Page
- Logo on conference marketing material