

“A Landscape in Transition”
GARDEN TOUR
May 1, 2010



The American Society of Landscape Architects - San Diego

SPONSORSHIP OPPORTUNITIES

“A Landscape in Transition” Garden Tour will highlight five residential gardens and several public works all designed by San Diego Landscape Architects. The purpose of the tour is to educate design professionals and the public on the importance of working toward a more drought tolerant San Diego Landscape and showing them how beautiful a drought tolerant landscape can look. As an event sponsor you will have the ability to directly target Landscape Architects, Architects, Landscape Contractors, and the general public with an interest in gardening. The Garden Tour will be presented in the form of a Bus Tour giving our sponsors and educators the ability to directly educate and showcase over a 4.5 hour period. Following the tour, we will have a one to two hour reception where sponsors will be able to showcase their products and speak to interested individuals. Sponsorship levels and benefits are as follows:

Gold Sponsorship - offered at \$500 - five gold sponsor max.

Pre-Event Marketing Opportunities:

- Your name and logo on the tour website with a link to your company's website
- Your logo featured prominently on e-mail invitations to the 200+ members of ASLA, CLCA, and AIA

Day of Event Marketing Opportunities:

- 2 complimentary tickets to the tour - \$90 value
- Opportunity to set up a table to showcase your product during our reception hour
- Opportunity to provide company literature to accompany our educational material given to each attendee
- 8.5x11 laminated sheet staked in the ground next to your installed product
- Verbal mention of your product on the tour
- A bus named after your company
- A garden sponsored by your company - ex. The Canyon House sponsored by ABC company

Green Sponsorship - offered at \$250 - unlimited

Pre-Event Marketing Opportunities:

- Your name and logo on the tour website with a link to your company's website
- Your logo featured on e-mail invitations to the 200+ members of ASLA, CLCA, and AIA

Day of Event Marketing Opportunities:

- 1 complimentary ticket to the tour - \$45 value
- Opportunity to set up a table to showcase your product during our reception hour
- Opportunity to provide company literature to accompany our educational material given to each attendee

Friend Sponsorship - offered at \$150 - unlimited

Pre-Event Marketing Opportunities:

- Your name listed as a friend on the tour website
- Your name listed as a friend on e-mail invitations to the 200+ members of ASLA, CLCA, and AIA

Day of Event Marketing Opportunities:

- 1 complimentary ticket to the tour - \$45 value