



Dear Friends of NMASLA:

The New Mexico Chapter of the American Society of Landscape Architects (NMASLA) is proud to announce our 2012 event schedule for member involvement and community interaction! This is your opportunity as suppliers, distributors, and allied professionals to support us in our mission "to lead, to educate, and to participate in the careful stewardship, wise planning, and artful design of our cultural and natural environments." We are always looking for new ways to achieve those goals, and new relationships to help us in our quest.

Our 2012 events will take the form of tours, workshops, and mini-conferences that will provide continuing educational opportunities for our members, as well as forums for networking and socializing in various settings throughout the year. We have planned an ambitious slate of activities for the coming year, and invite you to take advantage of the myriad of sponsorship opportunities they present.

Q1: April – We'll kick off our 2012 schedule with a celebration of transportation: our inaugural **Multi-Modal Experience!** We'll be traversing Albuquerque by foot, car, bicycle, train and bus – all in one afternoon. Along the way we'll tour recent transportation projects, learn how to create livable communities through responsible transportation design, and make a grassroots push for transportation funding and implementation of Complete Streets policy. The event also serves as a celebration of **Earth Day and National Landscape Architecture Month**. The program will include opportunities for primary, education, lunch, and friend sponsorships.

Q2: June – We're heading north to **Santa Fe!** Tours of the new **Santa Fe Botanic Gardens** and award winning projects from last year's NMASLA Design Awards will be the focus of the day, which will include a sponsored lunch and happy hour social. The **RailRunner Express** commuter train will carry participants from Albuquerque to Santa Fe. We'll have opportunities for primary, travel, lunch, drink and friend sponsorships.

Q3: August – This will mark our 17th annual **Golf Tournament and Vendor Expo**. The traditional team "scramble" format will be back in full swing. Our Vendor Expo will include opportunities for display booths, presentations, and product demonstrations. We will also be looking for hole sponsors, a putting contest sponsor, as well as apparel, award, drink, and lunch sponsors. Make plans to participate in one of our biggest annual events with this exciting opportunity at Albuquerque's **Desert Greens Golf Course**.

Q4: October – Back by popular demand, our **Education Mini-Conference** returns! Once again, we'll be providing meaningful continuing education opportunities for our members as well as marketing opportunities for our sponsors. This half-day event in Albuquerque, including workshops on a range of topics, will be combined with our annual **Student/Professional Mixer** in the evening. We are looking for a primary sponsorship partner for this event, a lunch sponsor, and a refreshments sponsor for the evening mixer.

In addition to the four quarterly events, NMASLA will also continue our quarterly membership **Newsletter** throughout the year. We also provide a special **Sponsor/Supporter Edition Newsletter** in the summer prior to the Annual Golf Tournament. Sponsors of events will be automatically included in our special edition newsletter. You can also purchase an on-going advertisement to be included in all our quarterly editions.

Please review the attached listing of our sponsorship opportunities and decide which ones provide the best fit for your products and/or services. If you have questions or other ideas on how you might like to participate, any of our Executive Committee members would be more than happy to work with you to develop a unique package that benefits both you and the Chapter. Thanks in advance, and we look forward to a year of successful collaboration and outreach!

Sincerely,

Aaron Zahm, President (azahm@mrwnm.com 505-268-2266)

Rob Loftis, President-Elect (rloftis@mrwnm.com 505-268-2266)

Amy Bell, Secretary (abell@mrwnm.com 505-268-2266)

Aaron Coffeen, Treasurer (arcoffeen@gmail.com 505-850-6698)



The New Mexico Chapter of the American Society of Landscape Architects
invites you to take advantage of our
2012 SPONSORSHIP OPPORTUNITIES

BE A QUARTERLY EVENT SPONSOR:

		CATEGORY	COST	SUBTOTAL
Q 1	"Multi-Modal Experience", Earth Day & Natl. Landscape Architecture Month April, Albuquerque <i>Potential Sponsorship Tie-ins: Specialty Concrete Finishes; Signage and Interpretation; Erosion Control Products; Specialty Fencing; Site Furnishings and Transit Shelters; Masonry Products; Irrigation Control Equipment; and more...</i>	Primary Sponsor	\$1,000	
		Education Sponsor	\$500	
		Lunch Sponsor	\$400	
		Friend Sponsor	\$125	
Q 2	Santa Fe Project Tours + Happy Hour Social June, Santa Fe <i>Potential Sponsorship Tie-ins: Native Plant Materials; Bioengineering Systems; Cisterns and Water Harvesting; Lumber/Timber Products; Shade Systems; Park Furnishings; Fencing; Natural Pavements; Dark Skies-Compliant Lighting; plus many others...</i>	Primary Sponsor	\$1,000	
		Travel Sponsor	\$500	
		Lunch Sponsor	\$400	
		Drink Sponsor	\$400	
Q 3	17th Annual Golf Tournament and Vendor Expo August, Desert Greens Golf Course, Albuquerque <i>Potential Sponsorship Tie-Ins: Natural or Artificial Turf Products; Irrigation Systems; Landscape Maintenance and Lawn Care; Golf or Other Recreational Equipment, etc... plus ANY Landscape-Related Products or Services for the Expo!</i> <i>Apparel Sponsorships are also available.</i> <i>Contact Tag Gay at (505) 881-8925 for more information.</i>	Primary Sponsor	\$1,000	
		Lunch Sponsor	\$400	
		Drink Sponsor	\$400	
		Putting Contest Sponsor	\$300	
		Specialty Hole Sponsor	\$250	
		Awards Sponsor	\$200	
		Hole Sponsor	\$150	
		Exhibitor Booth	\$100	
Q 4	Education Mini-Conference + Student/Professional Mixer October, Albuquerque <i>Potential Sponsorship Tie-Ins: Lighting Products; Irrigation Systems; Green Products; Design Software; Plant Materials, etc...</i>	Primary Sponsor	\$1,000	
		Lunch Sponsor	\$400	
		Refreshments Sponsor	\$500	
		Friend Sponsor	\$125	

BE A SPECIAL SPONSOR:

Web Site Sponsor	NMASLA Web Site- www.nmasla.org <i>Be featured on our ever-expanding web site and be in the spotlight along with New Mexico Landscape Architects.</i>	Home Page Sponsor	\$1,000	
		Spotlight Sponsor	\$500	
		Page Sponsor	\$150	

ADVERTISE YOUR PRODUCTS AND SERVICES:

Newsletter Advertisements		Now Available in Full Digital Color!					
	Edition	Full Page	Half Page	Quarter Page	Business Card		
1	Spring 2012	\$750	\$400	\$250	\$175		
2	Summer 2012	\$750	\$400	\$250	\$175		
3	Fall 2012	\$750	\$400	\$250	\$175		
4	Winter 2013	\$750	\$400	\$250	\$175		
All Four Issues (Discount!)		\$2,250	\$1,250	\$750	\$550		
<i>Bonus!</i>	Special Sponsor Appreciation Issue (Prior to Golf Tournament / Expo)	Included with any purchase; ad size to be commensurate with participation in all sponsorship categories and levels.					

BUSINESS NAME:

SPONSORSHIP TOTAL:

(SEE NEXT PAGE FOR IMPORTANT ADDITIONAL INFORMATION AND PAYMENT INSTRUCTIONS)



The New Mexico Chapter of the American Society of Landscape Architects

2012 SPONSOR INFORMATION

Please provide the following contact information, along with your payment

Business Name:

Contact Name:

Mailing Address:

City, State, Zip:

Phone Number (include area code):

Mobile:

E-mail address:

Make checks payable to **NMASLA**, and mail to:

Amy Bell
c/o MRWM Ltd.
210 La Veta NE
Albuquerque, NM 87108

Print-ready advertising graphics (in TIFF, JPEG, or PDF format) should be sent to:

abell@mrwnm.com

Event Sponsorship Notes

Primary Sponsor benefits include:

- Company logo in all event announcements and brochures
- Opportunity for half-hour lunchtime presentation
- Opportunity to display promotional materials
- Thank-you announcements at appropriate times during event
- Special recognition in Sponsor Appreciation issue of NMASLA Newsletter
- Free Exhibit Booth at Q3 Golf Tournament Vendor Expo

Lunch or Dinner Sponsor benefits include:

- Opportunity for presentation to attendees
- Company logo in all event announcements and brochures
- Opportunity to display promotional materials

Other Sponsorship Category benefits include:

- Company logo in on-site event posters or brochures
- Thank-you announcements at appropriate times during event

Travel Sponsorships are intended to help offset the cost of travel for members attending events outside of their home town. For events outside of Albuquerque, travel arrangements will be made by the chapter, and may include chartered bus service.

Golf Tournament Awards may be presented following the scramble for such accomplishments as Best Team Score, Worst Team Score, Longest Drive, Hole-in-One, Closest to the Pin (for a particular hole), Putting Contest Winner, or other prizes as may be desired by the sponsor. Contact Tag Gay (505-881-8925) for additional information.

For additional information, please contact any of the chapter officers listed at the bottom of the cover letter.

THANK YOU FOR YOUR SUPPORT OF OUR PROFESSIONAL ACTIVITIES AND COMMUNITY OUTREACH!