



August 21, 2023

Dear Valued Partner,

The Nebraska/Dakotas Chapter of the American Society of Landscape Architects is pleased to announce our annual Partnership opportunities for companies considering sponsorship of Nebraska/Dakotas ASLA and events for 2024. As with the Partnership Program in previous years, the 2024 Partnership Program allows sponsorship of Chapter events with one simple registration.

So far, the Nebraska/Dakotas Chapter ASLA enjoyed an invigorating and successful year of making connections and growing the profession of landscape architecture in 2023 – and there are still four months left! We were pleased to be able to coordinate many learning opportunities for our Chapter members with the help of our 2023 Partners and we are looking forward to another amazing annual conference in Omaha in September. Not only is the conference a perfect place for our members to reunite and revitalize, but downtown Omaha will provide an excellent opportunity for both our student and professional members to get to know each other and to meet you, our valued Partners. This year's national ASLA conference in relatively close by Minneapolis will also provide an invigorating end to the year with many opportunities to gather not only with Chapter members, but old friends from around the country and our alma maters. We look forward to seeing you all there, as well!

Your commitment to partner with Nebraska/Dakotas Chapter ASLA in 2024 will ensure the fastest and most convenient way to participate and sponsor our Chapter events throughout the year. We heard your preference for an earlier release of the 2024 Partnership Program and hope it will also allow simpler budgeting for you for the coming year by providing multiple benefits with a one-time fee. It is ONLY because of the support of our Partners that we are able to provide reliable, quality programming and resources for our members while promoting the practice of Landscape Architecture. In turn, our Partners have the greatest access to engage with our membership in meaningful ways. Nowhere else can you reach landscape architecture professionals from multiple firms and organizations across three states (Nebraska, North Dakota, and South Dakota). Your Partnership gives you a local presence and a means to showcase new products and services with our members, while letting them know that you support the only organization that supports their passion.

We greatly appreciate your consideration and encourage you to register to become a Partner by December 31, 2023. I look forward to seeing you at the upcoming NDC ASLA and national ASLA conferences!

Kind Regards,

A handwritten signature in blue ink, appearing to read "Chris Brandriet".

Chris Brandriet, PLA, ASLA

President

Nebraska/Dakotas Chapter ASLA



2024 PARTNERSHIP PROGRAM

We are a chapter of the American Society of Landscape Architects, uniting Nebraska, North Dakota, and South Dakota. Working together, as the Nebraska/Dakotas Chapter (NDC ASLA), we advance the profession by advocating the issues that affect our members. The Chapter provides professional education programs and generates overall awareness of landscape architecture through our public relations and government affairs efforts. For more information about the Nebraska/Dakotas Chapter visit www.ndcasla.org.

As a non-profit organization, the Nebraska/Dakotas Chapter of the American Society of Landscape Architects relies on Partnerships to create and sustain programs and events for the landscape architecture profession and to provide meaningful public outreach opportunities for our members and emerging professionals. As a liaison between practicing and emerging professionals and the public, NDC ASLA strives to highlight the importance of leading the stewardship, planning, and design of our built and natural environments through advocacy, communication, education, and fellowship. The NDC ASLA 2024 Partnership Program provides Partners the opportunity to engage ASLA members from three states in numerous meaningful ways. Thank you for your interest in being a Partner!

Sam Howland
NDC ASLA Partnership Program Chair

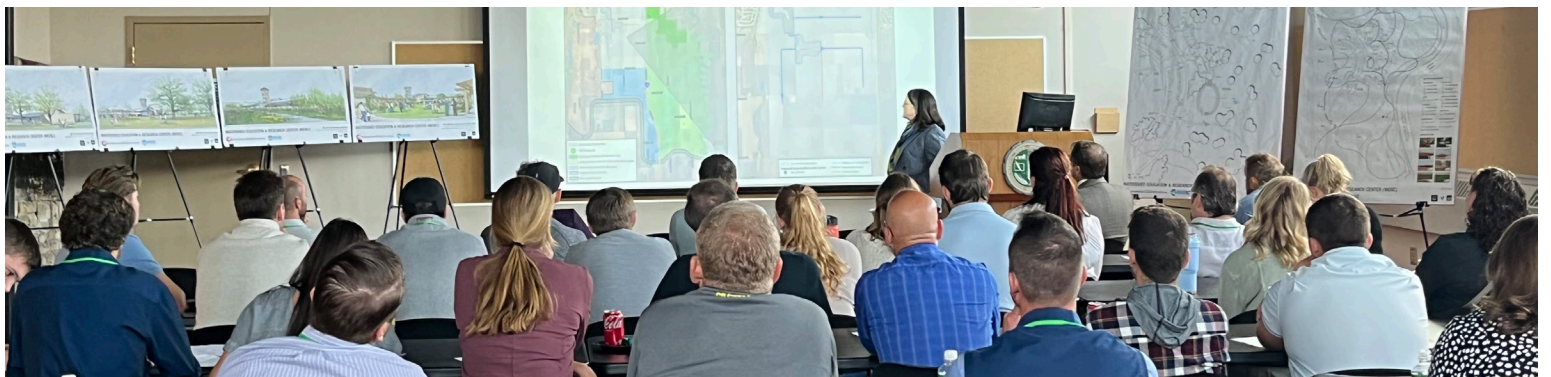
ASLA
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DAKOTAS



	PLATINUM \$3,000 (Limit 2)	GOLD \$2,300	SILVER \$1,300	BRONZE \$800
Recognized as an Awards Ceremony Sponsor	◆			
Recognized as an Annual Conference Keynote Speaker Sponsor with Opportunity to introduce Speaker	◆			
Recognized as Annual Conference Welcome Social Sponsor		Available for Purchase by Gold Partners Only		
Promoted as a Student Chapter Mixer Sponsor		◆		
Invited to Participate in the NDC ASLA Executive Committee Retreat and Planning Workshop	◆	◆		
Promoted as a Sponsor of a First Thursday Happy Hour	◆	◆		
Opportunity to Host one Lunch & Learn	◆	◆	◆	
Logo placed on All Annual Conference Promotional Materials	◆	◆	◆	
Promoted as a Partner during the Annual Conference Opening and Closing Events	◆	◆	◆	◆
Opportunity to host an Annual Conference Exhibit Booth	Complimentary	Complimentary	Reduced Rate	Reduced Rate
Recognized as a Partner at all Chapter Events	◆	◆	◆	◆
Invited to All Chapter and Section Events	◆	◆	◆	◆
Listed as a Partner on All Chapter Email Blasts	◆	◆	◆	◆
Ad Placed in the Chapter's Bi-Annual Newsletter (Two Issues)	Full Page Inside Front Cover	Full Page	Half Page	Quarter Page
Featured as Partner on the Chapter Website	Logo on Home & Partnership Pages	Logo on Home & Partnership Pages	Logo on Partnership Page	Logo on Partnership Page
Coordinated Social Media Posts included on the Chapter Social Media Platforms (Facebook, Twitter, Instagram)	Up to 4 Posts	Up to 3 Posts	Up to 2 Posts	Up to 1 Post

2024 PARTNERSHIP MATRIX

ASLA
NEBRASKA
DAKOTAS



As portrayed in the Partnership Matrix, the NDC ASLA Partnership Program provides a variety of opportunities for engagement with our ASLA members. A successful Partnership happens with solid involvement from both NDC ASLA and our Partners. Read on for all the details.

Website

The NDC ASLA website is a great way to get your company's name and logo in front of visitors to the Chapter's website.

- **Partner Responsibility:** Provide NDC ASLA with digital-ready logo by **January 5, 2024**.
- **NDC ASLA Responsibility:** Post Partner logo in a timely manner.

Bi-Annual Newsletter

The Nebraska/Dakotas Chapter ASLA distributes an amazing newsletter *Insight*, twice a year. Partners have the benefit of having an advertisement placed in each edition. Advertisement sizes and placement are as described in the Partnership Matrix. Partners are responsible for providing the NDC ASLA with print-ready digital advertisements, formatted to the advertisement size.

- **Partner Responsibility:** Provide NDC ASLA with a print-ready, digital advertisement formatted to the advertisement size prior to the established deadline.
- **NDC ASLA Responsibility:** Establish reasonable advertisement submittal deadlines. Produce, publish and distribute two online newsletters during the year.



Social Media Posts

Facebook, Twitter, and Instagram are simple, effective ways for Partners to reach NDC ASLA members and friends who access the Chapter's social media. Partners will receive the benefit of posting on all three NDC ASLA social media platforms per the Partnership Matrix.

- **Partner Responsibility:** Notify NDC ASLA of preferred dates for posting. Provide NDC ASLA with a social media-ready, digital post, formatted for Facebook, Twitter, and Instagram, two weeks prior to desired posting date.
- **NDC ASLA Responsibility:** Post to social media on the dates selected by the Partner. NDC ASLA is not responsible for formatting graphics or developing text for posts.



Chapter Events

All Partners are important to NDC ASLA, no matter the level of Partnership. Therefore, all Partners are invited to attend all NDC ASLA events and we will do our best to acknowledge all Partners at these Chapter events. Events are a great way to mix and mingle with the members of the NDC ASLA. Our Partnerships are about more than just logos and advertising; they are about meeting the people behind your company!

- **NDC ASLA Responsibility:** Acknowledge all Partners in attendance at Chapter events.



2024 PARTNERSHIP DETAILS

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First Thursday Happy Hours

As a benefit of a high level of commitment to NDC ASLA, each Platinum and Gold Partner will be the sole sponsor of one of the Chapter's First Thursday Happy Hours. Happy Hours are held each month in Omaha, Sioux Falls, Rapid City, and Fargo. Special offerings in 2024 will include Taco Ride and Bowling sponsorships, too!



- **Partner Responsibility:** Select and notify NDC ASLA of preferred month for the Happy Hour. Provide NDC ASLA with a social media-ready, digital post, formatted for Facebook, Twitter, and Instagram, one month prior to Happy Hour. Partners are encouraged to have representatives in person at one or more locations to get to know members in an informal setting.
- **NDC ASLA Responsibility:** Reserve Happy Hour in Partner's name on a first come first served basis. Schedule and promote Happy Hour and sponsoring Partner on the NDC ASLA website's Event Information page, as soon as possible, with graphic provided by Partner. Post Partner supplied graphics to social media promoting the Happy Hour in advance of the event. NDC ASLA will organize the Happy Hour, secure the venue, and be responsible for beverages. NDC ASLA will also acknowledge the Partner as the event sponsor during the event and encourage Partners attending in person to make brief comments to the attendees.

Lunch & Learns

Platinum, Gold, and Silver Partnerships include the benefit to provide an in-person Lunch & Learn to NDC ASLA members in the city of the Partner's choice.

- **Partner Responsibility:** Partners will provide the food and beverages, the presentation, and any desired handouts. Although Partners can present on their company, its products or any applicable topic, Lunch & Learns that are certified by LACES are encouraged and are typically better attended by Members. A Partner offering LACES credit for a Lunch & Learn presentation is required to acquire LACES certification for the certification themselves. The Partner is responsible for providing a description of the Lunch & Learn topic, including website and social media ready graphics, a minimum of one month prior to the date of the Lunch & Learn. The Partner acknowledges that use of the NDC ASLA's virtual platform is required.
- **NDC ASLA Responsibility:** NDC ASLA will organize and promote the event, including securing a venue and arranging for the presentation to be broadcast to virtual attendees. NDC ASLA will coordinate an appropriate registration process with the Partner. NDC ASLA will only provide Member emails and ASLA Member numbers to the Partner for submittal for LACES credit upon approval by the Member.



2024 PARTNERSHIP DETAILS

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NDC ASLA Annual Conference

The NDC ASLA Annual Conference brings a variety of opportunities to not only catch up with old friends and colleagues, but also the chance to build relationships with members from across all three states. With students and professionals present, as well as speakers and guests from other areas, the Annual Conference provides Partners the perfect venues to meet a broad spectrum of our membership.

Platinum Partnerships include promotion as an NDC ASLA Annual Conference Keynote Speaker Sponsor and recognition as an Annual Awards Ceremony Sponsor.

- **Partner Responsibility:** The Platinum Partners are encouraged to attend the conference and the award ceremony and to make brief comments to the attendees during the introduction of the Keynote Speaker and presentation of awards.
- **NDC ASLA Responsibility:** NDC ASLA will organize a one and a half day Annual Conference and an Annual Awards Ceremony, to be held during the conference. NDC ASLA will promote these events to its members, and will secure the venues, keynote speaker, award certificates, and other provisions necessary for these events. NDC ASLA will acknowledge the Platinum Partners on all promotional materials as the event sponsor and will recognize the Platinum Partners during the events.



As an added benefit, all Partners will receive a complimentary or reduced rate exhibit booth at the NDC ASLA Annual Conference per the Partnership Matrix.



- **Partner Responsibility:** Partner will register for a booth as part of the Annual Conference registration and will provide up to two staff members to attend the conference as part of the exhibit booth benefit. Partner will be responsible for providing table skirting, for set-up and tear-down, and providing all display materials
- **NDC ASLA Responsibility:** NDC ASLA will organize a one and a half day Annual Conference and will set the rate reduction for reduced booths in coordination with the Annual Conference Planning Committee and the Partnership Committee. NDC ASLA will allow Partners to select a booth location prior to making booths available to non-Partner organizations. NDC ASLA will provide a table and two chairs for the booth, with size of the booth and available utilities dependent on the venue. During the conference, Partners of all levels will be acknowledged and recognized. The conference's educational program will be planned to provide several opportunities for NDC ASLA members to meet and interact with Partners.



2024 PARTNERSHIP DETAILS

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In addition to the responsibilities outlined previously in this document, by committing to becoming a Nebraska/Dakotas Chapter ASLA Partner you agree to the following terms and conditions:

Nebraska/Dakotas Chapter ASLA Responsibilities

- The NDC ASLA Chapter Partner Program Chair and Committee will work with the Partner to assist in scheduling and providing logistical support for the Partner-sponsored events listed in this document.
- NDC ASLA will establish reasonable deadlines and issue reminders to the Partner for submission of advertising, postings, and other Partner deliverables. NDC ASLA is not responsible for missed deadlines or benefits, and no refunds will be issued to Partners who fail to meet deadlines or receive Partner benefits.
- It is not the responsibility of NDC ASLA to edit graphics or advertisements for posting online, in social media, or in the newsletter.
- NDC ASLA will schedule the Chapter and Section events listed in this document. NDC ASLA will work with the Partner to secure the dates preferred by the Partner, but will schedule on a first come first served basis. Additional events may be scheduled at the Chapter's discretion.
- NDC ASLA reserves the right to postpone, reschedule, or change locations of events due to weather, venue cancellation, acts of God, pandemics, or other factors outside of the NDC ASLA's control. In these cases, NDC ASLA will work to minimize any negative impacts of such change on the Partner.
- NDC ASLA acknowledges the Chapter's boundary includes three states, and the boundaries of potential Partner organizations may not match those of the Chapter. In this case, the Chapter will allow two separate organizations representing a product line or manufacturer, to enter the Partnership Program at any available level as Co-Partners. Benefits of the Co-Partners shall be the same as other Partners of the same level.

Partner Responsibilities

- Partner is responsible for paying partnership fee in its entirety prior to receiving any benefits.
- Partner is solely responsible for ensuring the Partner receives all of the benefits associated with their Partnership level. Partner acknowledges that, in order for the Partner to receive all Partner benefits, the Partner will need to be actively involved and coordinate with the NDC ASLA Partnership Program Chair.
- The Partner will provide NDC ASLA with preferred dates for all events, activities, and postings through the attached fillable form calendar. The Partner acknowledges NDC ASLA will schedule on a first come first served basis.
- Partner attendance at Chapter and Section events is optional and not a requirement of participating in the Partnership Program, however Partners are encouraged to attend events across the Chapter whenever possible.
- The Partnership Program operates on the calendar year. Benefits associated with each partnership level must occur within the 2024 calendar year. Benefits that are not used or do not occur within the 2024 calendar year, do not accrue or carry over to a future year. The Partner is responsible for coordinating with NDC ASLA on all benefits, meeting all deadlines, and submitting all required items prior to established deadlines. The Partner will not receive any refund on missed benefits.
- The Partner is responsible for providing NDC ASLA with social media and website ready text and digital artwork/graphics ready to post to each platform without modifications. Partner acknowledges NDC ASLA will not edit materials.
- Nebraska/Dakotas Chapter ASLA representatives shall not be responsible for coordinating receipt of Partner promotional materials shipped to an event in the Partner's absence.



Partner Registration

Thank you for your commitment to becoming a Partner with the Nebraska Dakotas Chapter of ASLA. We truly appreciate the support of every Partner!

To make the Partner registration process even easier this year, we have transitioned to an online registration portal. **To select and pay for your desired Partnership level**, simply click [here](#) or visit our website at [NDCAS-LA.org](#) and click on Event Registration under the Events tab.

To select a Partnership: Once you are on the webpage, click on the arrow in the pulldown menu and click on the Partnership level of your choice. Then, click on the Add to Cart button. You can either proceed to Check Out or add on a Student Scholarship donation, as described below. If you need to be invoiced, please contact Nancy at the NDC ASLA office through the contact information below.

First Steps Following Partner Registration

Once you have submitted your registration, there are two items Partners should do immediately:

1. **Send us your Logo:** Email a digital ready logo(s) suitable for website, Facebook, Twitter, and Instagram use to ndcasla.mgr@gmail.com NDC ASLA will place your logo on our website as soon as possible in 2024 following receipt. Remember: NDC ASLA is not responsible for editing your logo or other posts for social media use. Please have your marketing team verify they are compatible for the use intended.
2. **Complete and Return the Calendar of Events:** In order to reserve dates for social media postings, Lunch & Learns, First Thursday Happy Hours, and other events, you will be sent Calendar of Events fillable form to complete with your preferred events and dates. Email the completed form to ndcasla.mgr@gmail.com as soon as possible to secure your preferred dates.

NDC ASLA Student Scholarship Donation

NDC ASLA will also be continuing the NDC ASLA Student Scholarship again this year. The Scholarship will be available to students currently enrolled in the Landscape Architecture Program at NDSU, SDSU, or UNL. Selections will be based on creativity and demonstration of how a scholarship will make the individual a better student of landscape architecture. We appreciate your company's consideration of a donation to the scholarship fund. For your ease, you can simply add your donation to the Student Scholarship on to your Partnership Package via the same website link.

To add a Student Scholarship Donation: Continue shopping after you select your Partnership package or return to the pulldown menu on the [website](#) and click on the Student Scholarship Donation level of your choice. Then, click on the Add to Cart button again. If you would like to make a donation for an unlisted amount or need to be invoiced, please contact Nancy at the NDC ASLA office.

To check out: Click on the cart and proceed through the checkout process.

Questions?

If you have any questions regarding the Partnership or Scholarship: Please contact Nancy in the NDC ASLA office at ndcasla.mgr@gmail.com (605.951.1004)

