



# APA Los Angeles

## 2019 Sponsorship Opportunities

[www.apalosangeles.org](http://www.apalosangeles.org)





American Planning Association  
**California Chapter**  
**Los Angeles**

May 1, 2019

Dear Potential 2019 APA Los Angeles Sponsor:

APA Los Angeles would like to invite you to be a part of our 2019 Planning Awards Gala, to be held on Thursday, June 20. We are excited to celebrate planning achievements from across the Los Angeles region and hope you will consider being a part of this annual event.

This year's gala will be held at the Aratani Theater in Little Tokyo. The Aratani Theater is a cultural pillar in Little Tokyo, the epicenter of Japanese and Japanese American performing arts. We look forward to showcasing Los Angeles County's best planning achievements at the warm and intimate Aratani Theater.

Your contribution will not only help to support APA Los Angeles' programs and initiatives, but will also provide the opportunity for you to increase your visibility and market your services to key players in the region's planning community. Over 300 attendees are expected, including city and regional planners, elected officials, policymakers, developers, consultants, students, and real estate professionals.

We have enclosed with this letter a summary of sponsorship opportunities and a commitment form. We invite you to review the opportunities to market your firm at the 2019 Planning Awards Gala, and throughout the year. The deadline for submitting your selection in order to receive recognition in the awards program is Thursday, June 6. Premium opportunities are limited, so please make your selection early. If you have any questions or to sign on as a Sponsor, please contact our Sponsorship Director Sarah Syed at [marketing@apalosangeles.org](mailto:marketing@apalosangeles.org) or (510) 914-8376.

We look forward to celebrating the planning achievements of the Los Angeles area with you!

Sincerely,

A handwritten signature in black ink that reads 'Ashley C. Atkinson'.

**Ashley Atkinson**  
Director, APA Los Angeles

A handwritten signature in black ink that reads 'Sarah Syed'.

**Sarah Syed**  
Sponsorship Director, APA Los Angeles



## SPONSORSHIP

The following advantages are a few of the reasons why our supporters choose to sponsor APA every year. APA Los Angeles is one of the largest local chapters in the nation and our marketing reaches professionals, firms, and organizations across diverse sectors and communities. Sponsors can choose from a variety of sponsorship levels to suit their unique marketing needs. Establish your presence in the planning community and enjoy the broader benefits of sponsorship:

- **Market** your firm, services, or products through the APA Los Angeles' renowned programming;
- **Communicate** with your target audience, increase your visibility;
- Foster **relationships** with fellow APA LA membership as well as other **stakeholders** in the planning community;
- **Achieve progress** in the field of planning through APA Los Angeles policy initiatives;
- **Experience** APA events, programs, and tours;

## PLANNING AWARDS GALA - JUNE 20, 2019

This signature event is an ideal networking opportunity with a substantial, sophisticated audience who appreciate your commitment to our community. APA Los Angeles also provides the Presenting Sponsor the exclusive opportunity to reward clients and employees with a VIP experience and to showcase a product or service during the event, developing new customer prospects.

For more information about sponsorship opportunities, contact Sarah Syed at [marketing@apalosangeles.org](mailto:marketing@apalosangeles.org)



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# 2019 Sponsorship Opportunities

		Awards Gala			Annual		
		Supporter	Partner	Presenting**	Silver	Gold	Platinum**
<b>Annual Cost*</b>	\$1,000	x			x		
	\$2,500		x			x	
	\$5,000			x			x
<b>Recognition</b>	Logo Inclusion in Bi-Monthly E-Newsletter for 1 Year (Reach of 5,600+ Subscribers)		x	x		x	x
	APA Los Angeles Web Hyperlinked Logo for 1 Year	x	x	x	x	x	x
	Digital + Print Recognition at Planning Awards	x	x	x		x	x
	Firm, Office, Executive Profile on E-Newsletter and Social Media			x			x
	Collateral Material Can Be Distributed at Planning Awards		x	x		x	x
	Logo Inclusion in Bi-Monthly E-Newsletter for 3 Months Surrounding Planning Awards	x	x	x	x	x	x
	"Presented By" Terminology Appears in Event Text			x			x
	Company Rep Can Present an Award at Planning Awards	x	x	x			
	Company Rep Can Make Welcome Remarks at Planning Awards			x			
	Visual Recognition at All APA Los Angeles Events for 1 Year			x	x	x	x
	Verbal Recognition at All APA Los Angeles Events for 1 Year			x		x	x
	Signature Event Feature and/or Logo Branded Swag at Planning Awards (i.e. Ice Sculpture, Photo Booth)			x			
	Promotional Banner at Planning Awards Reception Area	x	x	x		x	x
	Promotional Banner at APA Los Angeles Events for 1 Year			x			x
<b>Tickets</b>	Tickets to Any Regular APA Event (2)***	x			x		
	Tickets to Any Regular APA Event (4)***		x			x	
	Tickets to Any Regular APA Event (6)***			x			x
	Tickets to Awards Gala (4)	x				x	
	Tickets to Awards Gala (8)		x				x
	Tickets to Awards Gala (10)			x			
<b>Presenting Sponsors</b>	Single Event Sponsorship (~\$500 Value)				x		
	Awards Gala Sponsorship (~\$1,000 Value)	x				x	
	Awards Gala Sponsorship (~\$2,500 Value)		x				x
	Exclusive End-of-Year Holiday Party Sponsorship (~\$2,500 Value)						x

\* A **New Business Sponsor** rate of \$250 is also available. To qualify as a New Business Sponsor, sponsor must be a business founded in the past three (3) years by an individual under the age of 50.

\*\* Only one (1) **Presenting** Sponsorship and one (1) **Platinum** Sponsorship are available.

\*\*\* Does not include the annual APA Planning Awards Gala.



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## 2019 APA Los Angeles Planning Awards Sponsorship Commitment Form

To become a sponsor of the 2019 APA Los Angeles Planning Awards, please complete and return this form via email to Sarah Syed or via mail to Pamela Lee, Finance Director.

**EMAIL: Sarah Syed**

marketing@apalosangeles.org

**MAIL: Pamela Lee**

4446 Finley Avenue #101  
Los Angeles, CA 90027

**Sponsorship Level**

- |                                       |         |
|---------------------------------------|---------|
| <input type="checkbox"/> Presenting   | \$5,000 |
| <input type="checkbox"/> Partner      | \$2,500 |
| <input type="checkbox"/> Supporter    | \$1,000 |
| <input type="checkbox"/> New Business | \$250   |

**Payment Method**

- |   |
|---|
| <input type="checkbox"/> Check (Preferred)  |
| <input type="checkbox"/> Electronic Payment |

*Paying by check ensures the entirety of your payment supports APA Los Angeles.*

*If you require an invoice prior to sending a check or electronic payment, we will be in touch promptly to follow up with your invoice.*

**Sponsor Information**

Organization Name: \_\_\_\_\_  
*(as it should appear in print materials)*

- ☐ Please use our logo to market our sponsorship (Email high-res file to APA LA)

**Billing Address**

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Contact Address**

- ☐ Contact info same as above

Primary Contact with Authorizing Authority: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Please return form by Thursday, June 6 to ensure recognition**