



American Planning Association
California Chapter
Los Angeles

April 16, 2018

Dear Potential 2018 APA Los Angeles Awards Sponsor:

APA Los Angeles would like to invite you to be a part of our 2018 Planning Awards Gala, to be held on Thursday, June 7. Once again, 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 Eli and Edythe Broad Stage at the Santa Monica College Performing Arts Center. The Broad Stage is sublimely intimate and strikingly grand, offering an audience experience like no other, promising a great venue for this year's Planning Awards Gala. We look forward to honoring Los Angeles County's best planning achievements in this state-of-the-art venue.

Your contribution will not only help to underwrite the event, but will also provide the opportunity for you to market your services, products, and programs to key players in the region's planning community. Over 300 attendees are expected, including city and regional planners, elected officials, policymakers, developers, consultants, 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 event. **The deadline for submitting your selection in order to receive recognition in the awards program is Thursday, May 24.** Premium opportunities are limited, so please make your selection early. If you have any questions, please feel free to contact me at director@apalosangeles.org or reach out to our Marketing Director, Sarah Syed, at marketing@apalosangeles.org.

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

Sincerely,

A handwritten signature in black ink that reads 'Ashley C. Atkinson'. The signature is written in a cursive, flowing style.

Ashley Atkinson
Director, APA Los Angeles



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**2018 APA Los Angeles Planning Awards
 Sponsorship Commitment Form**

To become a sponsor of the 2018 APA Los Angeles Planning Awards, please return this form via e-mail or mail to Sarah Syed, Marketing Director.

Mail: Sarah Syed
 Los Angeles County Metropolitan Transportation Authority (Metro)
 One Gateway Plaza
 Mail Stop: 99-23-1
 Los Angeles, CA 90012-2952

E-mail: marketing@apalosangeles.org

Sponsorship Level (please check one of the following to indicate your level of support)

- Presenting (\$5,000)
- Partner (\$2,500)
- Supporter (\$1,000)
- New Business (\$250)

Payment Information (payment must be received prior to the event for recognition to be given)

- Check enclosed, *preferred, ensures the entirety of your payment supports APA Los Angeles*
 Please write check payable to "APA Los Angeles" and mail to address above
- Bill to primary contact identified below
- Electronic payment

Sponsor Information

Organization Name: _____
 (as it should appear in printed materials)

Primary Contact: _____

Phone: _____ E-mail: _____

Mailing Address: _____

City: _____ State: ____ Zip: _____

Logo: Please send high-res image file (JPEG, BMP, PNG) to marketing@apalosangeles.org

Authorization

Name (please print): _____

Title: _____

Signature: _____ Date: _____

Please return form by Thursday, May 24 to ensure recognition



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2018 APA Los Angeles Planning Awards Sponsorship Benefits

Presenting Sponsor* \$5,000

- Ten (10) Awards Gala tickets (~\$500 value)
- Reserved elite mezzanine seats at Awards Gala
- Logo in Awards Program, Website, Podium, & Title
- Promotional materials, tent cards in reception area
- Name and logo on tent card centerpiece
- Verbal/visual recognition during Ceremony
- Spotlight write-up on e-News and blog
- Logo/link on apalosangeles.org for 1 year
- Logo/link in e-News for 1 year
- Six (6) tickets to any APA event (~\$120 value)
- Verbal/visual recognition at events all year
- Stand-alone logo placed on bar area

Partner Sponsor \$2,500

- Eight (8) Awards Gala tickets (~\$400 value)
- Reserved elite mezzanine seats at Awards Gala
- Logo in Awards Program & Website
- Promotional materials, tent cards in reception area
- Name and logo on tent card centerpiece
- Verbal/visual recognition during Ceremony
- Logo/link on apalosangeles.org for 1 year
- Logo/link in e-News for 1 year
- Four (4) tickets to any APA event (~\$80 value)

Supporter Sponsor \$1,000

- Four (4) Awards Gala tickets (~\$200 value)
- Promotional materials, tent cards in reception area
- Verbal/ visual recognition during Awards Ceremony
- Logo in Awards Program & Website
- Two (2) tickets to any APA event (~\$40 value)
- Name and logo on tent card centerpiece

New Business Sponsor** \$250

- Logo in Awards Program
- Logo and link on Awards Website
- Verbal and visual recognition during Awards Ceremony

* Only one Presenting Sponsorship is available

** To qualify as a New Business Sponsors, sponsor must be a business founded in the past 3 years by an individual under age 50