



American Planning Association

**Pennsylvania Chapter**

*Southeast Section*

*Making Great Communities Happen*

## **Southeast Section Council**

### **Chair**

Justin Dula, AICP

### **Vice Chair**

Alexis Williams, AICP, PP

### **Secretary**

Nicole Hostettler, AICP, PP,  
LEED Green Assoc

### **Treasurer**

Richard Collier, Jr., AICP, PP

### **Past Section Chair**

Martha Cross, AICP, PP,  
LEED AP

### **At-Large Professional Planners:**

Jennifer Barr, AICP  
Andrew Svekla, AICP  
Karen Thompson, AICP  
Rebecca Ross, AICP  
John Federico, AICP, PP, PE  
Marley Bice, AICP

### **Citizen Planners:**

Cheryl Tumola  
Michael Martella

Dear Colleague:

I'm writing to you to ask for your support of the Southeast Section of the Pennsylvania Chapter of the American Planning Association (APAPASE) in 2018. The Southeast Section represents the planning profession in Bucks, Chester, Delaware, and Montgomery Counties and the City of Philadelphia. Sponsorship is critical to our ability to offer outstanding educational resources and networking opportunities for our diverse network of members. We offer a variety of sponsorship levels and options to meet the need of any organization as outlined in the attached package, but we can also work with you to create a custom sponsorship to meet your goals.

**APAPASE membership** is diverse, reaching a wide variety of groups:

- Citizen planners, planning officials, and professional planners;
- Public, private, and nonprofits;
- Established planners, emerging professionals, and students.

**The APAPASE Website** features sponsor logos at [www.apapase.org](http://www.apapase.org) and sponsors are invited to send us articles or events to share with our members. Our website receives over 44,000 website hits and an average of over 4,000 unique visitors each month! Articles are emailed to over 700 planners and colleagues every other month. Our popular Job Postings section of the website has become a go-to tool for finding planning jobs in Greater Philadelphia and sponsors receive featured postings as articles on the website for greater visibility.

**Professional Seminars & Events** are made possible through all section sponsorship, but now your organization can sponsor a particular event for increased visibility. Our events range from informal networking happy hours to American Institute of Certified Planner (AICP) Certification Maintenance credited events depending on your organizational goals.

**Emerging Professionals** bring new vitality to the planning field! APAPASE sponsors are assisting the next generation of planners through programs geared toward emerging professionals. Sponsors now have the opportunity to sponsor our AICP study group or Mentorship program in particular.

**The Annual Event & Student Scholarship Awards** is the premier planning event in the region. Your organization has the opportunity to be the exclusive sponsor for the Annual Event and welcome the membership to the event. All sponsors are thanked and their logos displayed at our Annual Event, held each fall. Platinum and Gold Sponsors are given tickets to this event. The John E. Pickett Student Scholarship Awards are also given out at the Annual Event. You can make an additional donation to help sponsor the next generation of planners.

I hope you will consider supporting the Southeast Section. If you have any questions, ideas, would like to discuss a custom sponsorship, or would like to get more involved in the Section, please do not hesitate to contact me at [sponsorship@apapase.org](mailto:sponsorship@apapase.org) or by phone at 610-891-5219.

Sincerely,

Justin Dula, AICP



## Sponsorship Opportunities & Benefits Brochure APA Pennsylvania Southeast Section

The Southeast Section of the Pennsylvania Chapter of the American Planning Association (APA PA SE) is an organization of diverse professionals and citizen planners providing vision and leadership for the future development of communities in Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties.

Sponsorship is critical to offering outstanding educational resources and networking opportunities for our members. Being a sponsor of the APA Pennsylvania Southeast Section is a valuable means to show support for planning in our region. Take advantage of a range of benefits especially designed to promote your company or organization to the diverse Greater Philadelphia Planning community.

Please consider one of the sponsorship opportunities listed in this brochure and contact Justin Dula, AICP, Chair at [Sponsorship@apapase.org](mailto:Sponsorship@apapase.org) or (610) 891-5219 for more information. If our existing packages don't meet your organization's goals, please contact us to discuss custom sponsorship. We look forward to working with you this year, and in years to come!

### QUICK FACTS

- Our website has over 44,000 hits among 4,000 unique visitors from the Greater Philadelphia planning community each month.
- Get your organization's name in front of professional and citizen planners from diverse organizations at our educational and social events.
- Reach Emerging Professionals and students through our mentorship program, AICP study group, scholarship program, and happy hours.
- Sponsorship opportunities are also available for other Section events throughout the year including trainings, workshops, happy hours, and other events.
- We're happy to work with you on custom or in-kind sponsorships to meet your needs! Examples may include meeting spaces, beverages and food, software applications, etc.





# Sponsorship Levels



## Annual Event Sponsor \$2,000

- **Exclusive** opportunity to sponsor the Annual Event including name and logo on event materials
- Opportunity to welcome membership to the Annual Event
- 8 Tickets to the Annual Event
- Logo added to website and news blasts
- Featured job postings
- Ability to highlight your projects on the website

## Platinum \$1,200

- 4 Tickets to the Annual Event
- Logo added to website and news blasts
- Featured job postings
- Ability to highlight your projects on the website

## Gold \$600

- 2 Tickets to the Annual Event
- Logo added to website and news blasts
- Featured job postings
- Ability to highlight your projects on the website

## Silver \$300

- Logo added to website and news blasts
- Ability to highlight your projects on the website

Sponsorship Benefits	Annual Event	Platinum	Gold	Silver
Cost	\$2000	\$1200	\$600	\$300
Annual Event Registration	✓ x 8	✓ x 4	✓ x 2	
Featured job postings and project highlights	✓	✓	✓	
Logo added to website	✓	✓	✓	✓
Tailored benefits package available	✓	✓	✓	✓
Exclusive Annual Event marketing	✓			
Welcome membership at Annual Event	✓			
Additional Opportunities				
AICP Study Group				\$300
Mentorship Program				\$300
Happy Hour				\$150
Educational Seminar				\$150

## Custom and In-Kind Sponsorship

If the above sponsorship levels don't meet your organization's strengths or needs, custom and in-kind sponsorships are available. Our organization always values access to event meeting spaces, food and beverages, printing, access to webinar software, etc. Contact Justin Dula, AICP at [sponsorship@apapase.org](mailto:sponsorship@apapase.org) or 610-891-5219.



# Sponsorship Form

- Annual Event Sponsor** **\$2,000**
  - **Exclusive** opportunity to sponsor the Annual Event including name and logo on event materials
  - Opportunity to welcome membership to the Annual Event
  - Eight (8) tickets to APA Pennsylvania SE's Annual Event
  - Post your firm/organization's logo and link on the [www.apapase.org](http://www.apapase.org) website and news blasts
  - Featured job postings and ability to contribute website articles on highlighted projects

- Platinum Sponsor** **\$1,200**
  - Four (4) tickets to APA Pennsylvania SE's Annual Event
  - Post your firm/organization's logo and link on the [www.apapase.org](http://www.apapase.org) website and news blasts
  - Featured job postings and ability to contribute website articles on highlighted projects

- Gold Sponsor** **\$600**
  - Two (2) free tickets to APA Pennsylvania SE's Annual Event
  - Post your firm/organization's logo and link on the [www.apapase.org](http://www.apapase.org) website and news blasts
  - Featured job postings and ability to contribute website articles on highlighted projects

- Silver Sponsor** **\$300**
  - Post your firm/organization's logo and link on the [www.apapase.org](http://www.apapase.org) website and news blasts
  - Ability to contribute website articles on highlighted projects

- Custom Sponsorship**  
We are happy to work on a sponsorship that fits your specific needs. Our organization always values access to event meeting spaces, food and beverages, printing, access to webinar software, etc. To discuss sponsorship ideas specific to your organization or benefits you wish to offer, please contact Justin Dula at [Sponsorship@apapase.org](mailto:Sponsorship@apapase.org) or 610-891-5219, or select this box and we'll contact you.

- Scholarship Fund Contribution** \$ \_\_\_\_\_
  - Can be added to any sponsorship level or stand alone
  - Listing on the donors' board at the APA Pennsylvania SE's Annual Event

## Additional Sponsorship Opportunities

- AICP Study Group** \$300
- Mentorship Program** \$300
- Happy Hour** \$150
- Educational Seminar** \$150

## Please share some information about your organization

### About your organization

public organization information for website

**Name:**

**Website:**

**Address:**

**Phone:**

**Email:**

**Employees in Southeastern PA:**

### Contact Information

Our liaison for making the most of your sponsorship

**Name:**

**Phone:**

**Email:**

Please submit form and check made payable to **PA Chapter of the APA/Southeast Section** to:

**PPA/SE Sponsorship Committee**  
c/o Rick Collier, PPA/SE Treasurer  
Land Concepts  
593 Skippack Pike, Suite 300  
Blue Bell, PA 19422

If you would prefer to pay by credit card, email completed form to [Sponsorship@apapase.org](mailto:Sponsorship@apapase.org) and we will send an invoice for the appropriate amount.

Your benefits start as soon as you return this form with payment through the end of the calendar year!