PARKING DAY

2020 SPONSORSHIP PACKAGE

Presented by:
What is PARK(ing) Day?

In urban centers around the world, inexpensive curbside parking results in increased traffic, wasted fuel and more pollution. The strategies and values that generate these conditions are no longer sustainable, nor do they promote a healthy, vibrant urban human habitat. It’s time to rethink the way streets are used and to re-imagine the possibilities of the urban landscape!

Motivated by the desire to activate the metered parking space as a site for creative experimentation, political and cultural expression, and unscripted social interaction, Rebar offers PARK(ing) Day as a prototype for open source urban design, accessible to all. In response, thousands of people around the globe—working independently of Rebar but guided by common core principles—have created hundreds of “PARK” installations and formed an annual international event.

Urban inhabitants worldwide recognize the need for new approaches to making the urban landscape, and realize that converting small segments of the automobile infrastructure—even temporarily—can alter the character of the city. From public parks to free health clinics, from art galleries to demonstration gardens, PARK(ing) Day participants have claimed the metered parking space as a rich new territory for creative experimentation and activism.

The event continues to expand virally, over the Internet and by word of mouth. Since its inception in 2005, PARK(ing) Day has blossomed into a global experiment in remixing, reclaiming and reprogramming vehicular space for social exchange, recreation and artistic expression. The project now occurs annually in hundreds of cities in dozens of countries on every permanently-inhabited continent on earth. Rebar invites you to participate. Your installation is limited only by your imagination—and the future of this grassroots movement is in your hands. While PARK(ing) Day may be temporary, the image of possibility it offers has lasting effects and is helping to shift the way streets are perceived and utilized.

We challenge you to explore the full dimensions of urban social ecology, experimental design and creative vision in the humble parking spot. In deciding how to develop your PARK installation, and how best to participate in this event, we encourage you to investigate the range of social, cultural or ecological deficiencies in your particular urban setting. What is missing from your city or neighborhood? Perhaps you have enough public parks, but there’s an intersection that is dangerous for pedestrians and needs traffic calming. Maybe you’d like to see more community gardens, citywide composting, dignified services for the homeless, or more poetry readings. Perhaps your city just needs more space to sit, relax and do nothing.

We hope PARK(ing) Day will cultivate your sense of civic pride, and we invite you to consider the role of you—the citizen—in conceiving, building and improving your local urban environment. In an encouraging turn of recent events, PARK(ing) Day has begun to have its desired effect: pioneering civil servants in cities like New York and San Francisco have taken the message of projects like PARK(ing) Day to heart, and have adapted temporary tactics as a method for incubating new urban programs and evolving the way we think about the design and craft of urban placemaking.

While this is a heartening trend, there is still much work to do. It is still, in large part, up to us—the artists and designers, the activists and urbanists—to take action, to demonstrate the vast possibility embedded in every metered rectangle of asphalt, to help our cities become healthier, more comfortable, more creative and more successful outdoor human habitat . . . at least until the meter runs out.

Rebar
San Francisco,
August 2011
College Park PARK(ing) Day 2020

Friday, September 18th

On Edgewater Dr. between Bryn Mawr St. and W. Smith St.

The event will be from 4:00pm - 8:00pm

Parklet can be set up starting at 8:00am
Parklet breakdown can begin at 8:00pm
and must be full cleared by 10:00pm

Fundraiser: 50% of the proceeds goes to The Landscape Architecture Foundation
ASLA and Landscape Architecture Foundation

About ASLA

The American Society of Landscape Architects Florida Chapter (ASLA Florida) is a 501(c)(6) non-profit association, operating under the national professional society, that represents the landscape architecture profession throughout the state of Florida.

Founded in 1899, the American Society of Landscape Architects (ASLA) is the national professional association representing landscape architects. Beginning with 11 original members, ASLA has grown to more than 18,000 members and 48 chapters, representing all 50 states, US territories, and 42 countries around the world. ASLA promotes the landscape architecture profession and advances the practice through advocacy, education, communication, and fellowship.

ASLA Florida was founded in 1959 by 11 members and associates, growing to more than 1,000 members in 10 sections, covering the state of Florida and Puerto Rico.

About Landscape Architecture Foundation

The mission of the Landscape Architecture Foundation (LAF) is to support the preservation, improvement, and enhancement of the environment. Through its leadership and philanthropic activities, LAF advances the body of knowledge and supports innovative projects and initiatives needed not only for the landscape architecture discipline but for the many other individuals and organizations who share LAF’s mission and are critical to its success.

LAF invests in research, scholarships, and leadership initiatives to increase the capacity of the landscape architecture discipline by:

- Bolstering the profession to broaden and deepen the pool of talent, drive innovation for improved practices, and create new business opportunities for the landscape industry
- Providing support for students to diversify the pool of talent and increase academic opportunity
- Investing in research to expand our knowledge and help designers, policymakers, non-profit organizations, community leaders, and advocates make the case for more sustainable policies and solutions
- Championing emerging issues and new modes of practice
- Communicating the value of landscape architecture and exemplary design
Sponsorship Opportunities

Public Parking - $50
  Logo on Website, & Email Blasts

Private Parking - $100
  Logo on Website,
  Instagram Mention (2x) & Email Blasts
  Logo on Back of Passport

Valet Parking - $150
  Logo on Website,
  Instagram Mention (2x) & Email Blasts
  Larger Logo on Back of Passport
  Press Release Mention

VIP Parking - $250
  Logo on Website,
  Instagram Mention (2x) & Email Blasts
  Logo on Front of Passport
  Half-page advertisement within Passport
  Press Release Mention

PARK(ing) Day Passport

The passport will be a 4x6 book size. It is being created with the intent to guide participants during the event throughout the different parklets.
Sponsor Opening

April 23rd, 2020
As soon as payment is received you may send your logo, which will be immediately posted online and used in promotion opportunities outlined in the sponsor benefits section.

Last Call for Sponsors

August 31, 2020
All payments, logos, and individual names are due.

Parking Day Event

September 18, 2020
Sponsor Application

Name (company or individual donor):

Primary Contact:

First name ____________________ Last Name ____________________ Job Title ____________________

Address:

Street ____________________ City ____________________ State ______ Zip ______

Primary Telephone ____________________ Primary Email ____________________

Secondary Telephone ____________________ Secondary Email ____________________

Sponsorship Level:

☐ Public Parking  ☐ Private Parking  ☐ Valet Parking  ☐ VIP Parking

Primary Contact:

Authorized Signature ____________________ Printed Name ____________________

Date ______

Please contact Johan Bueno or Alyssa Garcia for any questions or concerns.

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