Introduced in 2020 as the first of many programs that will celebrate the 2022 bicentennial of Frederick Law Olmsted, Sr.’s birth, Walks & Talks is a new initiative that invites participants to see the city through the eyes of award-winning landscape architects and practitioners in allied disciplines. Limited to 25 attendees and ranging from 90 minutes to three hours, Walks & Talks are unscripted, mobile seminars during which participants are introduced to an array of built works, historic and contemporary, by thought-leaders in the design field who have a unique way of seeing the world, sharing not just what they see but how they see it.

### 2020 Sponsorship Opportunities: The Cultural Landscape Foundation

**Walks & Talks**

Sponsorship Benefits

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Lead Sponsors</th>
<th>Presenting Sponsors</th>
<th>Supporting Sponsors</th>
<th>Friends</th>
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</thead>
<tbody>
<tr>
<td>Recognition with hyperlink to your website on program’s web page</td>
<td>Logo</td>
<td>Small logo</td>
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<td>Recognition with hyperlink to your website on program’s dedicated e-blasts from both TCLF and local partners</td>
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<td>Recognition by name in program’s press release with hyperlink to your website</td>
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<td>Recognition on each printed Walks &amp; Talks program</td>
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<td>Complimentary registrations to attend two (2) Dialogues</td>
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</table>

Sponsorship Benefits:

- Recognition with hyperlink to your website on program’s web page or dedicated e-blasts from both TCLF and local partners.
- Recognition via coordinated social media.
- Recognition by name in program’s press release with hyperlink to your website.
- Recognition on each printed Walks & Talks program.
- Complimentary registrations to attend five (5) Dialogues.
- Complimentary registrations to attend two (2) Dialogues.

### Program Event Details

**Dates:** Saturdays and/or Sundays from March through October 2020

**Attendees:** the general public, architects, landscape architects and allied practitioners, stewardship advocates, and garden enthusiasts

**Location:** 10 sites across the U.S. (TBD)

**Capacity:** limited to 25 guests per site

View more program information [here](#).

**TCLF can connect you with people who share your interests through...**

- TCLF’s homepage, with more than 600,000 unique visitors annually and nearly 1.4 million page-views.
- Bi-monthly e-newsletters and dedicated e-blasts to more than 30,000 subscribers.
- Social media posts, with more than 70,000 followers.
- Press releases sent to more than 800 members of the media, with a direct link to your website.

**About Us**

The Cultural Landscape Foundation (TCLF) is a Washington, D.C.-based non-profit founded in 1998 to connect people to places. TCLF educates and engages the public to make our shared landscape heritage more visible, identify its value, and empower its stewards. Through its website, publishing, lectures, and other events, TCLF broadens support and understanding for cultural landscapes.

To become a sponsor or for more info, please contact TCLF’s president and CEO, Charles A. Birnbaum, at 202-483-0553 or charles@tclf.org.