



## 2021 Sponsorship Opportunities: The Cultural Landscape Foundation

### What's Out There®: The Landscape Architecture Legacy of Frederick Law Olmsted, Sr.

In anticipation of the bicentennial of his birth, TCLF will create a comprehensive online guide to the public works of prolific landscape architect Frederick Law Olmsted, Sr. (1822–1903), his firm, Olmsted, Olmsted & Eliot, and its successor, Olmsted Brothers. The online guide will include biographies, thematic essays, and a compendium of landscapes designed by Olmsted and his successor firms across North America. Olmsted's legacy continues to influence the field of landscape architecture today, yet many of his public parks are currently at-risk or underappreciated; TCLF aims to ensure this interconnected landscape heritage endures by identifying its value, raising the awareness of it, and presenting content online for free and in perpetuity for designers, advocates, students, researchers, and the general public.

Sponsorship Benefits	Lead Sponsors \$10,000	Presenting Sponsors \$5,000	Supporting Sponsors \$2,500	Friends \$1,000
Recognition with hyperlink to your website on program's web page	Logo	Small logo	Bold name	Name
Recognition with hyperlink to your website on program's dedicated e-blasts from both TCLF and local partners	Logo	Small logo	Name	Name
Recognition in full-page ad in <i>Landscape Architecture Magazine</i>	Logo	Small logo	-	-
Recognition via coordinated social media	✓	✓	✓	✓
Recognition by name in program's press release with hyperlink to your website	✓	✓	-	-
Recognition in program online guide	Logo	Small logo	Bold name	Name

The Cultural Landscape Foundation is a tax-exempt organization (Tax ID 52-2092229) under 501(c)(3) of the Internal Revenue Code. Your contribution is deductible to the full extent allowed by law.

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

- TCLF's homepage, with more than 750,000 unique visitors annually and nearly 2.3 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.