



## Event Details\*

**Minneapolis-St. Paul, MN, September 18-19, 2021**

**Washington, District of Columbia, Fall 2021**

**Attendees:** the public; landscape architects and allied professionals; architects, stewardship advocates; and educators.

**Capacity:** 1,000-1,500 attendees per city

View more program information [here](#)

\*All events will be subject to local guidelines on gatherings, including social distancing, wearing face coverings, and stay-at-home orders.

## 2021 Sponsorship Opportunities: The Cultural Landscape Foundation What's Out There® Weekend

Hosted in different cities every year, [What's Out There Weekends](#) bring to light the unique landscape legacy and local character of each city through a series of free, expert-led tours of 24-30 of its publicly accessible parks, gardens, plazas, cemeteries, memorials, and neighborhoods. An outgrowth of [What's Out There®](#), North America's largest and most exhaustive database of cultural landscapes, the *Weekends* draw people out into their communities to experience first-hand the landscapes that they see every day but often overlook.

For past tours in Denver, for example:

- 84% of respondents attended more than one tour;
- 43% of respondents had never been to the site they toured;
- 84% of respondents thought the tour was “excellent”—the other 16% listed the tours as “good”;
- 22% of respondents identified themselves as working in the design and preservation professions.

For past tours in Austin, for example:

- 81% of respondents attended more than one tour;
- 51% of respondents had never been to the site they toured, while 34% had visited the site more than once;
- 83% of respondents thought the tour was “excellent”;
- 31% of respondents identified themselves as working in the design and preservation professions.

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.