



Program Event Details*

Dates: Saturdays and/or Sundays from March through October 2021

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

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

Capacity: limited to 25 guests per site

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

Walks & Talks

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.

In September 2020, TCLF hosted its first *Walks & Talks* with Ken Smith, who led attendees on his daily walk to work from his home in Tribeca to his office in Hudson Yards. Those in attendance expressed their excitement to spend the morning outside with Smith learning from his extensive and personal knowledge of Lower Manhattan. As one attendee put it, “the inaugural TCLF *Walks & Talks* with Ken Smith was perfection from start to finish.

Sponsorship Benefits	Lead Sponsors	Presenting Sponsors	Supporting Sponsors	Friends
	\$10,000	\$5,000	\$2,500	\$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 via coordinated social media	✓	✓	✓	✓
Recognition by name in program’s press release with hyperlink to your website	✓	✓	-	-
Recognition on each printed <i>Walks & Talks</i> program	Logo	Small logo	Bold name	Name
Complimentary registrations to attend five (5) Dialogues	2	-	-	-
Complimentary registrations to attend two (2) Dialogues	-	2	1	-

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.