



Program Event Details

**Opening Lecture & Reception:** Thursday December 4 | Location TBD

**Conference:** Friday, December 5 | USC’s Bovard Auditorium, Los Angeles, CA

**Mobile Workshops:** Saturday December 6

**Attendees:** landscape architects and allied practitioners, architects, urban planners and municipal officials, stewardship advocates, students, educators, and the public

**Conference Capacity:** 1,235

2025 Sponsorship Opportunities: The Cultural Landscape Foundation  
Oberlander Prize Forums: Soak it Up - Los Angeles Conference

Water and water management is of paramount importance and concern to Southern California. The Cultural Landscape Foundation (TCLF), in partnership with the University of Southern California and SWA, is gathering leading industry and academic professionals for a daylong conference that will focus on landscape architecture’s leadership role in addressing critical water management issues including climate change accelerated drought, fire, and flooding.

Sponsorship Benefits	Marquee Sponsors \$25,000	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	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	Logo	Small logo	Name	Name
Recognition in full-page ad in <i>Landscape Architecture Magazine</i>	Logo	Logo	Small logo	-	-
Recognition via coordinated social media	✓	✓	✓	✓	✓
Recognition by name in program’s press release with hyperlink to your website	✓	✓	✓	-	-
Recognition on conference welcome screen and collateral	Logo	Logo	Small logo	Bold name	Name
Complimentary registrations to the Thursday Evening Lecture and Reception	4	2	1	-	-
Complimentary registrations to Conference	4	2	1	1	-
Invitations to Speakers Dinner & Field Sessions	2	-	-	-	-

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 800,000 unique visitors annually and nearly 2.65 million page-views
  - Bi-monthly e-newsletters and dedicated e-blasts to more than 37,000 subscribers
  - Social media posts, with more than 75,000 followers
  - Press releases sent to more than 850 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. TCLF is also home to the Cornelia Hahn Oberlander International Landscape Architecture Prize.