



[What's Out There Weekend San Diego](#)
October 26-27, 2019

Partners: ASLA San Diego Chapter, Balboa Park Conservancy, and more.

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

Capacity: 1,000-1,500 attendees.

View more *What's Out There* program information [here](#).

2019 Sponsorship Opportunities: The Cultural Landscape Foundation
What's Out There® Weekend San Diego

Curated by The Cultural Landscape Foundation (TCLF) and co-hosted by the ASLA San Diego Chapter and the Balboa Park Conservancy, [What's Out There Weekend San Diego](#) will bring to light the unique landscape legacy and local character of San Diego 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 *Weekend* will draw people out into their communities to experience first-hand the landscapes that they see every day but often overlook.

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.

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”;

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

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

- TCLF’s homepage, with more than 500,000 unique visitors annually and more than one million page-views
- Bi-monthly e-newsletters and dedicated e-blasts to more than 30,000 subscribers
- Social media posts, with more than 60,000 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.