



Program Event Details

Location: North America

Online Digital Guide

Launch Date: April 26, 2022

2022 Sponsorship Opportunities: The Cultural Landscape Foundation What's Out There: Frederick Law Olmsted Cultural Landscapes Guide

On April 26, 2022, which marks the 200th birthday of Frederick Law Olmsted, Sr., TCLF will release a comprehensive online guide to his public works and those of his successor firms (e.g. Olmsted, Olmsted & Eliot, etc.). The guide will include biographies, thematic essays, and a compendium of landscapes across North America. Olmsted's legacy continues to influence the field of landscape architecture today, yet many Olmsted landscapes are currently at-risk or underappreciated. TCLF aims to ensure this landscape heritage endures by identifying its value, raising its visibility, and engaging the general public along with designers, advocates, students, researchers, and others through free online content.

Commensurate with sponsorship level, you have the opportunity to include your logo or name on the program web page, in the online city guide, in e-blasts, recognition in the press release, and elsewhere.

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 800,000 unique visitors annually and nearly 2.65 million page-views
- Bi-monthly e-newsletters and dedicated e-blasts to more than 31,000 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.