



Event Details

Mid-Hudson River Valley, NY, Date TBD

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](#)

2023 Sponsorship Opportunities: The Cultural Landscape Foundation What's Out There® Weekend Mid-Hudson River Valley, NY

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 |

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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.