

2024 SPONSORSHIP INFORMATION



About LAF

The Landscape Architecture Foundation (LAF) is a 501(c)(3) charitable organization founded in 1966 with the mission to support the preservation, improvement, and enhancement of the environment.

With the support of our donors, LAF invests in research, scholarships, and leadership initiatives to increase the influence and impact of landscape architects to design a healthy, equitable, and sustainable world.

There are many ways to invest in LAF's mission. We'll work with you to find the level of support that demonstrates your commitment, makes an impact, and helps show what is important to you.

Join us to transform the world through landscape architecture.



Why Invest in LAF?

Show your allegiance.

Whether your target audience is students, educators, or practitioners, your sponsorship of an LAF event or program **demonstrates your organization's commitment** to the landscape architecture discipline and your alignment with LAF's work to create a sustainable, just, and resilient future.

Be at the forefront.

LAF is a **thought leader** and **progressive voice for the profession**. Join us in advancing the body of knowledge and supporting innovative initiatives needed to advance not only the best practices, but the *next* practices for the many individuals and organizations who share LAF's mission and are critical to its success.

Boost your business.

Be where your customers are – in-person and online – to **increase brand awareness and add depth** to your marketing efforts with key audiences.

Support the next generation.

When you invest in LAF, you are supporting students — the next generation of landscape architects — by **reducing barriers to education, fostering leadership, and creating opportunities** for professional development.

Make valuable connections.

Attend **donor appreciation receptions** for the unique opportunity to meet one-on-one with LAF's Board of Directors. Designed to facilitate meaningful and productive relationships with an audience of potential future clients, these events are among the most **intimate and effective** gatherings you'll find.

Invest in the future.

LAF's work is founded in optimism, driven by passion, **and sustained by the collective efforts of all** who believe that landscapes and landscape architects have the power to shape the world, strengthen communities, and create healthier lives.

2024 Sponsorship Opportunities

Thank you for considering an investment in LAF to reach your marketing and philanthropic goals.

LAF's 2024 sponsorship offerings provide unique opportunities to recognize your organization's support, connect you with decision-makers in landscape architecture, and advance the issues and opportunities important to the landscape architecture community and the future of the discipline.

Choose from one or all three types of sponsorship investments in LAF depending on your target audience, budget and the impact you want to achieve. LAF event, program, and a la carte sponsorship options provide year-round opportunities to connect with LAF's extensive and influential network, and the next generation of landscape architects.

Annual Benefit Sponsorship

LAF's Annual Benefit draws a national audience and is well-attended by leaders and emerging professionals from practice, academia, and industry as well as students. Sponsors support LAF's research, scholarships, and leadership programs while receiving high quality brand association and opportunities to connect with key audiences.

Program Sponsorships

LAF's program sponsorships align with and directly support LAF's signature research, scholarships, and leadership programs:

- LAF *Landscape Performance Series* (LPS)
- LAF *Case Study Investigation* program
- LAF Fellowship for Innovation and Leadership
- LAF Olmsted Scholars Program

A La Carte Sponsorships

LAF offers one-off sponsorship opportunities that provide benefits for discrete initiatives and events, including:

- Highly attended webinars
- LAF's highly acclaimed Innovation and Leadership Symposium
- Giving Matches to fuel fundraising campaigns

Reach an Audience of Landscape Architects

LAF 2024 Sponsorship Opportunities At-a-Glance							
Sponsorship Package Type	Events		Programs		A La Carte		
	LAF Annual Benefit	Leadership	Research	Olmsted Scholars	Webinars	Symposium	Giving Matches
Price Range	\$5,000 - \$25,000*	\$5,000 - \$25,000	\$5,000 - \$25,000	\$5,000 - \$25,000	\$2,500 - \$3,000	\$2,000	\$5,000+
Attendance/Reach <i>(see below for additional reach via LAF website, email marketing, and social media)</i>	500+ attendees	200+ event attendees 100+ online audience	500-1,000+ reached via webinars, conferences, office & classroom presentations LandscapePerformance.org : 250,000 pageviews 65,000 annual users	90+ accredited programs in the US and Canada 80-90 selected students 300+ recognition ceremony attendees	300-2,000+ registrants per webinar	200+ event attendees 100+ livestream attendees	15,000+ email contacts 71,000 social media followers
Target Audiences • = primary audience - = secondary audience	Landscape architects - practitioners	•	•	-	•	•	•
	Landscape architects - educators	•	•	-	•	•	•
	Students	•	•	•	•	•	-
	Allied practitioners	•	•	-	-	•	•
	Public agencies	-	•	-	-	•	-
	Municipal officials	-	•	-	-	•	-
	Technical experts	-	•	•	-	•	•
	Movement & advocacy	-	•	-	-	•	-
	General public	-	-	-	-	•	-

In addition to the reach of each event and program, your dedication and support will be on display for LAF’s full audience, including...

- LAFoundation.org:
 - 85,000 annual website visitors
 - 265,000 pageviews
- LandscapePerformance.org (Research sponsors only):
 - 65,000 annual website visitors
 - 250,000 pageviews
- 15,000+ active email subscribers
- 20,100+ Facebook followers
- 5,800+ Instagram followers
- 6,900+ Twitter followers
- 27,000+ LinkedIn followers

...and LAF's Board of Directors, which includes a diverse group of leaders with national and global reach from practice, academia, and industry:

- AECOM
 - Biohabitats
 - BrightView Design
 - City of Boston Planning and Development Agency
 - Curtis + Rogers Design Studio
 - DesignJones
 - Design Workshop
 - EDSA
 - Florida International University
 - Field Operations
 - Hoerr Schaudt
- HOK
 - Hood Studio
 - HR&A Advisors
 - Ink Landscape Architects
 - Jacobs
 - The Kresge Foundation
 - Landscape Forms
 - Mayors' Institute on City Design
 - North Carolina State University
 - OJB Landscape Architecture
 - OLIN
 - PORT Urbanism
- RIOS
 - Sasaki Associates
 - SCAPE
 - site design group
 - SiteOne
 - SmithGroup
 - Stantec
 - Studio Zewde
 - SWA Group
 - TBG Partners
 - University of Florida
 - WRT

Learn more: www.lafoundation.org/who-we-are/board



LAF Sponsorship Package Benefits

LAF's sponsorship packages are designed to meet the diverse goals, strategies, budgets, and timelines of our sponsors. As sponsorship levels increase, new benefit categories are included in each package.

Platinum	Gold	Silver	Bronze
\$25,000	\$15,000	\$10,000	\$5,000
Brand promotion Complimentary tickets Networking Spotlight Engagement	Brand promotion Complimentary tickets Networking Spotlight	Brand promotion Complimentary tickets Networking	Brand promotion Complimentary tickets

All sponsorship packages (Bronze, Silver, Gold, and Platinum) include high quality **brand promotion** and **complimentary tickets** to LAF events.

Networking benefits provide Silver, Gold, and Platinum sponsors with direct access to targeted audiences, from leaders in landscape architecture to students in BLA and MLA programs. Networking benefits include LAF's Donor Appreciation Reception, a private event with LAF's Board of Directors as well as contact information for various program participants, registrants, and event attendees.

Spotlight benefits provide opportunities for Gold and Platinum sponsors to showcase their company's technologies, products, and/or services with LAF's vast network of landscape architecture practitioners, academics, and students through sponsored-content blog posts, newsletter features, or social media shout-outs.

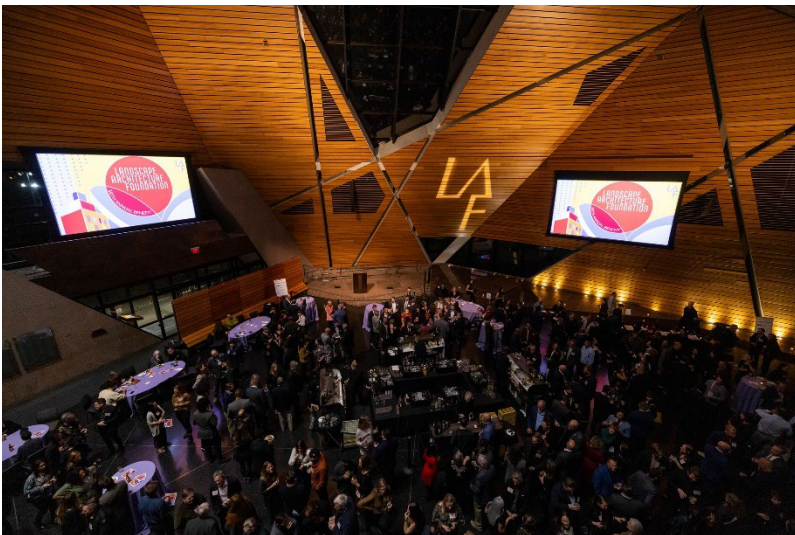
Engagement benefits provide Platinum sponsors with their choice of exclusive thought leadership and/or networking opportunities, including participation in thought leadership roundtables, jury service on one of LAF's scholarship programs, or private happy hours that utilize LAF's vast network.

Annual Benefit Sponsorship

LAF will host its 38th Annual Benefit in **Washington, DC on Sunday, October 6** to kick off the ASLA Conference on Landscape Architecture. LAF's Annual Benefit is a fun and festive evening to support LAF's research, scholarships, and leadership programs and celebrate the year's accomplishments.

The event draws a national audience and is well-attended by 500+ top designers, students, and leaders from landscape architecture practice, academia, and industry. Sponsors receive an unparalleled opportunity for increased brand awareness, high quality brand association with LAF, and recognition with key audiences to add to their marketing strategy.

LAF Annual Benefit Sponsorship Pricing				
	Platinum	Gold	Silver	Bronze
Single year	\$25,000	\$15,000	\$10,000	\$5,000
3-year pledge	\$20,000 / year	\$12,500 / year	\$7,500 / year	\$3,500 / year



Program Sponsorships

Research

LAF's Research sponsorship supports LAF's most popular resource, the *Landscape Performance Series* (LPS), and the collaborative research and training program, *Case Study Investigation* (CSI).

With 250,000 annual pageviews and 65,000 annual users, the LPS website is used by landscape architects, allied professionals, developers, land managers, educators and advocates to find precedents, show value, and make the case for the vital role that high-performing landscapes play to create sustainable, livable, and economically vibrant communities.

The CSI program is a unique collaboration to produce case studies for the LPS website. Each year, 8-10 teams of faculty, students, and practitioners are funded by LAF to quantify the environmental, social, and economic benefits of exemplary built projects around the world.

Leadership

A new sponsorship offering, this option supports LAF's Fellowship for Innovation and Leadership program, the annual LAF Symposium for Innovation and Leadership, and the annual LAF Awards Dinner.

The Symposium is the culminating event of the year-long Fellowship, where Fellows present the knowledge they have gathered in their exploration of projects that stand to bring about positive change and expand the discipline's impact. Immediately following the symposium, the LAF Awards Dinner will recognize the 2024 recipients of the LAF Medal and the LAF Founders' Award, the highest honors for individuals and organizations that have made a significant and sustained contribution towards LAF's mission.

Olmsted Scholars Program

LAF's Olmsted Scholars Program is the premier leadership recognition program for landscape architecture students. Since its launch in 2008, the program has honored and supported a growing network of over 1,000 students who are using ideas, influence, communication, service, and leadership to advance sustainable design and drive human and environmental progress.

The prestige and opportunities associated with the award serve to cultivate the next generation of leaders, with many of these inspiring individuals continuing to rise as leading voices in landscape architecture.

LAF Program Sponsorship Pricing				
	Platinum	Gold	Silver	Bronze
3-year pledge	\$25,000 per year	\$15,000 per year	\$10,000 per year	\$5,000 per year

A La Carte Sponsorships

Webinar

LAF's guest-presenter webinars are a go-to source for relevant, thought-provoking content and feature perspectives and insights from diverse groups of thought leaders to inspire and reach landscape architects throughout their career path.

Because LAF does not hide its webinars behind a paywall, the posted recording of each webinar will continue to be viewed on-demand and leveraged through LAF's communications channels to provide ongoing recognition for sponsors over time. Sponsorships ensure the continued development and delivery of these free and accessible resources.

Symposium

The LAF Innovation + Leadership Symposium is the culminating event of the year-long LAF Fellowship for Innovation and Leadership, where Fellows present the knowledge they have gathered in their exploration of projects that stand to bring about positive change and expand the discipline's impact.

Giving Match

Giving Matches directly support LAF's research, scholarships, and leadership programs *and encourage others to do the same*. A proven way to inspire individual giving, matching donations will help grow LAF's donor base and, most importantly, will make twice the impact.

Depending on the time of year, the fundraising objective, and the amount of the match, fundraising appeals advertising the Giving Match will be promoted across LAF's social media channels and sent to thousands of landscape architects as a mailed appeal and/or in several e-appeals.

A la Carte Sponsorship Pricing		
Webinar	Symposium	Giving Match
\$2,500 - \$3,000	\$2,000	\$2,500 - \$25,000

Facts

Research is essential for driving innovation, supporting evidence-based decision-making, and informing policy.

LAF research initiatives focus on landscape performance and on bridging the gap between research and practice. These strategic efforts are building the body of knowledge, informing design practice, and helping to make the case for more sustainable policies and design solutions.

To date, LAF has invested **over \$3 million** in research initiatives.

Student scholarships reduce financial barriers to education and are vital to attracting and retaining quality students to degree programs.

By reducing a student's debt burden, LAF's scholarships allow students to focus on their education to develop skills and apply their unique talents to make an impact.

To date, LAF has awarded **over \$2 million to more than 650 students** through our two scholarships programs.

Leadership initiatives strengthen the voices of landscape architects and empower them to take action, increasing their influence and impact.

From the development of student leaders and emerging professionals to fostering transformational leadership capacity among established professionals, LAF is committed to advancing the discipline of landscape architecture through investment in leadership programs and initiatives.

To date, **more than \$700,000** has been awarded through leadership programs with **millions more** invested in leadership initiatives.

With your investment, landscape architects are creating a sustainable, just, and resilient future.

