

Webinar Sponsorships

Webinars

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.

Webinar Sponsorships Levels & Benefits	Lead \$3,000	Supporting \$2,500
Linked logo in pre- and post-broadcast emails (2-3 per webinar)	•	•
Logo on recognition slide at webinar start	•	•
Spoken acknowledgement at webinar start	•	•
Acknowledgement on LAF’s social media channels	•	•
Linked logo on webinar webpage of LAF’s website	•	•
Contact information for webinar registrants	•	•
Option to provide an opening statement (1 min.) at webinar start	•	

In 2023, LAF webinars attracted over 3,600 registrants, over 1,800 live attendees, and 850 views of posted webinar recordings. *

*As of 9/25/23

Symposium Sponsorship

LAF Innovation + Leadership 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.

Sponsors of the Symposium demonstrate their **commitment to fostering innovation and leadership within the landscape architecture discipline** while supporting LAF to increase awareness of landscape architecture and giving voice to defining issues of our time from a landscape perspective.

LAF Innovation + Leadership Symposium Sponsorship	Friend \$2,000
One complimentary ticket to LAF Innovation and Leadership Symposium, Reception, and Awards Dinner	•
Recognition on the "special thanks" slide of the Symposium livestream	•
Recognition in "special thanks" section of printed Symposium event program	•
Recognition in the posted video recordings of the Symposium presentations	•
Recognition in LAF's Leadership Circle	•

Giving Match

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.

Giving Match Campaigns & Benefits	Giving Tuesday \$2,500+	Spring Campaign \$10,000+	Year-End Campaign \$25,000+
Promotion across LAF social media channels	2	6	14
Promotion in e-communications to 15,000+ contacts	2	5	12
Sponsor exclusivity within campaign		•	•
Promotion in direct mail appeals		•	•

Sample language advertising a Giving Match in a mailed appeal letter or email:

*The impact of your donation will be doubled by a generous matching offer from **Company A**. An industry-leading supplier and a longtime supporter of LAF, **Company A** stands with you in your conviction to make a difference and is a firm believer in landscape architects' abilities to affect change. With **Company A**'s match, the impact of your generous gift of \$150 will be doubled to become \$300.*