# PLANNING + TECH

The American Planning Association (APA) Technology Division links members with shared interest in applying technology to planning practice.

#### **OUR MISSION:**

- Exchange information about planning applications that incorporate and are improved through the use of data and technology
- Explore potential applications that may offer benefits to the profession
- O Inform and educate all members of the APA about solutions that work
- Advocate for best practices in the use of technology to support planning

#### **MEMBERSHIP BENEFITS:**

- Monthly newsletter with insightful articles that inform planning practice
- Access to an extensive network of members knowledge exchange and career development
- Opportunities (e.g., webinars, publications, conference sessions) to get engaged and coordinate sponsored content

## COMPELLING WEBINARS THAT AVERAGE

300 - 500 attendees

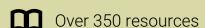
**Publications** 

Upskilling Workshops, Presentations

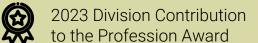
APA Magazine Tech Tools Series

DIVISION-MAINTAINED PLANNING RESOURCE REPOSITORY

## urban-and-regionalplanning-resources











## **SPONSORSHIP**

### WHY SPONSOR?

- Increase brand and product visibility to target audiences
- Cultivate positive sentiment within industry sector
- Generate leads across sectors
- Identify partnership opportunities

## **SPONSORSHIP TIERS:**

	GOLD TIER	SILVER TIER	BRONZE TIER
	(4 max) <b>\$1,000 +</b>	\$500 +	\$300 +
EDUCATIONAL CONTENT			
Co-host a webinar *	X		
Co-develop educational content for division membership*	600-1,000 word article	1 blog post	
Logo visible on Division introductory slides	Х	Х	
WEBSITE AND GITHUB			
Logo displayed on Division homepage **	X	Χ	X
Logo featured on GitHub repo **	X	Х	X
EMAIL AND SOCIAL MEDIA			
Featured content in Division newsletters	250 - 300 word feature		
Logo displayed in all Technology Division social media marketing collateral *	X	Χ	
Logo displayed in all Technology Division email communications *	X	X	X
Announcement of sponsorship on social media platforms *	X	Χ	X
Ability to apply APA Technology Division branding to marketing collateral for promotion of sponsorship	X	Х	X

<sup>\*</sup> All content must be approved by board and align with APA Technology Division mission and bylaws

<sup>\*\*</sup> Dimensions determined by sponsorship tier