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

- ☐ 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:

- Quarterly 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

TOTAL MEMBERSHIP OF

> 800

COMPELLING WEBINARS THAT AVERAGE

200-300 attendees

DIVISION-MAINTAINED PLANNING RESOURCE REPOSITORY

urban-and-regional-planning-resources

📖 Over 100 resources

★ 109 starred

📰 Featured in Planetizen

JOIN THE APA TECH DIVISION TODAY

tech.planning.org

SPONSORSHIP

WHY SPONSOR?

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

SPONSORSHIP TIERS:

	GOLD TIER	SILVER TIER	BRONZE TIER
	(4 max) $1,000 +	$500 +	$300 +
EDUCATIONAL CONTENT			
Co-host a webinar *	X		
Option to serve as a Hackathon judge	X		
Co-develop educational content for division membership*	1 blog post 600-1,000 word article	1 blog post	
Logo visible on Division introductory slides	X	X	
WEBSITE AND GITHUB			
Logo featured on annual hackathon page **	X	X	
Logo displayed on Division homepage **	X	X	X
Logo featured on GitHub repo **	X	X	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	X	
Logo displayed in all Technology Division email communications *	X	X	X
Ability to apply APA Technology Division branding to marketing collateral for promotion of sponsorship	X	X	X

*   All content must be approved by board and align with APA Technology Division mission and bylaws
**   Dimensions determined by sponsorship tier

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