



American Planning Association
Technology Division

Making Great Communities Happen

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:

- 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-regional- planning-resources



Over 350 resources



More than 180 starred



2023 Division Contribution
to the Profession Award



Featured in Planetizen

**JOIN THE APA TECH
DIVISION TODAY**

tech.planning.org

SPONSORSHIP

WHY SPONSOR?

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

SPONSORSHIP TIERS:

	GOLD TIER	SILVER TIER	BRONZE TIER
	(4 max) \$1,000 +	\$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	X	X	
WEBSITE AND GITHUB			
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
Announcement of sponsorship on social media platforms *	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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