



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:

- 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](http://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:

	<b>GOLD TIER</b>	<b>SILVER TIER</b>	<b>BRONZE TIER</b>
	(4 max) <b>\$1,000 +</b>	<b>\$500 +</b>	<b>\$200 +</b>
<b>EDUCATIONAL CONTENT</b>			
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	
<b>WEBSITE AND GITHUB</b>			
Logo featured on annual hackathon page **	X	X	
Logo displayed on Division homepage **	X	X	X
Logo featured on GitHub repo **	X	X	X
<b>EMAIL AND SOCIAL MEDIA</b>			
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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