



2025 PROSPECTUS

Sponsorship

Supporting Partners Education & advocacy webinars CLARB Annual Meeting



COUNCIL OF
LANDSCAPE ARCHITECTURAL
REGISTRATION BOARDS

Partnerships with purpose

Affiliation with CLARB will drive awareness, attract new clients and employees, and enhance your business relationships with current customers. As a supporter, you can increase your visibility, reinforce your brand and solidify your company as a trusted resource for industry solutions.

We understand that your organization's objectives are unique, and we are happy to customize a package to help you reach those goals.

About CLARB

The Council of Landscape Architectural Registration Boards (CLARB) is a 501(c)(6) nonprofit organization that works to protect the public's health, safety and welfare by establishing and promoting professional licensure standards.

Through advertising and sponsorship opportunities, you can support our mission to design and promote landscape architectural standards across the United States, Canada, Puerto Rico and the Northern Mariana Islands.



ADVANCING PROFESSIONAL STANDARDS
IN LANDSCAPE ARCHITECTURE

Audience

CLARB supporters may wish to engage with four primary audience groups:

Member boards

about 500 individuals

State and provincial
licensing boards across
the U.S. and Canada

Customers

about 12,500 individuals

Future or currently
practicing
landscape architects

Volunteers

about 75 individuals

Practicing landscape
architects, educators
and member boards

Non-profit partners

about 30 individuals

Landscape architecture/
regulatory organization
leadership



Supporting Partners

Align your brand with strengthening landscape architecture licensure

The CLARB Supporting Partners program offers engagement opportunities and exclusive access to CLARB member boards and CLARB Record Holders; communications and insights to help you understand how to better serve practitioners; year-round visibility and brand awareness; and special opportunities aligned with the CLARB Annual Meeting. Benefits include:

Engagement and access

- 50% discount on all education and advocacy webinar sponsorship opportunities.
- Invitations to — and complimentary (non-voting) participation in — CLARB webinars for both member boards and CLARB Record Holders.
- Thought leadership content opportunity for the Supporting Partner Insights section of the CLARB Record Connection biweekly e-newsletter (for one issue) and in the Supporting Partner Insights section of the CLARB website (for up to 12 months).

Communications and insight

- Regular updates on professional licensure, regulation, the Landscape Architect Registration Examination (L.A.R.E.), CLARB key initiatives and other related topics, through:
- Subscription to the CLARB Council Record Connection biweekly e-newsletter.
- Subscription to CLARB Member communications that highlight upcoming engagement opportunities, regulatory updates and related news of interest.

Visibility and brand awareness

- Presence on the CLARB Supporting Partners webpage, including company name, logo, three images, website link, address and 100-word company description.
- New partner announcement and link to company website in the CLARB Record Connection biweekly e-newsletter.
- Recognition through CLARB social media.

CLARB Annual Meeting

- 50% discount on all annual meeting sponsorship opportunities.
- Exclusive early access period to reserve annual meeting sponsorships.
- Access to Supporting Partners registration rate for up to two attendees.
- Special recognition as a Supporting Partner throughout the meeting and on the website, emails, app, etc.

Annual investment

Supporting Partnership terms are 12 months and expire December 31 of each year, with first year fees pro-rated based on the month joined. Supporting Partners can expect an annual fee increase of approximately 5%.

January 1 – December 31, 2025	\$4,725
January 1 – December 31, 2026	\$5,000
January 1 – December 31, 2027	\$5,250



Education & advocacy

Webinars

Sponsoring a webinar is a great way to raise brand awareness for your organization while providing educational engagement opportunities for the CLARB community. CLARB will promote and host all sessions, which are offered free of charge to qualified participants.

We offer two options for webinar sponsorship:

1

Sponsor-driven

Great for continuing education courses!

Share your expertise by partnering with CLARB to develop and co-present on a specific topic or service. In addition to positioning your organization as a thought leader on topics and services, sponsorship includes brand recognition in all promotional efforts, including emails, website, social media, slide decks and video recordings.

\$4,500 series of three 60-minute webinars

\$1,750 single 60-minute webinar

2

CLARB-programmed

CLARB offers a variety of educational engagement opportunities throughout the year in support of our mission to design, promote and defend landscape architectural standards.

Supporting Partners can sponsor a full series or a single webinar for brand recognition in all promotional efforts, including emails, website, social media, slide decks and video recordings.

Promotional campaign performance and participation statistics are available upon request.

Investment varies; see following pages

2

CLARB-programmed webinars & series



Leadership Development Program

This monthly webinar series is a free benefit to the CLARB community that offers a vast array of professional development topics such as public speaking, generational workforces, strategic planning, emotional intelligence, non-profit finance, strengths and more. It helps prepare future CLARB volunteers for service and provides valuable professional development for CLARB Record Holders.

Limited to one sponsor per 12-month fiscal year or single session.

\$12,000 Annual Presenting Sponsor | \$1,500 Single Session Sponsor



Exam Basics and Q&A

This 60-minute webinar helps candidates prepare for the L.A.R.E by providing an overview of the exam blueprint and guiding participants through the registration process. *Maximum five sponsors.*

\$1,500 Single Session Sponsor



Landscape Architecture Licensure Summits

These virtual and in-person sessions bring together ASLA Members, CLARB Record Holders and CLARB member boards three times per year for updates on legislative sessions and licensing reform efforts, Uniform Standard implementation and more. *Maximum five sponsors.*

\$1,500 Single Session Sponsor



Your Path to Licensure

This 60-minute webinar designed for university students, educators, career-changes, L.A.R.E. candidates and all future landscape architects provides an introduction to licensure — answering questions like What is licensure? Why should I get licensed? and How do I get started? CLARB offers this session each spring and fall. *Maximum five sponsors.*

\$1,500 Single Session Sponsor



In the Know

Our members-only engagement series is designed to keep CLARB's member boards — the state and provincial licensing boards — informed about architecture regulation and CLARB projects. Sponsorship includes an optional 3-minute introduction and speaking opportunity, plus brand recognition in all promotional efforts, including emails, website, social media, slide decks and video recordings. *Limited to one sponsor per session.*

\$2,500 Annual Presenting Sponsor | \$500 Single Session Sponsor

Annual Meeting Sponsorship

Demonstrate your support of landscape architecture licensure

The CLARB Annual Meeting brings together 125+ professionals from state/provincial regulatory agencies and practicing landscape architects to exchange the knowledge and connections that are key to their regulatory work. It's a great opportunity to build and nurture relationships with decision-makers from CLARB's 56 member licensure boards across the United States, Puerto Rico, Northern Mariana Islands and Canada who regulate 20,000+ licensed professionals.

Benefits

- ☑ Enhance your visibility among regulatory decision makers from a variety of jurisdictions
- ☑ Be recognized as a leader and supporter of the landscape architecture regulatory community
- ☑ Connect in person through one-on-one conversations in your exhibit space
- ☑ Exhibitors may attend all sessions and networking opportunities alongside meeting attendees

There are three great ways to show your support:

1

Exhibit space

2

General Sponsorship

3

Continuing ed



Join us in Lexington, Kentucky

September 18-20, 2025 at the Hyatt Regency Lexington

1

Exhibitor opportunities

CLARB ANNUAL MEETING 2025

Secure your place among industry leaders at our 2025 meeting, with limited exhibitor booth space available on a first-come basis.

Our exhibitor space is intentionally limited to just five select companies, creating an exclusive environment for connection. This intimate setting ensures exhibitors receive focused attention from key decision-makers, unlike the overwhelming atmosphere of larger trade shows. By design, this format facilitates deeper engagement and more valuable networking opportunities.

As an exhibitor, you'll have full access to meeting sessions, receptions and meals — numerous opportunities to network with licensed landscape architects and regulatory professionals.

Exhibit table + full registration

Includes registration fee for one attendee plus one 6-foot table and two chairs in a high-traffic area of the meeting space for the duration of the event. *Five opportunities offered.*

\$3,500

Exhibitor move-in

Wednesday, Sept. 17 (afternoon)

Exhibitor move-out

Saturday, Sept. 20 (afternoon)

Expo hours

Thursday, Sept. 18 (all day)

Friday, Sept. 19 (all day)

Saturday, Sept. 20 (morning)

2

General Sponsorship

CLARB ANNUAL MEETING 2025

Showcase your brand to landscape architecture licensure leaders through our annual meeting sponsorship packages. Choose from options including keynote sessions, receptions, educational programming and branded swag — each with comprehensive promotional benefits and brand visibility.

Named Keynote Speaker	\$9,750
Named Reception	\$8,750
Named Lounge	\$5,000
Lunch	\$5,750
Exhibit Table + Full Registration	\$3,500
Intentional Meeting Swag	\$3,500
Mobile App	\$3,500

Lanyards	\$3,250
Hospitality Station	\$1,850
Plenary Session	\$2,000
A/V Support	\$1,450
WiFi	\$1,250
General Sponsor	\$1,000+
Recycling Recognition	\$750

Full list with descriptions and benefits available at clarb.org.

Tentative schedule at-a-glance

Wednesday, Sept. 17
Evening

Registration and arrivals
MBE Exchange
Welcome reception

Thursday, Sept. 18
9:00 a.m. - 5:00 p.m.

Day One: Global Insights
Keynote address and plenary sessions

Friday, Sept. 19
9:00 a.m. - 5:00 p.m.
Evening

Day Two: Local Impacts
Business session and plenary sessions
Volunteer recognition reception

Saturday, Sept. 20
9:00 a.m. - 2:30 p.m.
3:00 p.m. - 6:00 p.m.

Day Three: Shaping the Future
Keynote address and plenary sessions
Continuing education courses for landscape architects

3

Continuing Ed

CLARB ANNUAL MEETING 2025

Connect with landscape architecture professionals while supporting their continuing education needs. We're offering exclusive sponsorship opportunities for our upcoming CE course bundle, delivered both virtually and in person at the 2025 CLARB Annual Meeting.

Benefits

- Direct engagement with practicing landscape architects
- Brand visibility to thousands of industry decision-makers
- Optional presentation opportunities
- Product/service integration within course content
- Association with CLARB's mission to design, promote and defend landscape architectural standards
- A great option for design firms!

Courses

- Mixed virtual/in-person format
- Licensed landscape architect target audience
- Topics focus on health, safety and welfare (HSW)
- CLARB is a LA CES™ approved provider

Why sponsor?

Position your brand as a thought leader while connecting with landscape architects actively seeking solutions for their projects and workplaces. Our hybrid delivery format ensures maximum reach to both in-person and virtual attendees.

Investment

CE SESSION #1

Sponsor-driven topic

- Opportunity to lead presentation (optional)
- Integration of relevant products/services
- Content must be related to HSW

\$3,500

CE SESSION #2

Sponsor-driven topic

- Opportunity to lead presentation (optional)
- Integration of relevant products/services
- Content must be related to HSW

\$3,500

CE SESSION #3

Climate Change

- Presentation led by CLARB experts
- In a recent survey, CLARB Record Holders selected **climate change mitigation in landscape architecture** as a valuable emerging area of practice they want to learn more about

\$3,500

Sponsor the full bundle of three sessions for \$7,500. *Save \$3,000.*



Next steps

Supporting Partners Education & advocacy webinars CLARB Annual Meeting

Thank you for your interest in supporting CLARB member boards, Record Holders and our mission to design, promote and defend landscape architectural standards.

We look forward to customizing a sponsorship package to help you reach your goals.

CLARB

ADVANCING PROFESSIONAL STANDARDS
IN LANDSCAPE ARCHITECTURE



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