

2023 SPONSORSHIP OPPORTUNITIES



AIA Austin provides the Austin architecture community with resources and relationships to make a difference through design.

We open doors, provide connections, keep our members and the public informed, and demonstrate our commitment to great design as the key ingredient for livable, sustainable places.

AIA Austin wants to help you reach the design community with a variety of opportunities for exposure. We offer a direct way to reach design professionals and strengthen and build your relationships with the design community.

The first step to sponsoring an AIA Austin event is to become an AIA Austin Allied member! To join or renew, visit aiaaustin.org/content/become-allied-member.

Sponsorship packages with a value of \$10,000 or more receive a 10% discount. Discounted packages are also available for full-year event coverage. Contact annissa@aiaaustin.org for details.



In 2023, most events are expected to be hosted in-person with some virtual components. Contact ingrid@aiaaustin.org for up-to-date information about each event.

2023 EVENT CALENDAR

MARCH Principals Breakfast
Design Talks
Form:Function

APRIL Design Talks
Jury Conversations
Design Awards Jury Weekend

MAY Design Talks
Design Awards Celebration

AUGUST Design Excellence Conference

SEPTEMBER Principals Breakfast
Design Talks

OCTOBER Design Talks
AIA Austin Homes Tour

NOVEMBER Annual Meeting/Design Talks

DECEMBER Holiday Party

COMMITTEE SPONSORSHIP

AIA Austin has several active committees that cover education, advocacy, and community building across our diverse member base. AIA Austin Committees with available sponsorships are:

Academy of Architecture for Health (AAH) | Architecture: K-12 | Building Enclosure Council (BEC) Committee on the Environment (COTE) | Custom Residential Architects Network (CRAN) DesignVoice | Emerging Professionals | Latinos in Architecture (LiA) | Leadership Collective LGBTQIA+ Alliance | Small Firms Roundtable | Urban Design | Women in Architecture (WiA)

You can find more information about any of these committees at aiaaustin.org/committees.

Single Committee Annual Sponsorship \$1500 (+Allied Membership \$500)

- Logo and link on the committee's aiaaustin.org webpage for the entire year
- Logo on all meeting and event notification emails sent by the committee
- Logo on screen at the start of each committee meeting (for virtual meetings), and/or opportunity to display small marketing materials (for in-person meetings)
- Introduction at each committee meeting



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DESIGN TALKS

A COLLABORATION WITH THE AUSTIN FOUNDATION FOR ARCHITECTURE

Design Talks is a series of six presentations for architects and general design enthusiasts, jointly presented with the Austin Foundation for Architecture. Sessions are held in Spring (March-May) and Fall (September-November).

Design Talks Underwriter Sponsorship (includes all six events) \$2500

- Two tickets to each Design Talks event
- Logo on screen at the start of each event
- Introduction to audience by the AIA Austin President at each event
- Recognition in a follow-up email to attendees for each event
- Two in-body ads in *Archi-Facts*, our weekly public digital newsletter with 4600+ subscribers/47% average open rate/3% average click rate
- One in-body ad in *Point Perspective*, our monthly Members digital newsletter with 1400+ subscribers/52% average open rate/4% click rate
- One month-long ad on aiaaustin.org, with 7400 active monthly users/ 2.3-minute average visit duration



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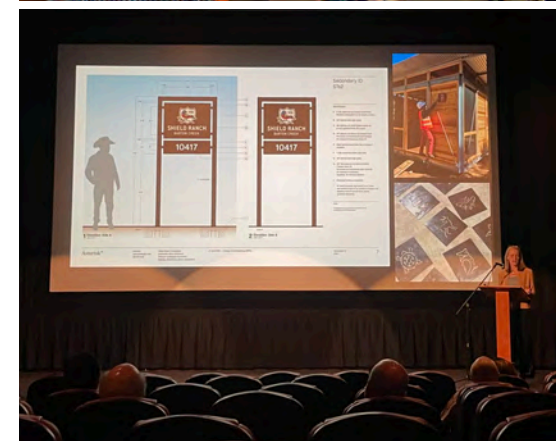


PRINCIPALS BREAKFAST

The AIA Austin Principals Breakfast events gives companies the unique opportunity to connect with principals of Austin's top architecture firms. At these gatherings, firm leaders come together with their peers and other thought leaders for a workshop, panel, or presentation relevant to their work.

Principals Breakfast Sponsorship (two events) \$3000

- Two tickets to the event for your company
- Logo on event invitation and web listing
- Logo on-screen at start of the event
- The opportunity to present remarks about your company (or to show a video) at the start of the event
- Recognition in a follow-up email to attendees



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DESIGN AWARDS CELEBRATION AND FORM:FUNCTION

AIA Austin and the Austin Foundation for Architecture recognize the accomplishments of the design and placemaking community through their annual awards celebrations.

Form:Function, held in March, recognizes recipients of the AIA Austin Honor Awards during a special community celebration benefiting the Austin Foundation for Architecture.

The AIA Austin Design Award Celebration, held in May, recognizes outstanding work by AIA Austin members and the year's newly elevated AIA Fellows.

Honor Award Underwriter \$4000

- Your company's logo engraved on Honor Award of your choice
- Logo on Design Award Celebration and Form:Function event listings
- Acknowledgment with logo on slide presentation during both events
- Logo on step-and-repeat banner for celebration event
- Mention in social media posts/stories in conjunction with award announcements (Instagram: 10.4K followers, Facebook: 6K followers)
- Two in-body ads in *Archi-Facts*, our weekly public digital newsletter with 4600+ subscribers/47% average open rate/3% average click rate
- One in-body ad in *Point Perspective*, our monthly Member digital newsletter with 1400+ subscribers/52% average open rate/4% click rate
- 8 Tickets to the Awards Celebration
- Two tickets to each Design Talks (2024 Series, 6 events)
- Two 2023 Homes Tour tickets

Photos by Patrick Y Wong / AtelierWong.com



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AWARDS CELEBRATION continued

Design Awards Presenting Sponsor \$6000 (Exclusive Opportunity)

All Platinum Sponsorship benefits, plus

- Opportunity to announce Design Award winners at celebration event

Design Awards Platinum Sponsor \$4000

- Logo on Design Awards event announcements
- Logo on step-and-repeat banner for celebration event
- Mention in social media post in conjunction with award announcements
- One in-body ad in *Archi-Facts*, our weekly public digital newsletter with 4600+ subscribers/47% average open rate/3% average click rate
- One ticket to Design Talks (2024 Series, 6 events)
- 6 Tickets to the Awards Celebration

Jury Conversations Sponsor \$2500 (Exclusive Opportunity)

All Gold Sponsorship benefits, plus

- Introduction to attendees at the start of the Jury Conversations panel discussion event
- Logo on the Jury Conversations event announcement and on screen at the start of the event

Design Awards Gold Sponsor \$2500

- Listing on Design Awards event announcements
- Mention in social media post in conjunction with award announcements
- 4 tickets to the Awards Celebration
- Listing on slide presentation

Photos by Patrick Y Wong / AtelierWong.com



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DESIGN EXCELLENCE CONFERENCE

Each August, AIA Austin hosts this educational conference offering the design community up to 39 CEU courses curated by members, plus daily keynotes. The event draws some 350 design professionals together to learn, be inspired, and connect with peers.

Keynote Sponsor (\$2,500, three available, Allied Membership required)

All Exhibitor benefits, plus

- Logo on-screen before sponsored keynote session
- Opportunity to deliver 2-minute presentation before speaker

Lanyard Sponsor (\$2500, Allied Membership required)

All Exhibitor benefits, plus

- Logo on lanyard for registrant name tags
- One in-body ad in Archi-Facts, our weekly public digital newsletter with 4600+ subscribers/ 47% average open rate/ 3% average click rate

Coffee or Lunch Break Sponsor (\$2000, Allied Membership required)

All Exhibitor benefits, plus

- Opportunity to have representative present in coffee/lunch area on day of sponsored break
- Acknowledgment in conference schedule and on event signage



Photos by Patrick Y Wong / AtelierWong.com

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DESIGN EXCELLENCE CONFERENCE

continued

Premium Exhibitor (\$1250 Allied Members/\$1500 Non-Members)

- All Exhibitor benefits, but with 10-foot table in prominently-located exhibit space
- **OPTIONAL** Opportunity to present one 15-minute "nano-session" related to your company's product/service, offering a 0.25-CEU credit to registrants (course content deadline: July 31)

Exhibitor (\$750 Allied Members/\$1000 Non-Members)

- 5-foot exhibit table
- Listing with link on event announcements and web page
- One complimentary registration
- company listing on the Sponsorship Directory on our conference registration platform/event app
- Access to conference directory following the event
- Acknowledgment in at least one social media post

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HOMES TOUR

The AIA Austin Homes Tour showcases new and newly renovated homes from across the Austin area. The self-guided tour celebrates the diverse and stunning design talent of Austin's local architects, featuring both traditional and contemporary designs.

For 37 years, the Tour has been a destination event that brings together design enthusiasts from Austin and beyond to explore and celebrate beautifully designed homes. The 2023 Tour is expected to feature in-person touring supplemented by webinar discussions with the architects.

Sock/Slipper Sponsor \$15,000 (Exclusive Opportunity)

- Logo on Homes Tour sock or slipper packaging given to VIP ticketholders and sold during the Tour
- Recognition as Platinum Sponsor in the Homes Tour catalog (digital and print format)
- Recognition on AIA Austin's Homes Tour website with link
- Complimentary Allied Membership status for 2024
- One month-long ad on aiaaustin.org, with 7400 active monthly users/ 2.3-minute average visit
- Recognition in AIA Austin social media posts (Instagram: 10.4K followers, Facebook: 6K followers)
- Social media package with branded collateral to promote your support to your followers
- Logo on Homes Tour t-shirt, given to VIP ticketholders and sold during the Tour
- 20 tickets to the Homes Tour
- 10 copies of print catalog, with additional copies available for discounted price

These sponsorships are available to those who do not have product on the Tour.

Additional opportunities will be available exclusively for companies who contributed products or services to any of the Tour's featured homes. Homes will be selected in April 2023—stay tuned for announcements!



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HOMES TOUR

continued

Platinum Automotive Sponsor \$15,000 (Exclusive Opportunity)

- Opportunity to have the selected vehicles (one per home, selection subject to approval by AIA Austin) featured in the official Homes Tour press photos which are also featured in the Homes Tour catalog (digital and print format)
- Recognition as Platinum Sponsor in the Homes Tour catalog (digital and print format)
- Recognition on AIA Austin's Homes Tour website with link
- Complimentary Allied Membership status for 2024
- One month-long ad on aiaaustin.org, with 7400 active monthly users/ 2.3-minute average visit
- Recognition in AIA Austin social media posts (Instagram: 9440 followers, Facebook: 5500 followers)
- Social media package with branded collateral to promote your support to your followers
- Logo on Homes Tour t-shirt, available to VIP ticketholders and for sale during the Tour
- 20 tickets to the Homes Tour
- 10 copies of print catalog, with additional copies available for discounted price

Friend of the Tour \$2,500

- Recognition on the AIA Austin Homes Tour website with link
- Recognition in the Homes Tour catalog (digital and print format)
- One in-body ad in *Archi-Facts*, our weekly public digital newsletter with 4600+ subscribers/47%average open rate/3% average click rate
- Logo on Homes Tour t-shirt, available to VIP ticketholders and for sale during the Tour
- 3 complimentary t-shirts for your company
- 8 tickets to the Homes Tour
- 4 copies of print catalog, with additional copies available for discounted price

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Additional opportunities will be available exclusively for companies who contributed products or services to any of the Tour's featured homes. Homes will be selected in April 2023—stay tuned for announcements!



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HOLIDAY PARTY

Our final event of the year, the Holiday Party brings together the leaders, members, and friends of AIA Austin and the Austin Foundation for Architecture to celebrate their work and accomplishments.

Holiday Party Sponsorship \$850

- Recognition on the event announcement
- Logo on-screen at the start of the event
- Introduction at the event
- Four invitations to the Holiday Party
- One in-body ad in *Archi-Facts*, our weekly public digital newsletter with 4600+ subscribers/47% average open rate/3% average click rate



Photos by Patrick Y Wong / AtelierWong.com

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DIGITAL NEWSLETTERS

AIA Austin provides weekly updates to our audiences through two digital newsletters:

- *Point Perspective* (AIA Members only; 1400+ subscribers, sent the first Monday of each month)
- *Archi-Facts* (4600+ subscribers; sent all other Mondays)

Connect with readers through a continuous, prominent presence in both newsletters over a quarterly (three-month) sponsorship period. Ad artwork subject to approval by AIA Austin.

1. Presenting (Masthead) Sponsorship \$2000

Up to 4 available per year

- 600x150 banner ad with hyperlink in exclusive header position of each weekly newsletter during the sponsorship period.

2. Section Sponsorship \$1250

Up to 4 available per year per section (3 sections, best available at purchase)

- 600x75 banner ad with hyperlink in section for of each weekly newsletter during the sponsorship period.

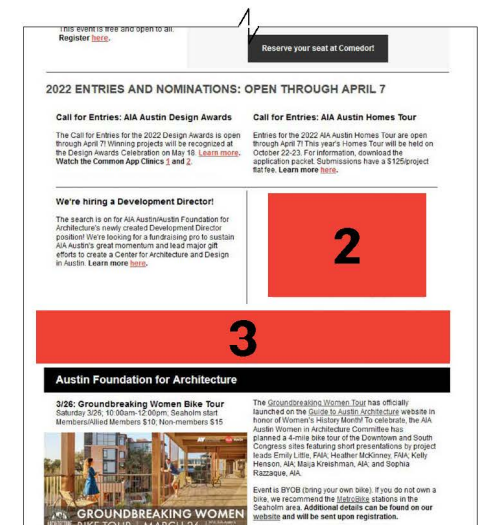
3. In-Body Sponsorship \$550

Up to 2 available per month

- 300x200 2-column ad with hyperlink in full month of newsletters (one *Point Perspective* + three *Archi-Facts* newsletters)

Thorter-term in-body and text-only options are available.

Please contact courtney@aiaaustin.org for details.



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2022 Homes Tour Project by LakelFlato

Photo by Leonid Furnmanskyy