

# 2016 SPONSORSHIP OPPORTUNITIES

## ANNUAL PARTNERSHIPS

Annual Partnerships offer sponsorship opportunities throughout the year. Packages can be tailored to meet your specific needs and interests.

### **PLATINUM CHAPTER PARTNER      \$40,000**

- 1 table for 10 at the Fall Fête
- 10 tickets to DAC Design Lectures
- 10 tickets to Architecture Week events
- 10 tickets to The Thing in the Spring event
- Presenting Partner sponsorship of Architecture Week
- An invitation to help shape events by participation on planning committees
- Speaking opportunity at a Continuing Education class and at an Architecture Week event
- Full page advertisement in four issues of Architecture DC which reaches more than 23,000 people, including those in the commercial and residential design industries, as well as design savvy Washingtonians
- Featured advertising in News Flash, AIA|DC's weekly e-news for two months, in addition to ongoing logo recognition throughout the year
- Recognition as a Chapter Partner in:
  - AIA|DC News (Chapter newsletter) More than 2,000 readers
  - AIA|DC.com (logo, link, listing)
  - The TEDx event
  - Recognition on the lobby video monitor at the Design Architecture Center
  - Press releases related to these events
  - Signage related to these events (electronic and/or print)
  - Recognition at the podium at these events
  - Display space at the events for brochures, business cards/literature distribution
  - Email invitations, follow-up email

**GOLD CHAPTER PARTNER****\$20,000**

- 1 table for 8 at the Fall Fête
- 5 tickets to DAC Design Lectures
- 5 tickets to Architecture Week events
- 5 tickets to The Thing in the Spring event
- Presenting Partner sponsorship of Chapter education or exhibitions program (includes recognition on every program announcement or 2016 exhibit)
- Speaking opportunity at an Architecture Week event
- ½ page advertisement in two issues of Architecture DC which reaches more than 23,000 people, including those in the commercial and residential design industries, as well as interested individuals
- Recognition in:
  - AIA|DC News (Chapter newsletter) More than 2,000 readers
  - News Flash (enews each Friday), including the donor logo
  - The TEDx event
  - AIA|DC.com (logo, link, listing)
  - Recognition on the lobby video monitor at the Design Architecture Center
  - Press releases related to these events
  - Signage related to these events (electronic and/or print)
  - Recognition at the podium at these events
  - Display space at the events for brochures, business cards/literature distribution
  - Email invitations, follow-up email

**SILVER CHAPTER PARTNER                      \$ 10,000**

- 1 table of 8 at the Fall Design Fête
- Education sponsorship recognition for Chapter Professional Education programs
- 4 tickets to the DAC Design Lectures
- 4 tickets to Architecture Week events
- 4 tickets to The Thing in the Spring
- Speaking opportunity at an Architecture Week event
- Discounted advertising rates in Architecture DC which reaches more than 23,000 people, including those in the commercial and residential design industries, as well as interested individuals
- Recognition in:
  - AIA|DC News (Chapter newsletter) More than 2,000 readers
  - News Flash (enews each Friday)
  - The Tedx event
  - AIA|DC.com (logo, link, listing)
  - Recognition on the lobby video monitor at the District Architecture Center
  - Press releases related to these events
  - Signage related to these events (electronic and/or print)
  - Display space at the events for brochures, business cards/literature distribution

**BRONZE CHAPTER PARTNER                      \$ 5,000**

- 2 tickets to the Fall Design Fête
- 2 tickets to the DAC Design Lectures
- 2 tickets to Architecture Week events
- 2 tickets to The Thing in the Spring Event
- Speaking opportunity at an Architecture Week event
- Recognition in:
  - AIA|DC News (Chapter newsletter) More than 2,000 readers
  - News Flash (enews each Friday)
  - The TEDx event
  - IA|DC.com (listing)
  - Recognition on the lobby video monitor at the District Architecture Center
  - Signage related to these events (electronic and/or print)
  - Display space at the events for brochures, business cards/literature distribution

## 2016 INDIVIDUAL EVENT AND PROGRAM SPONSORSHIPS

### ENGAGING THE PUBLIC

The **District Architecture Center** (DAC), in the heart of the bustling Penn Quarter District, is where architecture meets the city. The headquarters of the Washington Chapter of the American Institute of Architects (AIA|DC) and its partner organization, the Washington Architectural Foundation (WAF), DAC is where the public—both adults and children—can learn about architecture and architects locally and globally.

Lunchtime Learning sessions, walking tours, lectures, exhibits, music and the arts let visitors experience and enjoy all facets of design. And prospective future clients can learn about the resources available to find the right architect and contractor, what to expect from the design and construction process, how to avoid common misunderstandings and how Washington-area architects vary in style and practice.

**Each year six new exhibits in The SIGAL Gallery and The Sorg Gallery** at the District Architecture Center celebrate the built environment, showcasing excellence in architecture, historic preservation, interiors, urban design, and universal design. **Invitational openings** for each exhibit attract at least 75 people, while visitors who come specifically to view the exhibits number more than 3,000. Plus, thousands who attend meetings and events at DAC see the exhibits as they enter the building.

**Architecture Week**, now in its 18th year, is a public celebration of architecture in the nation’s capital which attracts more than 500 participants. More than 20 lectures, tours and events explore local architecture and the contributions of local architects.

The **DAC Design Lecture series** brings high-profile members of the international design community to speak at the District Architecture Center three or four time a year.

### Sponsorship Opportunities

Presenting Partner Sponsorship of openings of exhibits at the District Architecture Center’s SIGAL Gallery or Sorg Gallery	\$10,000
Sponsorship of an individual SIGAL Gallery or Sorg Gallery exhibit opening	\$ 2,500
Presenting Partner Sponsorship of Architecture Week	\$20,000
Sponsorship of individual programs during the week	\$ 2,500
Presenting Partner Sponsorship of the DAC Design Lecture Series	\$20,000

## **CELEBRATING ARCHITECTURE – AND THE ARCHITECTS AND PATRONS WHO CREATE IT**

The AIA|DC chapter honors its members and their achievements with an array of annual awards and events.

The **Fall Design Fête** recognizes the contributions of people who make Washington a better place through their contributions as designers, advocates and clients. This year's event will take place on **(date TBD)** at the Library of Congress where more than 450 people will gather to celebrate the winners of these awards:

- The **Centennial Medal**, the Chapter's highest honor, is awarded to an architect whose contributions span at least a decade of service to the Chapter, the community or the profession.
- The **Glenn Brown Award** honors an individual who has raised public awareness of architecture and improved the quality of life in Washington, DC
- The **John "Wieb" Wiebenson Award** celebrates the community spirit of architects combining good architecture with good works
- The **Emerging Architect Award** recognizes individuals who have shown exceptional leadership and made significant contributions to the profession early in their architectural career
  
- **KEYSTONE: \$25,000**
- Prime seating for 20 guests (two tables of 10)
- Recognition as a Presenting Sponsor on all printed materials
- Recognition in all Foundation eblasts
- Recognition from the podium
- Company Logo on printed invitation
- Full-page ad in dinner journal
- Hyperlink on WAF website
- Logo and Company Name on Guest Gift
- Reserved seating for six at the Chapter Awards Jury Presentation and Reception
- **CAPSTONE: \$15,000** Prime seating for 10 guests • Recognition as a Reception Sponsor on branded napkins and signage
- Recognition from the podium
- Company Logo on printed invitation
- Full-page ad in dinner journal
- Hyperlink on WAF website
- Company name on Guest Gift Reserved seating for four at the Chapter Awards Jury Presentation and Reception
- **CORNERSTONE: \$10,000 CORBEL: \$5,000**
- Prime seating for 10 guests Preferred seating for 8 guests Company Logo on printed invitation Company or Individual Name on printed invitation
- Half-page ad in dinner journal Company or Individual Name listed in dinner journal
- Recognition from the podium Hyperlink on WAF website
- Hyperlink on WAF website Company name on Guest gift. Company Name on Guest Gift
- **QUOIN: \$1,500**
- Reserved seating for 2 guests Company or Individual Name listed on event invitation
- Company or Individual Name listed in dinner journal
- **FETE Dinner Program Ad: ½ Page - \$500 Full Page - \$800**

## **CELEBRATING ARCHITECTURE – AND THE ARCHITECTS AND PATRONS WHO CREATE IT**

A major event is held at the District Architecture Center in December with nearly 200 architects and their clients to announce and celebrate the winners of:

- the **WASHINGTONIAN magazine and AIA|DC competition** to showcasing excellence in residential architecture
- The **Chapter Design Awards** highlighting excellent in the categories of architecture, interior architecture, historic resources, sustainability, urban design and universal design.
- The **UNBUILT Awards** recognizing excellence in unbuilt projects, both theoretical and commissioned.

### **Sponsorship Opportunities – Call to discuss benefit details**

Partner Level Sponsor (1)     \$ 5,000

- Premier Recognition from the podium
- Premier Company Logo on all screens throughout the event
- Company Name or Logo on Napkins
- 1/2 page ad in ArchitectureDC

Supporting Sponsor             \$2,500

- Recognition from the podium
- Company Logo on all screens throughout the event
- 1/4 page ad in ArchitectureDC
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## SERVICE TO THE COMMUNITY

**CANstruction** is an annual competition in which 20+ teams of architects build creatively out of canned goods which are then donated to the Capital Area Food Bank. More than 300 tons of food – which translates to 500,000 meals -- have been donated since 1998, making WAF one of the Food Bank's largest contributors. Much more than a good time for hundreds of volunteers, the competition focuses on hunger in our region and showcases the design and construction industries giving back to the communities they help build,

Since it was founded in 1991 **Pro Bono Design Services** has provided free design services to 350 local nonprofit organizations that cannot afford professional assistance. Volunteer architects usually undertake six projects each year, ranging from re-developing downtown LaPlata, MD, following a tornado to transforming public school libraries on Capitol Hill into state-of-the-art learning centers to leading the Garrison Elementary School Community Charrette to develop conceptual plans to renovate its school yard.

### Sponsorship Opportunities

Presenting Partner Sponsorship of CANstruction \$ 7,500

Presenting Partner Sponsorship of the Pro Bono Design Services program \$ 5,000

#### \$5,000 – Pallet Level Sponsor

- Recognition on individual signage throughout the exhibition
- Recognition at the CANstruction Build Out and at the Awards Ceremony
- Participation as a member of the panel of celebrity judges
- Recognition on WAF and AIA|DC websites with a hyperlink on both sites
- Inclusion in all press releases regarding the event

#### \$2500 – Case Level Sponsor

- Recognition on group signage throughout the exhibition
- Recognition at the CANstruction Build Out and at the Awards Ceremony
- Recognition on the WAF website with a hyperlink
- Inclusion in all press releases regarding the event

#### \$1,000 – Box Level Sponsor

- Recognition on group signage throughout the exhibition
- Recognition at the CANstruction Build Out and at the Awards Ceremony
- Recognition on the WAF website
- Inclusion in all press releases regarding the event

## NETWORKING AND PROFESSIONAL DEVELOPMENT

**DesignDC** provides education and networking opportunities to Washington, DC-area architects, builders and building industry professionals. In 2015 more than 770 people registered for 2-1/2 days of programs, with 60 education sessions and tours and 70 exhibitors. AIA|DC, AIA Potomac Valley and AIA Northern Virginia serve as co-sponsors. This year DesignDC will take place August 24-26, 2016.

**Continuing Education Classes** Each year the AIA|DC Chapter offers more than 100 continuing education lectures, seminars and classes for designers, architects and building industry professionals at the District Architecture Center.

At least once each month **AIA|DC Committees** engage a network of local leaders and innovators eager to share information and exchange ideas at social events and through program initiatives like Design in Action and Design in Aging. These unique affinity-based events let others learn from the experience of leaders in the field. The Emerging Architects Initiative's **7 x 7** program, for example, showcased this year's class of seven new AIA Fellows with each summarizing in seven minutes their career path, what being an AIA Fellow means to them, and what they know now that they wish they had known before.

### Sponsorship Opportunities

Presenting Partner Sponsorship of 2016 Continuing Education Programs	\$10,000
Sponsorship of individual continuing education programs	\$ 5,000
Presenting Partner Sponsorship of AIA DC Committee Affinity Events and Programs for One Committee	\$ 7,500
Sponsorship of one affinity event/program	\$ 5,000

## INVESTING IN THE FUTURE

**Architecture in the Schools (AIS)** matches volunteer architects with public school teachers to enrich the learning experience of children, reinforcing core academics and teaching how to exercise analytical and creative skills through the architectural design process. AIS also fosters a heightened civic consciousness, bridging the gap between school and everyday life. AIS has reached more than 20,000 children in metropolitan Washington, DC, schools since it began in 1992. In 2003, schools in Arlington and Fairfax counties joined AIS. AIS now serves 40 schools and 1,000 students in K-12 classrooms each year during these 8-week architect-led sessions.

The District Architecture Center is the place for **Hands on Architecture**, bi-monthly workshops for 10-14 year olds which have engaged 250 children and their parents over the past two years. The **Young Architects Series: Tools of the Trade**, for example, teaches young people skills in drawing, model-making, site design, sustainability, theatre set design, and more. These monthly programs include architectural walking tours of Washington, DC, neighborhoods and each participant receives a certificate of completion.

**Design in Action** is a professional mentoring program that enables 11<sup>th</sup> grade students to work with top architecture firms during their spring break, concluding with a reception for friends and family at District Architecture Center. In 2012, the program launched with 6 students from Phelps High School and 6 architecture firms. In 2015 participation rose to involve 26 students and 26 architecture firms.

**Design Like A Girl** is a new program initiative launched in 2015 to address the issue of under-representation of girls in architecture and other STEM (science, technology, engineering and math) fields by engaging them in a continuum of programs and opportunities to work with female role models, ranging from summer day camps for 10-12 year olds to mentoring programs for older girls.

**The Barbara G. Laurie Architecture Scholarship Program** helps create the next generation of architects by sponsoring graduating high school seniors entering an accredited architecture program and follows the students through all five years of their academic career. This year five students received scholarship assistance to three different schools -- Pennsylvania State University, Virginia Tech and University of Virginia.

### Sponsorship Opportunities

Presenting Partner Sponsorship of <b>Architecture in the Schools</b> AIS Presenting Partner Sponsorship requires a two-year commitment	\$ 25,000/year
Sponsorship of <b>Hands on Architecture</b>	\$ 5,000
Sponsorship of <b>Design in Action</b>	\$ 2,500
Sponsorship of <b>Design Like a Girl</b>	\$ 10,000
Presenting Partner Sponsorship of the <b>Barbara G. Laurie Scholarship Program</b>	\$ 20,000
Sponsorship of a <b>named scholarship</b> for one student for one year	\$ 2,500

For more information on DesignDC sponsorship opportunities, contact Jody Cranford at 800.818.0289 or [jcranford@aiadc.com](mailto:jcranford@aiadc.com).