



AIA Austin Homes Tour 2023 Sponsorship Information



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Make An Impact

Connect with an aspirational, design-minded audience.

Recognized as one of the top cities for quality of living and of the strongest housing markets in the U.S., Austin and its surrounding area continues to experience positive growth, with a population in excess of 2 million*. The AIA Austin Homes Tour taps into this growing market by showcasing some of the region's most architecturally significant residences. Now in its 37th year, the Tour is a highly anticipated destination event that brings together some 5,000 design enthusiasts to explore and celebrate beautifully designed homes.

The two-day, self-guided Tour features privately owned homes designed by architect members of AIA Austin, with both traditional and contemporary designs. Pre-tour webinars with the architects provide unique insights into the featured homes. The annual Tour catalog, richly illustrated with original photography, offers a lasting keepsake.

The Tour is featured in multiple media including *Austin HOME*, *LUXE*, *Modern Luxury Interiors*, *The Austin American-Statesman*, *KVUE*, *KXAN*, *Tribeza*, and *Texas Architect*, just to name a few. We often go beyond Texas, with *DWELL*, *Dezeen*, *ArchDaily*, *Architectural Record*, and other well-known publications announcing the Tour. But even more satisfying than seeing these houses on the pages of design magazines, on TV, and on social media, the Tour offers attendees the chance to step inside and explore these homes and their landscapes, offering an aspirational lifestyle experience like none other. We spend four months promoting the Tour before its October 28-29 dates, with collateral reaching over 50,000 people in the Austin market alone.

AIA Austin seeks partners to help demonstrate the power of great design through this year's 37th Anniversary Tour! Join us as a sponsor to showcase your brand and products to this inspired community of designers and design enthusiasts from Austin and beyond.



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Our Audience





tour duration

2 days

expected attendees

5,000

expected collateral reach

50,000

ATX pop. growth (last 10 yrs)*

↑34%

average single-family home price in popular homes tour zip codes**

\$1.2M

zip codes with most tour homes

**78703
78756**



*U.S. Census Bureau, Population Estimates, Austin MSA, 2020

**realtor.com, February 2022



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Important Sponsorship Dates:

- Sponsor Q&A meeting: June 2023, time TBD
- Sponsorship application and payment deadline: July 2023, date TBD
- Deadline to deliver marketing materials to AIA Austin (in-home sponsors only): October 2023, date TBD
- VIP Party (Friend of Tour-level sponsors and above): Friday, October 27
- Homes Tour: October 28-29, 2023 (Saturday and Sunday)



Sponsorship Levels

There are two categories of sponsorship opportunities available:

House Team- for businesses with products or services in one or more of the 2023 AIA Austin Homes Tour homes. Multi-home sponsorship packages are available. If you're not sure whether your company has products in a Tour home, contact ingrid@aiaaustin.org.

Friends of the Tour- for businesses who do not have products included in a Tour home but would like to support the Tour and promote their business to Tour attendees.

PLEASE NOTE: AIA Austin Allied Membership is required to be a Homes Tour sponsor in either category. If you do not already have an active membership, you can choose between a membership for the remainder of 2023 for \$500, or a membership through 2024 for \$750.



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House Team Sponsors

Tour Underwriter



\$3,500+ Allied Membership*

All Bronze-Gold Sponsor benefits, plus:

- Recognition in AIA Austin social media posts (Instagram: 11K followers, Facebook: 6,000 followers)
- Advertising package: 1 ad in the AIA Austin digital newsletter, *Archi-Facts* (3,700 subscribers; 4% CTR); and 1 mainpage website ad on aiaaustin.org (7400 monthly users; 2.2-minute visit)
- 2 tickets to the 2024 AIA Austin Design Awards held in May 2024
- 6 copies of print Homes Tour catalog
- Logo placement in Homes Tour catalog
- 4 additional Homes Tour tickets (12 total)

Sign up at aiaaustin.org/homes-tour-sponsorship-opportunities or contact annissa@aiaaustin.org.

* \$500 for membership for the remainder of 2023, or \$750 for membership through 2024.



Gold Sponsor

\$2,500 + Allied Membership*

All Bronze-Silver Sponsor benefits, plus:

- 1-2 representatives in sponsored home
- Acknowledgment in webinar session for the sponsored home (on-screen logo at start of event + dedicated shout-out by architect)
- 4 copies of print Homes Tour catalog
- 4 additional Homes Tour tickets (8 total)
- 2 VIP Party tickets for Friday, October 27

Silver Sponsor

\$1,500 + Allied Membership*

All Bronze Sponsor benefits, plus:

- 1 display board (11x17") and business cards/postcards in sponsored home
- 2 additional Homes Tour tickets (4 total)



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Bronze Sponsor

Free with Allied Membership*

- Recognition in Homes Tour catalog (digital and print)
- Recognition on AIA Austin Homes Tour minisite with link
- Social media package with branded collateral to promote to your followers
- 2 Homes Tour tickets
- 25% sponsor discount on additional Homes Tour tickets/merch



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Friends of the Tour Sponsors

Friend of the Tour



\$2,500

- Recognition on AIA Austin Homes Tour website with link
- Recognition in Homes Tour catalog (digital and print format)
- 1 ad in *Archi-Facts* digital newsletter (3,700 subscribers; 4% CTR)
- Logo on Homes Tour T-shirt
- 8 Homes Tour tickets
- 4 copies of Homes Tour print catalog
- 2 VIP Party tickets for Friday, October 27
- 25% sponsor discount on additional Homes Tour tickets/merch

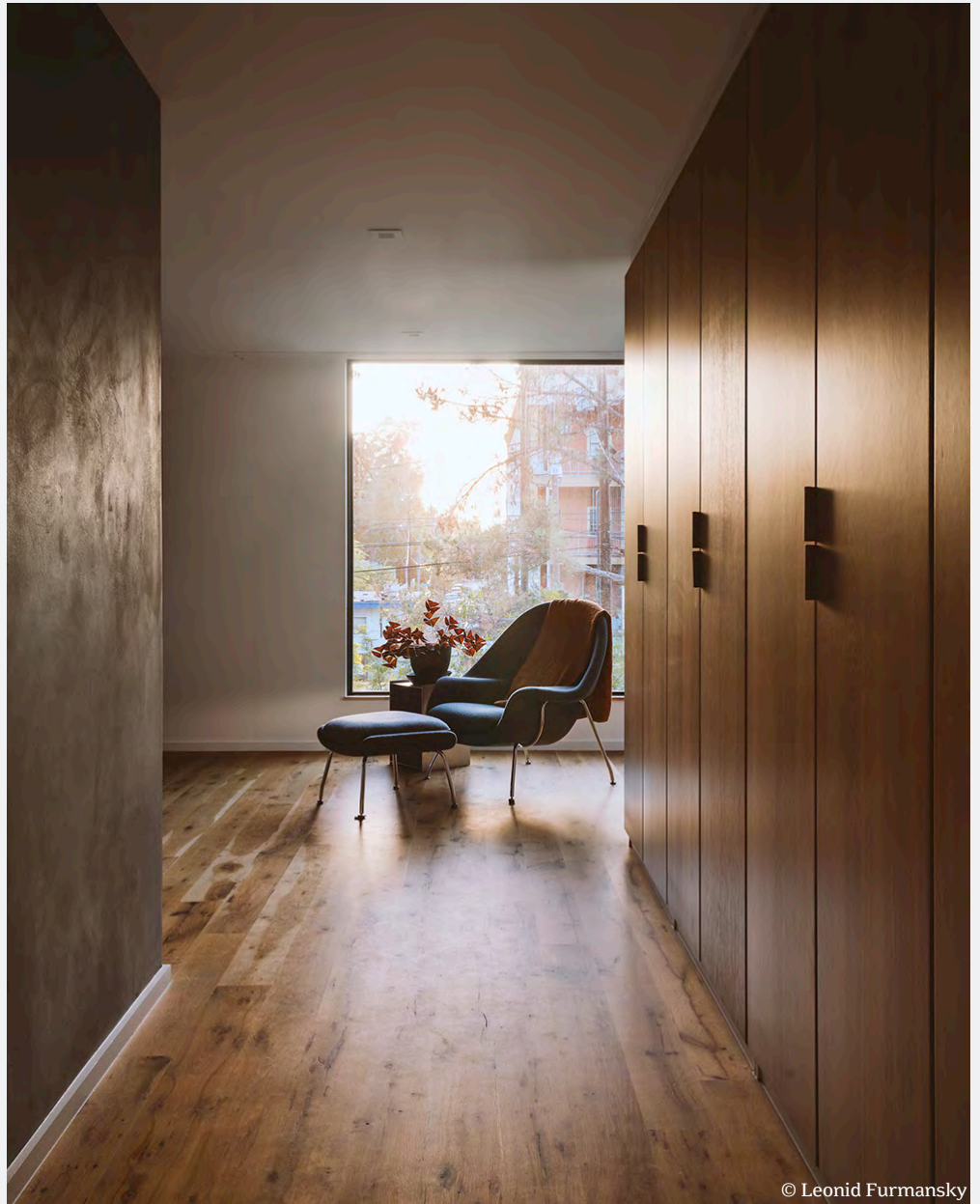
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Questions?

Contact Us

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