



2024

SPONSORSHIP OPPORTUNITIES

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

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

AIA Austin helps you reach the design community with a variety of opportunities for exposure. You will directly 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/become-an-allied member](http://aiaaustin.org/become-an-allied-member).

Discounted packages are available for full-year coverage. Contact kerrie@aiaaustin.org for details.



Image: Suzanne Cordiero

2024 EVENT CALENDAR

In 2024, events are expected to be hosted in-person with some virtual components.

Contact ingrid@aiaaustin.org for up-to-date information about each event.

MARCH	Principals Breakfast Design Talks
APRIL	Design Talks Design Awards Jury Weekend Jury Conversations Austin Architecture Cruise
MAY	Design Talks Design Awards Celebration
AUGUST	Design Excellence Conference
SEPTEMBER	Principals Breakfast Design Talks
OCTOBER	Design Talks AIA Austin Homes Tour Austin Architecture Cruise
NOVEMBER	Annual Meeting Design Talks
DECEMBER	Holiday Party

1938 CIRCLE

The 1938 Circle, named after the year AIA Austin was founded, is a recognition program for AIA Austin members who invest a cumulative amount of \$10,000 or more in AIA Austin sponsorships, advertising, and Center for Design ATX/Austin Foundation for Architecture support on an annual basis.

1938 Circle Membership \$10,000 minimum

- Recognition at all AIA Austin signature events (Design Awards, Design Excellence Conference, Homes Tour, Annual Meeting and Holiday Party)
- 1938 Circle Lounge at Design Awards Celebration
- Company logo and link on the 1938 Circle page on the AIA Austin website
- Company name on the vinyl wrap in the AIA Austin conference room
- A spotlight feature on designated AIA Austin social media channels (Instagram: 12.6K followers, Facebook: 5.7K followers)
- Permission to use the 1938 Circle logo
- Presented with a 1938 Circle partner plaque at the thank you event



Images, top to bottom: Ingrid Spencer, Atelier Wong Photography, Maggie Svoboda

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)
- Allied Member Roundtable
- Architecture: K-12
- Building Enclosure Council (BEC)
- Committee on the Environment (COTE)
- Custom Residential Architects Network (CRAN)
- DesignVoice
- Emerging Professionals
- Exhibitions and Experiences (joint committee with Center for Design ATX)
- Justice, Equity, Diversity and Inclusion (J.E.D.I.)
- Latinos in Architecture (LiA)
- Leadership Collective
- LGBTQIA+ Alliance
- Small Firms Roundtable
- Urban Design

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

Single Committee Annual Sponsorship \$1,500 (+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



GUIDE TO AUSTIN ARCHITECTURE

A COLLABORATION WITH
CENTER FOR DESIGN ATX

A program of Center for Design ATX/Austin Foundation for Architecture, the Guide to Austin Architecture offers insight into the city's unique places and spaces with walking tours, texts, and images curated by local architects. The Guide currently has six tours and over 100 entries with a new tour released each year.

Guide to Austin Architecture Sponsorship (yearly) \$500

- Acknowledgement, link, and logo in guidetoaustinarchitecture.com footer
- Acknowledgement in Guide-related social media, generally one campaign/year



Images: Bud Franck

DESIGN TALKS

A COLLABORATION WITH CENTER FOR DESIGN ATX

Presented by the Center for Design ATX/Austin Foundation for Architecture, Design Talks is a bi-monthly lecture series featuring a diverse group of professionals across design disciplines. We partner with a variety of organizations to host speakers and provide accessible, captivating presentations.

Design Talks Underwriter Sponsorship (includes all six events) \$2,500

- Four tickets to all six design talk events
- Logo on-screen at the start of each event
- Introduction to audience with speaking opportunity
- Recognition in a follow-up email to attendees for each event
- Two in-body ads in *Archi-Facts*, our weekly public digital newsletter with 3,600+ subscribers/49% average open rate/3% average click rate
- One in-body ad in *Point Perspective*, our monthly Members digital newsletter with 1,400+ subscribers/52% average open rate/3% click rate
- One month-long ad on aiaaustin.org, with 7,400 active monthly users/ 2.3-minute average visit duration



Images: Jacqueline Gilles

ARCHITECTURE CRUISE

A COLLABORATION WITH CENTER FOR DESIGN ATX

A program of Center for Design ATX/Austin Foundation for Architecture, this relaxing and insightful tour explores the architectural gems of our city by boat. Expert hosts demystify downtown Austin's points of interest from the past, present, and future. Past hosts include: Michael Hsu, FAIA, IIDA, Wendy Dunnam Tita, FAIA, Larry Speck, FAIA, and Gabriella Bermea, AIA.

Architecture Cruise Sponsorship (includes both spring and fall events) \$4,000

- Four tickets to each boat tour (2 public tours, 2 private tours)
- Company name with Logo where possible on printed and digital materials:
 - Austin Architecture Cruise Official Takeaway Map
 - Center/AFA spring and fall programming brochures
 - Sponsor sign on the refreshments table
 - AIA Austin monthly member email and Center/AFA quarterly newsletter
 - AIA Austin and Center/AFA Instagram
 - Program-related web pages
- Verbal recognition in boat tour opening remarks
- Recognition in a follow-up email to attendees for each event
- Two in-body ads in *Archi-Facts*, our weekly public digital newsletter with 3,600+ subscribers/49% average open rate/3% average click rate
- One in-body ad in *Point Perspective*, our monthly Members digital newsletter with 1,400+ subscribers/52% average open rate/3% click rate
- One month-long ad on aiaaustin.org, with 7,400 active monthly users/ 2.3-minute average visit duration



Images: Jacqueline Gilles

HONOR AWARDS BRUNCH

The AIA Austin Honor Awards Brunch celebrates the people and organizations who are positively contributing to Austin's built and natural environment, and creating an equitable, sustainable, accessible, and beautiful Austin for all. This event joins these notable people and organizations in celebration, along with a prominent audience from the design community. This year's brunch is set for Friday, April 12, 2023.

Honor Awards Brunch Platinum Sponsor \$5,000 (Exclusive Opportunity)

- Logo on Honor Awards event announcements
- One in-body ad in *Archi-Facts*, our weekly public digital newsletter with 3,600+ subscribers/49% average
- One ticket to Design Talks (2025 Series, 6 events)
- 8-10 Tickets (one table) to the Honor Awards Brunch
- Mention in social media post in conjunction with honor award announcements (Instagram: 12.6K followers, Facebook: 5.7K followers)
- Listing on slide presentation



Images: Atelier Wong Photography

HONOR AWARDS BRUNCH CON'TD

Honor Award Underwriter (Exclusive per award, 6 awards available) \$4,000

- Your company's logo engraved on Honor Award of your choice
- Logo on event listings
- Acknowledgment with logo on slide presentation during both Honor Awards and Design Awards events
- Logo on step-and-repeat banner for celebration event
- Mention in social media post in conjunction with award announcements (Instagram: 12.6K followers, Facebook: 5.7K 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
- 8-10 Tickets (one table) to the Honor Awards Brunch

Honor Awards Brunch Gold Sponsor \$2,500

- Mention in social media post in conjunction with honor award announcements (Instagram: 12.6K followers, Facebook: 5.7K followers)
- One in-body ad in *Archi-Facts*, our weekly public digital newsletter with 3,600+ subscribers/49% average open rate/3% average click rate
- One ticket to Design Talks (2025 Series, 6 events)
- 6 Tickets to the Honor Awards Brunch
- Listing on Design Awards event announcements
- Listing on slide presentation



Images: Atelier Wong Photography

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 (for both events, two sponsorships available) \$3,000

- 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
 - Opportunity to display company marketing materials at the event
- Recognition in a follow-up email to attendees



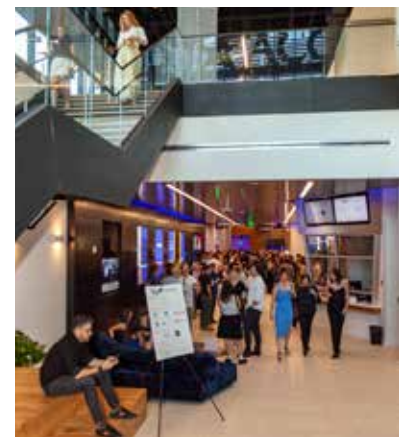
DESIGN AWARDS CELEBRATION

AIA Austin recognizes the accomplishments of the design and placemaking community through their annual awards celebrations.

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

Design Awards Presenting Sponsor \$6,000 (Exclusive Opportunity)

- Opportunity to announce Design Award winners at celebration event
- 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 3,600+ subscribers/49% average open rate/3% average click rate
- One ticket to Design Talks (2025 Series, 6 events)
- 10 Tickets to the Awards Celebration
- Listing on Design Awards event announcements
- Mention in social media post in conjunction with award announcements (Instagram: 12.6K followers, Facebook: 5.7K followers)
- Listing on slide presentation



Images: Atelier Wong Photography

DESIGN AWARDS CELEBRATION CON'TD

Design Awards Platinum Sponsor \$4,000

- 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 (Instagram: 12.6K followers, Facebook: 5.7K followers)
- One in-body ad in *Archi-Facts*, our weekly public digital newsletter with 3,600+ subscribers/49% average open rate/3% average click rate
- One ticket to Design Talks (2025 Series, 6 events)
- 6 Tickets to the Design Awards Celebration
- Listing on Design Awards event announcements
- Listing on slide presentation

Jury Conversations Sponsor \$2,500 (Exclusive Opportunity)

- 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
- Listing on Design Awards event announcements
- Mention in social media post in conjunction with award announcements (Instagram: 12.6K followers, Facebook: 5.7K followers)
- 4 tickets to the Design Awards Celebration
- Listing on slide presentation

Design Awards Gold Sponsor \$2,500

- Listing on Design Awards event announcements
- Mention in social media post in conjunction with award announcements (Instagram: 12.6K followers, Facebook: 5.7K followers)
- 4 tickets to the Design Awards Celebration
- Listing on slide presentation



Images: Atelier Wong Photography

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 300 design professionals together to learn, be inspired, and connect with peers.

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

- Logo on-screen before sponsored keynote session
- Opportunity to deliver 2-minute presentation before speaker
- 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 (Instagram: 12.6K followers, Facebook: 5.7K followers)

Lanyard Sponsor \$2,500 (Allied Membership required)

- Logo on lanyard for registrant name tags
- One in-body ad in *Archi-Facts*, our weekly public digital newsletter with 3,600+ subscribers/49% average open rate/3% average click rate
- 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 (Instagram: 12.6K followers, Facebook: 5.7K followers)

Images: Atelier Wong Photography



DESIGN EXCELLENCE CONFERENCE CONT'D

Coffee or Lunch Break Sponsor \$2,000 (Allied Membership required)

- Opportunity to have representative present in coffee/lunch area on day of sponsored break
- Acknowledgment in conference schedule and on event signage
- 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 (Instagram: 12.6K followers, Facebook: 5.7K followers)

Premium Exhibitor \$1,250 Allied Members/\$1,500 Non-Members

- 10-foot exhibit table in prominent 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)
- 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 (Instagram: 12.6K followers, Facebook: 5.7K followers)

Exhibitor \$750 Allied Members/\$1,000 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 (Instagram: 12.6K followers, Facebook: 5.7K followers)



Images: Atelier Wong Photography

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 38 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 2024 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)
- Recognition on AIA Austin's Homes Tour website with link
- Complimentary Allied Membership status for 2025
- 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: 12.6K followers, Facebook: 5.7K 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



Images: Casey Woods Photography

HOMES TOUR CONT'D

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

- Selected vehicles (one per home, subject to approval by AIA Austin) featured in the official Homes Tour press photos, also featured in the Homes Tour catalog (digital and print)
- Recognition as Platinum Sponsor in the Homes Tour catalog (digital and print)
- Recognition on AIA Austin's Homes Tour website with link
- Complimentary Allied Membership status for 2025
- 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: 12.6K followers, Facebook: 5.7K 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 3,600+ subscribers/49% 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



ANNUAL MEETING

Every November, AIA Austin hosts an Annual Meeting, bringing together a large group of 100+ AIA Austin Members and constituents, both to elect the next year's board of directors and hear a relevant talk by a prominent speaker. The Allied Member companies supporting this event will have a chance to introduce themselves to the group, distribute literature about their company, and network before and after the speaker session.

Annual Meeting Sponsorship (two sponsorships available) \$2,500

- Company name with Logo and "Presented By" where possible on printed and digital materials:
 - Email invitation to all AIA Members
 - Sponsor sign located on the refreshments table
 - Annual Meeting web page on aiaaustin.org
- Verbal recognition in opening remarks with speaking opportunity to share about your company
- Recognition in a follow-up email to attendees for each event
- One in-body ad in *Archi-Facts*, our weekly public digital newsletter with 3,600+ subscribers/49% average open rate/3% average click rate
- One in-body ad in *Point Perspective*, our monthly Members digital newsletter with 1,400+ subscribers/52% average open rate/3% click rate
- Recognition in a follow-up email to attendees



HOLIDAY PARTY

Our final event of the year, the Holiday Party brings together the leaders, members, and friends of AIA Austin and Center for Design ATX 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 3,600+ subscribers/49% average open rate/3% average click rate



Images: Atelier Wong Photography

DIGITAL NEWSLETTERS

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

- *Point Perspective* (AIA Members only; 1,400+ subscribers, sent the first Monday of each month)
- *Archi-Facts* (3,600+ 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. Masthead Sponsorship \$2,000

Up to 4 available per year

- 600x150px banner ad with hyperlink in exclusive header position of each weekly newsletter during the sponsorship period.

2. Section Sponsorship \$1,250

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

- 600x75px 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

- 300x200px 2-column ad with hyperlink in full month of newsletters (one *Point Perspective* + three *Archi-Facts* newsletters)

Shorter-term and text-only options are available.

Please contact courtney@aiaaustin.org for details.

