

The logo consists of a black circle containing the letters 'AIA' in white, followed by the word 'Chicago' in a white sans-serif font.

**AIA** Chicago

# Sponsorship Opportunity Guide

**2022**

# Welcome

Dear Members and Friends,

2022 is shaping up to be an exciting year! In addition to serving as the host city and chapter for the AIA Conference on Architecture 2022 (A'22) with 17,000+ projected attendees from around the country, we are also looking forward to welcoming members back for more in-person programs and events.

Becoming an AIA Chicago sponsor not only demonstrates your support for Chicago's architectural community, but also provides your company with unprecedented exposure to AIA Chicago's 4,000 members and 10,000+ social media followers.

You'll find sponsorship opportunities of many levels and across the spectrum of AIA Chicago's programs and events – including Designight 2022, the premier architectural celebration of the year.

Whether you're interested in reaching a wide audience or a specific subset of our membership closely tied to your specific industry, valuable and meaningful benefits await.

Our new 1869Circle program provides unprecedented recognition and all-year visibility – at every event and program – for those member firms and affiliate members who invest a cumulative amount of \$10,000 or more in AIA Chicago sponsorships and advertising on an annual basis. You'll find details at the end of the guide.

We look forward to helping you position your company's work in front of AIA Chicago's members, industry partners, and future clients.

All the best,

Jen Masengarb, Assoc. AIA  
Executive Director  
AIA Chicago

Julie Hacker, FAIA  
Vice President, Sponsorship  
AIA Chicago

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## Questions?

Please don't hesitate to reach out to Kirstin Osgood, Director of Development and Sales at AIA Chicago, with any questions you may have:

[kosgood@aiachicago.org](mailto:kosgood@aiachicago.org)  
(312) 374-1726

# AIA Chicago At-A-Glance

For the first time in 25 years, AIA Chicago has developed a Strategic Plan, and revised our Mission and Vision statements.

## Read the Strategic Plan:

[AIACHicago.org/about/2021-2023-Strategic-Plan](https://AIACHicago.org/about/2021-2023-Strategic-Plan)

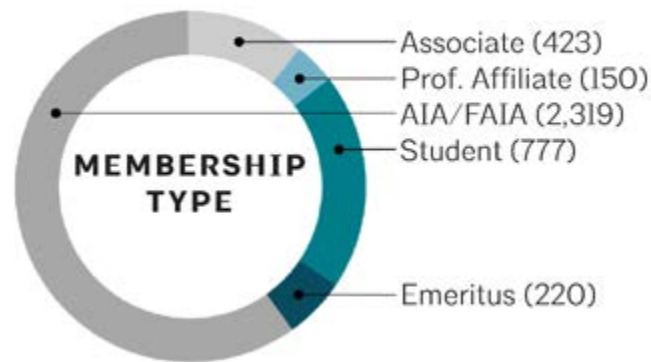
### MISSION

AIA Chicago builds on our city's architectural legacy by advocating for the profession, sharing knowledge among members, and partnering with communities.

### VISION

Fostering a culture of design excellence for equitable, sustainable places and spaces.

## AIA Chicago Membership in 2021: 3,889



AIA Chicago partnered with AIA Illinois to support two successful advocacy efforts:

- Successful passage of the **Illinois Climate and Equitable Jobs Act (CEJA)**, a comprehensive energy bill to combat climate change and create equitable jobs
- Preservation and adaptive reuse of the **James R. Thompson Center**, designed by Helmut Jahn, FAIA, in Chicago

- ✉ 10,718 Subscribers
- 🐦 8,013 Followers
- 📘 4,556 Followers
- 📷 3,542 Followers
- 🌐 2,986 Followers
- 👁 1,869 Views



Four issues of **Chicago Architect** magazine to our over **4,000 subscribers**

## 2021 Member Programs by Month

|    |          |   |           |
|----|----------|---|-----------|
| 4  | January  | 4 | July      |
| 8  | February | 6 | August    |
| 9  | March    | 6 | September |
| 11 | April    | 8 | October   |
| 12 | May      | 3 | November  |
| 9  | June     | 3 | December  |

# DESIGNIGHT 2022 Sponsorship Opportunities

The premier architectural celebration of the year, recognizing design excellence at all scales

**1869Circle** Eligible

|   | Friend<br>\$1,000 | Supporter<br>\$5,000 | Lead<br>\$7,500 | Premier<br>\$10,000 |
|---|-------------------|----------------------|-----------------|---------------------|
| Sponsor picnic baskets with charcuterie   |                   |                      | ●               | ●                   |
| Priority seating for your group   |                   | ●                    | ●               | ●                   |
| Recognition from the podium   | ●                 | ●                    | ●               | ●                   |
| Logo recognition on the AIA Chicago website   | ●                 | ●                    | ●               | ●                   |
| Logo recognition on designated pre- and post-event communications   | Name only         | ●                    | ●               | ●                   |
| Logo recognition on the big screen  | ●                 | ●                    | ●               | ●                   |
| Logo recognition on designated event posts on AIA Chicago social media                                      | Name only         | ●                    | ●               | ●                   |
| Commercial on the big screen  |                   |                      | 20 seconds      | 40 seconds          |
| Commercial on AIA Chicago social media  |                   |                      |                 | 40 seconds          |
| Invitation to sponsor recognition industry event (tentative Summer '22)                                     | ●                 | ●                    | ●               | ●                   |
| Dedicated eBlast (to AIA Chicago's 10,800 person audience)<br>or complimentary month-long Job Board listing |                   |                      |                 | ●                   |
| eNews standard ad (to AIA Chicago's 10,800 person audience)   |                   | 1                    | 2               | 3                   |
| Right to use "2022 Sponsor of AIA Chicago"  | ●                 | ●                    | ●               | ●                   |

\*Benefits subject to change.

As a sponsor for DESIGNIGHT 2022, held on September 12, 2022, your company will have exposure to the nearly 4,000 AIA Chicago members, as well as developers, contractors, clients, affiliated professionals, the general public, and our extensive social media following.

A-la-carte and bar sponsorship opportunities coming soon. Contact Kirstin Osgood for more info.

**Deadline to Secure DESIGNIGHT Sponsorship: Monday, August 1, 2022**

## Champion Sponsorship

Sponsors that have committed to sponsor both **AIA Chicago's DESIGNIGHT** and the **Chicago Architecture Center's (CAC) Gala** (Wednesday, September 14, 2022), will be recognized as **Champion Sponsors** at both events, including pre- and post-event communications. Sponsors must give at the \$5,000 level or above to both organizations.

## Ready to Purchase?

Contact Kirstin Osgood, Director of Development and Sales

[kosgood@aiachicago.org](mailto:kosgood@aiachicago.org)  
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# Annual Meeting and Holiday Party Sponsorship Opportunities

The Annual Meeting is a members-only, virtual business meeting in December that recaps the accomplishments of the past year, followed by a public Holiday Party and end-of-year celebration.

**1869Circle** Eligible

|  | Friend<br>\$1,000 | Supporter<br>\$2,000    | Lead<br>\$3,000            |
|--|-------------------|-------------------------|----------------------------|
| Complimentary ticket(s) to the Holiday Party                             | 1                 | 2                       | 4                          |
| Recognition in Annual Meeting communications                             | ●                 | ●                       | ●                          |
| Verbal recognition during Annual Meeting                                 | ●                 | ●                       | ●                          |
| Logo recognition during Annual Meeting and Holiday Party                 | ●                 | ●                       | ●                          |
| Logo on designated event posts on AIA Chicago social media               | ●                 | ●                       | ●                          |
| Sponsor-produced commercial during Annual Meeting                        |                   | 20 seconds <sup>1</sup> | 40 seconds                 |
| eNews Standard ad (to AIA Chicago's 10,800 person audience) <sup>2</sup> |                   | 1 standard ad           | 2 consecutive standard ads |

<sup>1</sup> Occuring at the end of the program  
<sup>2</sup> To use within 12 months of the date of the Annual Meeting

\*Benefits subject to change.

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# Knowledge Community and Affinity Group Sponsorship Opportunities

Groups to provide members a platform to discuss and promote issues most important to them

**1869Circle** Eligible

|   | Friend<br>\$1,000 | Supporter<br>\$2,000 | Lead<br>\$3,000 | One Time Host,<br>Food & Beverage<br>Varies |
|---|-------------------|----------------------|-----------------|---|
| Verbal recognition during each event                                      | ●                 | ●                    | ●               | ●   |
| Name recognition on the AIA Chicago website <sup>1</sup>                  | ●                 | ●                    | ●               | ●   |
| Logo recognition on designated event communications                       | ●                 | ●                    | ●               | ●   |
| Logo recognition during each event  | ●                 | ●                    | ●               | ●   |
| Logo recognition on designated event post on AIA Chicago social media     | Name only         | ●                    | ●               |   |
| Complimentary tickets to each event hosted by the group of sponsorship    | 2                 | 4                    | 6               | 8   |
| Opportunity for brief remarks, where applicable                           |                   |                      | ●               | ●   |
| Dedicated eBlast to members of the Community/Group (size of group varies) |                   |                      | ●               |   |

<sup>1</sup> Benefit will switch to logo recognition mid-September, 2022 with the launch of the new AIA Chicago website

\*Benefits subject to change.

As an annual AIA Chicago Knowledge Community or Affinity Group sponsor, you'll receive recognition at all meetings and activities from the date of payment. All Knowledge Communities and Affinity Groups are expected to host a minimum of three programs annually. A-la-carte sponsorships, including hosting, food and beverage, as well as other options may also be available.

Sponsor a combination of three or more Knowledge Communities and/or Affinity Groups at the Supporter or Lead levels and receive a complimentary article placement ad in the AIA Chicago eNews.

Benefits may vary between groups.

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# Knowledge Communities

## **2030 Commitment**

Transforming architectural practice way by prioritizing energy performance and carbon neutral buildings through the national 2030 Challenge.

## **Architecture for Justice**

Promotes high-quality planning, design, and delivery of justice architecture.

## **Community Engagement**

Bringing architects and design thinking into our communities through programs such as Architects in Schools.

## **Custom Residential Architects Network (CRAN)**

The leading resource and voice for architects who focus on collaborative design with homeowners through support, advocacy and education.

## **Design**

Advocating and sharing the latest trends, practices, and innovations from across the industry.

## **Design for Aging**

Works to enhance the quality of life and built environment for an aging society.

## **Education**

Brings together design professionals for discussions on how to design and build to meet the needs of student.

## **Environment**

Serves as the community and voice of sustainable design and best practices.

## **Healthcare**

Advocates for innovations in design that help improve healthcare and shares the latest research.

## **Historic Resources**

Works to identify, understand, and preserve architectural heritage.

## **Interior Architecture**

IAKC provides leadership, expertise and innovative programming to practitioners of interior architecture and design.

## **Practice Management**

Information center on the business of architecture, trends in financial management, risk mitigation, and professional development that will determine the future of the profession.

## **Regional and Urban Planning**

Assists architecture professionals in keeping pace with changing conditions to improve regional and urban environments through design excellence.

## **Small Firm Exchange**

Generates, collects, and disseminates knowledge on how to successfully run a small firm and complete small projects.

## **Technical Issues**

Serving as a resource for the profession and the public in the use of technology related to the practice of architecture.

# Affinity Groups

## **Equity, Diversity, Inclusion (EDI)**

Promotes, advocates, and creates opportunities for greater equity, diversity, and inclusivity in the practice of architecture.

## **LGBTQI+**

As the first LGBTQI+ group of architects in the country, AIA Chicago's is focused on raising the visibility of LGBTQI+ members of the professional architecture community and fostering diversity in the industry.

## **Young Architects Forum**

Network for emerging professionals in the architecture and design industry who are interested in furthering the discussion of design, professional development, and collaboration.



# Professional Development Sponsorship Opportunities

Exclusive leadership and professional development programs designed to challenge participants and encourage growth

**1869Circle** Eligible

|   | <b>Sponsor</b><br>\$1,500 |
|---|---------------------------|
| Complimentary tickets to the AIA Chicago Holiday Party                              | 2                         |
| Verbal recognition during each event  | ●                         |
| Logo recognition on designated event communications                                 | ●                         |
| Logo recognition on the screen during in-person and online events, where applicable | ●                         |
| Sponsorship exclusivity   | 3 per group               |

\*Benefits subject to change.

By selecting to be either an AIA Chicago Bridge or TransFORM sponsor, you'll receive recognition at all group meetings and activities to commence upon the receipt of payment and logo.

Benefits may vary between groups.

## **Bridge**

Mentoring program sponsored by AIA Chicago, the AIA College of Fellows, and the Young Architects Forum that provides emerging professionals with access to local AIA Fellows (FAIA), leaders, and designers from the architectural community.

## **TransFORM**

Interdisciplinary, interactive series of classes focused on skill building for the business of architecture. This intensive program centers on transformational leadership, utilizing strategic, tactical and operational skill sets designed to affect change in an architect's individual career and within their firm.

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# Vendor Education Program

Present to AIA Chicago members and friends and gain exposure to our membership.

**1869Circle** Eligible

|   | Affiliate Firm<br>Member<br>\$1,000 | Non-Member<br>\$1,500 |
|---|-------------------------------------|-----------------------|
| Opportunity to present to AIA Chicago members from the AIA Chicago offices <i>or</i> using an online platform | ●                                   | ●                     |
| Calendar listing with embedded link on AIA Chicago website  | ●                                   | ●                     |
| eNews event listing (to AIA Chicago's 10,800 person audience) <sup>1</sup>                                    | ●                                   | ●                     |

<sup>1</sup> Benefit applicable if information and payment has been made at least three weeks prior to event.

\*Benefits subject to change.

The Vendors Education Program (VEP) is an opportunity for architecture and design-related vendors to present to AIA Chicago members and friends, either utilizing the space at AIA Chicago or an online platform. This will give your company exposure to our nearly 4,000 architect and affiliate members, as well as promotion of the event to our 10,800-person email audience.

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The **1869Circle** is a program of unprecedented recognition for those who invest a cumulative amount of \$10,000 or more in AIA Chicago sponsorships and advertising on an annual basis. This is an AIA Chicago members-only program.

## Architecture Firm Qualification Checklist

- Sponsor a minimum of two 2022 AIA Chicago events: DESIGNIGHT, A'22 (Chapter Sponsorship), Annual Meeting, Knowledge Communities, Affinity Groups, Professional Development Programs
- Support of an AIA Chicago Foundation program or initiative (support starts at \$1,000, tax deductible), Selected from: Diversity Scholarship, Architects in Schools, or indicate "where needed most"
- Minimum of \$10,000 in sponsorships and charitable giving to qualify
- Membership (a member of the firm must be an AIA Chicago member)

All four qualifications must be met.

## Suppliers, Vendors, and Consultants Qualification Checklist

- Sponsor a minimum of two 2022 AIA Chicago events: DESIGNIGHT, A'22 (Chapter Sponsorship), Annual Meeting, Knowledge Communities, Affinity Groups, Professional Development Programs
- Advertise in Chicago Architect magazine (1869Circle partners receive discount pricing; ads start at \$500)
- Minimum of \$10,000 in sponsorships and advertising to qualify
- Membership (Affiliate Firm, \$575)

All four qualifications must be met. In addition, partners are invited to contribute to the AIA Chicago Foundation.

## Partner Benefits

Recognition at all AIA Chicago events (DESIGNIGHT, Annual Meeting, Holiday Party, and Knowledge Community events and programs)

Company logo and link to website on a newly created 1869Circle page on the AIA Chicago website

Company name on the column wrap on the AIA Chicago office pillars (sign up by May 15 for inclusion)

A spotlight feature on designated AIA Chicago social media

Recognition in new member welcome email communications

Logo in an 1869Circle partner Thank You advertisement in *Chicago Architect*

Permission to use the 1869Circle logo

Invitation to an exclusive partner and sponsor thank you networking event with key industry stakeholders

Presented with a 1869Circle partner plaque at the thank you event

An annual wrap up with ROI is available to all 1869Circle partners