Sponsorship Opportunity Guide

AIA Chicago 2022 Sponsorship Opportunities
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

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
(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

**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 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

---

**AIA Chicago Membership in 2021: 3,889**

**2021 Member Programs by Month**

<table>
<thead>
<tr>
<th>Month</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>4</td>
</tr>
<tr>
<td>February</td>
<td>8</td>
</tr>
<tr>
<td>March</td>
<td>9</td>
</tr>
<tr>
<td>April</td>
<td>11</td>
</tr>
<tr>
<td>May</td>
<td>12</td>
</tr>
<tr>
<td>June</td>
<td>9</td>
</tr>
<tr>
<td>July</td>
<td>4</td>
</tr>
<tr>
<td>August</td>
<td>6</td>
</tr>
<tr>
<td>September</td>
<td>6</td>
</tr>
<tr>
<td>October</td>
<td>8</td>
</tr>
<tr>
<td>November</td>
<td>3</td>
</tr>
<tr>
<td>December</td>
<td>3</td>
</tr>
</tbody>
</table>

---

**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
DESIGNIGHT 2022 Sponsorship Opportunities

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

1869Circle Eligible

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

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
(312) 374-1726

*Benefits subject to change.
## 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**

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

1. Occurring at the end of the program
2. To use within 12 months of the date of the Annual Meeting

*Benefits subject to change.*

---

**Ready to Purchase?**

Contact Kirstin Osgood, Director of Development and Sales
kosgood@aiachicago.org
(312) 374-1726
# Knowledge Community and Affinity Group Sponsorship Opportunities

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

**1869Circle** Eligible

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Friend $1,000</th>
<th>Supporter $2,000</th>
<th>Lead $3,000</th>
<th>One Time Host, Food &amp; Beverage Varies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal recognition during each event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name recognition on the AIA Chicago website¹</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on designated event communications</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition during each event</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on designated event post on AIA Chicago social media</td>
<td>Name only</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary tickets to each event hosted by the group of sponsorship</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Opportunity for brief remarks, where applicable</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated eBlast to members of the Community/Group (size of group varies)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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.

---

### Ready to Purchase?

Contact Kirstin Osgood, Director of Development and Sales

kosgood@aiachicago.org
(312) 374-1726
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

1869 Circle Eligible

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>$1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary tickets to the AIA Chicago Holiday Party</td>
<td>2</td>
</tr>
<tr>
<td>Verbal recognition during each event</td>
<td>●</td>
</tr>
<tr>
<td>Logo recognition on designated event communications</td>
<td>●</td>
</tr>
<tr>
<td>Logo recognition on the screen during in-person and online events, where applicable</td>
<td>●</td>
</tr>
<tr>
<td>Sponsorship exclusivity</td>
<td>3 TransFORM Unlimited Bridge</td>
</tr>
</tbody>
</table>

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.

Ready to Purchase?

Contact Kirstin Osgood, Director of Development and Sales
kosgood@aiachicago.org
(312) 374-1726
**Vendor Education Program**

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

**1869Circle Eligible**

<table>
<thead>
<tr>
<th></th>
<th>Affiliate Firm</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Opportunity to present to AIA Chicago members from the AIA Chicago offices or using an online platform</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Calendar listing with embedded link on AIA Chicago website</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>eNews event listing (to AIA Chicago’s 10,800 person audience)</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

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

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.

---

**Ready to Purchase?**

Contact Kirstin Osgood, Director of Development and Sales

kosgood@aiachicago.org  
(312) 374-1726
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.

### 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

### 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.
## 2022 AIA Chicago Sponsorship Snapshot

<table>
<thead>
<tr>
<th>DESIGNIGHT 2022</th>
<th>Annual Meeting</th>
<th>Knowledge Communities and Affinity Groups</th>
<th>Vendor Education Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier</td>
<td>Lead $3,000</td>
<td>Host, Food &amp; Beverage Varies</td>
<td>Member $1,000</td>
</tr>
<tr>
<td></td>
<td>Supporter $2,000</td>
<td>Lead $3,000</td>
<td>Non-member $1,500</td>
</tr>
<tr>
<td></td>
<td>Friend $1,000</td>
<td>Supporter $2,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Friend $1,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As a sponsor for DESIGNIGHT 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.

The Annual Meeting is a members-only virtual business meeting that occurs in December to recap the accomplishments of the past year. This provides great exposure directly to AIA Chicago leadership and our most involved members.

AIA Chicago Knowledge Communities and Affinity Groups offer members the chance to engage with the issues most important to them. These groups range from environmental advocacy, to managerial and firm issues, to special-interest groups.

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 members.

### Ready to Purchase?

Contact Kirstin Osgood, Director of Development and Sales

kosgood@aiachicago.org  
(312) 374-1726
DESIGNIGHT 2022 Bar and Food Sponsorship
The premier architectural celebration of the year, recognizing design excellence at all scales

Bar Sponsor
$15,000
Priority seating for your group
Recognition from the podium
Recognition from the podium
Logo recognition on the big screen
Logo recognition on the AIA Chicago website
Logo recognition on designated pre- and post-event communications
Logo recognition on designated event posts on AIA Chicago social media
40 Drink tickets
Invitation to sponsor recognition industry event (tentative Summer ‘22)
Dedicated eBlast (to AIA Chicago’s 10,800 person audience)
Right to use “2022 Sponsor of AIA Chicago”
Sponsorship exclusivity with industry exclusivity, 4 available

As a Bar 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 AIA Chicago’s extensive social media following. This sponsor will have exclusive recognition at the event as well as the opportunity for branding on napkins and at and around the bar location(s).

Food Sponsor
$15,000
Priority seating for your group
Recognition from the podium
Recognition from the podium
Logo recognition on the big screen
Logo recognition on the AIA Chicago website
Logo recognition on designated pre- and post-event communications
Logo recognition on designated event posts on AIA Chicago social media
5 Drink tickets
Picnic baskets with charcuterie and champagne
Invitation to sponsor recognition industry event (tentative Summer ‘22)
Dedicated eBlast (to AIA Chicago’s 10,800 person audience)
Right to use “2022 Sponsor of AIA Chicago”
Sponsorship exclusivity with industry exclusivity, 4 available

As a Food 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 AIA Chicago’s extensive social media following. This sponsor will have exclusive recognition at the event as well as the opportunity for branding on napkins and at and around the food location(s).

Ready to Purchase?
Contact Kirstin Osgood, Director of Development and Sales
kosgood@aiachicago.org
(312) 374-1726

*Benefits subject to change.