



Regional and Urban Design Sponsorship Prospectus 2020

The Regional and Urban Design Committee is a group of architects and allied professionals that focus on the quality and design of regional and urban systems. Our members practice architecture, urban design or planning in private practice, higher education or in government.

RUDC is exploring the future of cities and urbanized areas with a special emphasis on economic, social and environmental sustainability. We see cities and regions as a set of interlocking and overlapping systems that include water, air, transportation, recreation and production.

Learn more about the committee and its programs at www.aia.org/rudc.

RUDC EVENTS

RUDC Symposium: The Climate of Urban Design – February 27-28, 2020

RUDC is hosting their second symposium, partnering with the School of Architecture at The University of Texas, Austin, bringing together leading academics, practitioners and theoreticians about the critical issues facing the profession and environment. Building on the 2019 symposium, this year's event will address issues of climate, context and the environment. Advertised through RUDC emails to the membership of ~7,200 members, we expect 95 attendees for this event.

RUDC PRODUCTS

Email Advertising

RUDC periodically distributes email announcements to its membership of ~7,200 members. Past performance suggests 1,500 impressions per ad.



SPONSORSHIP OPPORTUNITIES

For a sponsorship agreement or more information please contact:

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Manager,
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Institute of Architects

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Sponsorship opportunity	Details	Sponsor Amount	Audience
RUDC Symposium February 27-28, 2020	Gold level: Meal sponsor – up to 4 sponsors Benefits: <ul style="list-style-type: none"> • 3 minutes to speak to attendees after lunch • Largest identity on marketing, eg webpage, slides • Inclusion of sponsor-provided materials at registration • 2 complimentary registrations 	\$2500	email: 450 onsite: 70
	Silver level – up to 5 sponsors Benefits: <ul style="list-style-type: none"> • Special mention from podium during event opening, closing and breaks. • Mid-size identity on marketing, eg webpage, slides • 1 complimentary registration. 	\$1000	
	Bronze level – unlimited Benefits: <ul style="list-style-type: none"> • Small-size identity on marketing, eg webpage, slides 	\$500	
Email advertising	RUDC periodically distributes email announcements to its membership of ~7,200 members. Advertisers can place a hyperlinked ad in one email announcement. Past performance suggests 1,500 impressions per ad	150x150px above footer \$500	1,500
	Benefits: <ul style="list-style-type: none"> • Advertisement of program or product of your choice • 30-day post distribution metrics report 	600x150px below top article \$1000	

General Terms and Conditions: Sponsorship fees paid are unrestricted, unless specifically noted otherwise. For category exclusive sponsorships, opportunities are generally available on a first-come, first-served basis. The AIA reserves the right to select sponsors based on its best interests, and may accept or decline an offer by a potential sponsor based on broader commitments or considerations. Consistent with the AIA's bylaws, no sponsorship may be regarded as an indication that the AIA or its representatives sponsor or endorse any enterprise operated for profit or approve, sponsor, or endorse any material of construction or any method or manner of handling, using, distributing, or dealing in any material or product. The AIA reserves the right of prior approval over all materials produced by or for the Sponsor which bear or refer to trademarks associated with the AIA. All such materials shall be submitted to the AIA for its approval prior to the production, use, execution or implementation thereof.