



AIA

COMMITTEE ON DESIGN

WHY SPONSOR COD?

2016 Sponsorship Prospectus

The Committee on Design (COD) was founded to promote design excellence among members of the AIA, the broader design community, and the public at large, both nationally and internationally. There are over 12,000 AIA members who belong to this important Knowledge Community. These members are active in the AIA and, for the most part, lead their respective firms in the quest for quality architecture.

The COD organizes two conferences each year, typically one in the United State and one overseas. These conferences follow an annual focus of interest. They are devoted to a firsthand experience of notable architecture and urban design in or near the conference location, both old and new.

The COD membership oversees and influences design work for billions of dollars of construction annually. They are primarily focused upon and known for innovative and sustainable design that is influential on a global playing field. Your COD sponsorship provides your organization with the prospect for a financial return on investment with name recognition for your brand and the opportunity to build long-term working relationships with these influential architects.

The value of COD Sponsorship from USG, a sponsor since 2002:

"Having committed resources to the AIA Committee on Design for a number of years and attending the outstanding conferences – both domestic and international – you experience architecture and design in an unparalleled fashion. The associations developed with key clients from around the United States allows for brand preference in your category, access to firms through established relationships and better understanding of market needs for product development by participating in rich discussions about design needs and the future of design. You can spend more on other conferences or conventions and perhaps touch more people, but USG feels that spending significant time with key architects, designers and influencers twice a year for days at a time provides an experience unlike any other. Strongly consider sponsorship in the AIA COD as a sophisticated way of influence and preference in a crowded world of competitors."

Why Sponsor?

BUILDING RELATIONSHIPS

Our Sponsorship Program provides you an opportunity to spend concentrated time with key decision makers. AIA COD has a 50-year history of bringing together design leaders from around the globe, in an intimate informal setting. You can learn what their needs are, and help influence future trends in design and construction.

VISIBILITY

AIA COD publicity is followed worldwide by 12,000 AIA COD members, regional AIA Chapters, and architectural publications looking for future trends. Our programs are published through our website and a variety of social media to reach a broad audience - we highlight our sponsors throughout.

POSITIONING

Your participation with AIA COD will enhance your company's position as a leader in design and construction. We can help you identify trends, hone your message to decision makers, and garner support for your business.



Committee on Design Members in Norway in June 2015. Photo by Tom Rossiter, FAIA



Committee on Design members at conference in Providence, Rhode Island in October 2015. Photo by Arthur Chang, NADAAA

Richard Murlin
International Architectural Sales Manager, USG



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COD EVENTS

May 19, 2016 : AIA NATIONAL CONVENTION

AIA Committee on Design - National Awards Reception
Philadelphia, Pennsylvania | 6:00PM-9:00PM

Join the AIA Committee on Design (COD) and their special guests - the recipients of the AIA's highest achievement awards - the Gold Medal, Architecture Firm Award, Honorary Fellowship, Institute Honor Awards for Collaborative and Professional Achievement and Twenty-five Year Award. This special event will be held in the Annenberg Court at The Barnes Foundation, and will celebrate the design achievements of these honored individuals.

Impact:

About 200 design industry leaders attend the event. E-mail blast regarding the event reaches all (12,000) COD members. Announcements of the event go out on COD social media sites: Facebook, Twitter and Wordpress blog. Event announcement stays on COD website.



Above: May 2015 Awards Reception at the High Museum, Atlanta, Georgia.

APRIL 16-24 2016 : COD INTERNATIONAL CONFERENCE

Havana, Cuba

Havana contains a complex mix of architectural styles ranging from the colonial architecture of Old Havana, which is a UNESCO World Heritage site, to one of the largest and most diverse collections of Art Nouveau & Art Deco buildings. We will visit some of Havana's mid-century modern buildings including two projects by Richard Neutra and some modern buildings designed and constructed after the Revolution.

The recent thaw in US-Cuba relations has created new opportunities for investment and growth in Cuba and we will meet with Cuban architects who will talk about some of the challenges in working in Cuba today and their plans for the future.



Above: Havana, Cuba

OCTOBER, 2016 : COD NATIONAL CONFERENCE

Portland, Oregon

In every publication announcing the nation's most livable cities, Portland Oregon consistently ranks near the top. Beginning with the passage of Oregon's robust and highly effective land use laws in the late 60's, Portland has pursued a multi pronged approach to creating a unique and very desirable place. The combination of a visionary downtown plan in the early 70's, a fully integrated multi mode transit system and a focus on a pedestrian friendly urban environment has helped create a strong sense of place, one that has become a laboratory for what works. In recent years these efforts have been enhanced through the reclamation of urban brownfields and the renewal of under developed, close in neighborhoods into vital retail, office and residential enclaves.

As part of the conference we will engage directly with the city's urban transit system to visit a broad diversity of urban settings in Portland to sample the solutions that are reshaping the city. Local architects, who were present at the ground floor of this effort, will be joined by younger practitioners currently leading the intense growth fueled by Portland's reputation as a livable, technology friendly and creative locus to discuss this urban renaissance. In addition we will have the opportunity to visit Alvar Aalto's late 60's Mt Angel Abbey Library, located an hour south of Portland in the Willamette Valley.



Above: Wieden & Kennedy Headquarters. Allied Works Architecture.
Photo by Sally Schoolmaster.



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SPONSOR BENEFITS

Platinum Partner - \$10,000 +

Acknowledgment with company logo as a Platinum Partner on the COD's main webpage and conference brochures for one year

Direct link from COD website to your website for one year

The right to display the statement "2015 Platinum Partner, AIA Committee on Design" on your marketing materials, publications, and webpage for one year

Recognition at all COD conferences and events

Opportunity to distribute promotional material, and present, at both COD conferences

Two complimentary registrations to attend the domestic COD conferences with access to our members throughout

Diamond Partner - \$5,000 +

Acknowledgment with company logo as a Diamond Partner on the COD's main webpage and conference brochures for one year

Direct link from COD website to your website for one year

The right to display the statement "2015 Diamond Partner, AIA Committee on Design" on your marketing materials, publications, and webpage for one year

Recognition the domestic COD conference

Opportunity to distribute promotional materials, and present, at one the COD domestic conference of your choice

One complimentary registration to attend the COD domestic conference, with access to our members throughout

Gold Partner - \$2,500 +

Acknowledgment with company logo as a Gold Partner on the COD's main webpage and conference brochures for one year

Direct link from COD website to your website for one year

The right to display the statement "2015 Gold Partner, Committee on Design" on your marketing materials, publications, and webpage for one year

Recognition at the domestic COD conference

Opportunity to distribute promotional materials, and present at one COD conference of your choice

Silver Partner - \$1,000 +

Acknowledgment as a Silver Partner on the COD's main webpage and conference brochures for one year

Direct link from COD website to your website for one year

Display material at one conference

Opportunity to display and distribute promotional materials at one COD conference of your choice

Patron - \$500

Acknowledgment as a Patron Partner on the COD's main webpage and conference brochures for one year

Direct link from COD website to your website for one year



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SPONSOR FORM

1. Select your Sponsorship Level:

- ☐ Platinum Partner \$10,000 + ☐ Diamond Partner \$5,000 + ☐ Gold Partner \$2,500 + ☐ Silver \$1,000 + ☐ Patron \$500

2. Select your Convention/Conference, and Sponsor Level:

- | | | |
|--|---|--|
| <input type="checkbox"/> April 16-24, 2016 : COD International Conference | <input type="checkbox"/> May 19, 2016 : AIA National Convention COD Dinner & Reception | <input type="checkbox"/> October 2016 : COD Domestic Conference |
| <input type="radio"/> Platinum Partner | <input type="radio"/> Platinum Partner | <input type="radio"/> Platinum Partner |
| <input type="radio"/> Diamond Partner | <input type="radio"/> Diamond Partner | <input type="radio"/> Diamond Partner |
| <input type="radio"/> Gold Partner | <input type="radio"/> Gold Partner | <input type="radio"/> Gold Partner |
| <input type="radio"/> Silver Partner | <input type="radio"/> Silver Partner | <input type="radio"/> Silver Partner |
| <input type="radio"/> Patron | <input type="radio"/> Patron | <input type="radio"/> Patron |

3. Select One of Three Payment Options:

- | | | |
|--|---|-----------------------------|
| <input type="checkbox"/> Check Payable to: American Institute of Architects | <input type="checkbox"/> Visa, MasterCard, or AmEx: | |
| | <input type="radio"/> Amount: _____ | |
| <input type="checkbox"/> Send an invoice to the Company Name, Contact Name and address I have provided below | <input type="radio"/> Visa No.: _____ | Expiration Date: _____ |
| | <input type="radio"/> MasterCard No.: _____ | Name on Card: _____ |
| | <input type="radio"/> AmEx No.: _____ | Authorized Signature: _____ |

4. Complete the information below and e-mail or mail it to:

Susan Parrish, Director, Knowledge Community | American Institute of Architects, 1735 New York Ave NW, Washington DC 20006 | sparrish@aia.org

Company Name

Contact Name

Address

City

State

Zip Code

Phone

Fax

E-Mail

Questions? Please contact Jaya Kader at (305) 865-9911 or jaya@kzarchitecture.com