



Housing and Community Development Knowledge Community

Sponsorship Prospectus 2020

THE AMERICAN INSTITUTE OF ARCHITECTS

Founded in 1857, members of the American Institute of Architects (AIA) consistently work to create more valuable, healthy, secure, and sustainable buildings, neighborhoods, and communities. Through nearly 300 state and local chapters, the AIA advocates for public policies that promote economic vitality and public well-being. Members adhere to a code of ethics and conduct to ensure the highest professional standards. The AIA provides members with tools and resources to assist them in their careers and business as well as engaging civic and government leaders, and the public to find solutions to pressing issues facing our communities, institutions, nation and world.

THE AIA HOUSING AND COMMUNITY DEVELOPMENT KNOWLEDGE COMMUNITY

Housing and Community Development (HCD), an AIA Knowledge Community, tracks housing and community development issues, and develops relationships with industry stakeholders to encourage and promote safe, attractive, accessible and affordable housing and communities for all. The Housing and Community Development Knowledge Community has 12,100 members working actively in all areas of residential and community design and construction. Visit us online at network.aia.org/hkc.

WHY SPONSOR HOUSING AND COMMUNITY DEVELOPMENT?

HCD is uniquely positioned to reach over 12,100 AIA members, architects and related professionals who are interested and involved in housing and community design and construction. As an outreach committee, we wish to establish an ongoing relationship with partners, supporters and companies that provide services, goods and expertise to our profession, with an emphasis on practitioners working within the fields of housing and community development.

Your support of the HCD as a valued partner will enhance your visibility to leading community development and multi-family housing architects, clients and your customers across North America. Your support positions your company to:

- Showcase your brand and affirm your commitment to healthy, safe and affordable housing a community;
- Enhance your image as a good corporate citizen;
- Differentiate yourself from your competitors;
- Partner with leading multi-family housing architects to identify current and future design and construction trends



HCD ACTIVITIES

AIA Conference on Architecture (A'20)

Best in Housing Awards Ceremony and Reception

The National AIA Housing Awards program, presented by the AIA Housing and Community Development Knowledge Community, was established to recognize the best in housing design and promote the importance of good housing as a necessity of life, a sanctuary for the human spirit and a valuable national resource. The AIA/HUD Secretary's Awards recognizes excellence in affordable housing architecture, neighborhood design, participatory design, and accessibility. By recognizing the best in home design, the AIA Housing Awards program shows the world how beauty, safety, sustainability, and comfort can come together.

Every year at the AIA Conference, the AIA, HCDKC and the Office of the Secretary of the Department of Housing and Urban Development team up to acknowledge the winners in an awards ceremony and reception. Architects and designer experts from leading firms in housing design, their guests, and other AIA members attend the event. More than a dozen national projects are recognized for this honor across four categories annually. Winning projects are cataloged in a print publication and featured on the AIA website as part of an ongoing effort to document outstanding work in the field of housing and community development. The publications are available to view online [here](#).

Preconference Workshops

In the past several years, the Housing and Community Development Knowledge Community has offered full or half-day workshops on the day preceding the AIA Conference on Architecture for HCD and AIA members at-large, to provide specialized training in current housing and community development issues.

Monthly Webinar Series

The AIA Housing and Community Development Knowledge Community explores the ways that architects use research to enhance the health, safety, social, economic and environmental performance of buildings as well as the experiences of residents and the community. HCD hosts monthly webinars on a wide range of topics relevant to housing and urban development. Each month, 100 - 200 participants meet virtually for live presentations by subject matter experts and receive free continuing education credits. Webinars are promoted through e-blasts one to two times a month. Webinar topics include:

- R4! Resilient - Residential, Retrofit and Reconstruction
- Better Together: Creating an Inclusive, Vertical Urban Village
- Affordable housing: Countering Opposition
- Retooling an Industry: Interdisciplinary Design Igniting Economic Development

Special Grants, Research, and Awards

The AIA Housing and Community Development Knowledge Community periodically supports research in housing and community development as specific needs arise.

- HCD has offered a Housing Research Grant to catalogue the AIA Housing Award winners since its inception.



- HCD created a competitive grant for local components that best incorporated the tenets of the New Urban Agenda.
- HCD has partnered with the Small Project Design Knowledge Community to offer the AIA Innovation and Practice in Housing Design Research Grant.
- HCD partners annually with the Association for Collegiate Schools of Architecture (ACSA) in the AIA/ACSA Housing Design Education Awards
- HCD sponsored a research delegation to Yunnan Province, China, sent delegates to the United Nations Habitat III convening in Quito, Ecuador and to the United Nations World Urban Forum 9 in Kuala Lumpur, Malaysia. Each meeting was documented in summary publications.

Partners and Affiliations

The AIA Housing and Community Development Knowledge Community has an expansive network of formal partners and informal affiliations including:

- The Custom Residential Architects Network (CRAN®) Knowledge Community
- The Committee on the Environment (COTE®) Knowledge Community
- The Small Project Design (SPD) Knowledge Community
- The Association for Collegiate Schools of Architecture (ACSA)
- The Open Architecture Collaborative (OAC)
- The Association for Community Design (ACD)
- The National Association of Minority Architects (NOMA)
- US Department of Housing and Urban Development (HUD)

Monthly e-blasts to HCD members

The AIA Housing and Community Development Knowledge Community communicates directly with its 12,100 members using regular and special e-blasts once or twice each month.



SPONSORSHIP OPPORTUNITIES 2020

Sponsorship Opportunity	Details	Sponsor Amount	Attendees
A'20 Los Angeles, CA Best in Housing Awards Ceremony and Reception	<p>AIA, HCDKC and HUD team up to acknowledge award winners in an annual awards ceremony and reception. Architects and designer experts from leading firms in housing design, their guests, and AIA members attend.</p> <p>Date: Saturday, May 16, 2020 Time: 4-6pm Location: Luxe City Center Hotel, 1020 South Figueroa Street, Los Angeles, CA 90015</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Inclusion of sponsor name hyperlinked to company website in e-blast. • Two minutes of speaking time at awards ceremony at the beginning of the program. • Two complementary invitations. • One 6-foot table in program room to display and distribute marketing tables. • Sponsor logo printed in Housing Awards Book. • Sponsor logo included in program slides. • Number of sponsors limited to four companies. 	\$2,500 (limited to 4 companies)	120+
A'20 Housing and Community Development Forum	<p>HCD will host a forum for conference attendees at the AIA Conference on Architecture 2020. Seasoned and new architects will connect with member-volunteers who lead the Housing KC and discuss key issues the KC should be addressing in the year ahead.</p> <p>Date: Friday, May 15, 2020 Time: 11am - 12:30pm Location: Los Angeles Convention Center, Room 505</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Acknowledgement as sponsor on the HCD website and within all e-blasts promoting the event. • One 6-foot table in room to display and distribute sponsor marketing collateral. 	\$1,000	200+
Monthly Webinars	<p>Housing + Community Development KC presents monthly webinars, held the first Monday of the month, that provide members with free continuing education credit.</p>	\$1,200	2000

Benefits:

- 12-month sponsorship opportunity starting with first month of sponsorship
- Acknowledgement of sponsor in one to two Housing event e-mails.
- Attendance numbers provided in March and April.
- Sponsor hyperlink on HCD website.

For a sponsorship
Agreement or more
information please
contact:

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BEST IN HOUSING AWARDS RECEPTION, LAS VEGAS, NV 2019



2019 Housing Awards Recipient: Oak Park Housing
Credit: Johnsen Schmalig Architects



Marjorie Barrick Museum of Art, Las Vegas, NV
Credit: Oscar & Associates





The American
Institute
of Architects

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.