



Committee on Design



AIA COD Sponsorship Principles

The American Institute of Architects (AIA) Committee on Design (COD) strategically pursues funding partners whose goals align with the AIA COD Sponsorship Principles. Funding from reputable organizations provides opportunities to inspire emerging professionals, supports continuing education for established design professionals, and secures beneficial resources for COD programs.

Conference Scholarships

Scholarships for emerging professionals allow young talent the means to attend COD conferences.

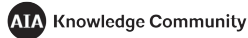
Program Sponsorships

Industry partners sponsor traditional AIA Conference on Architecture programs that are established and well attended by COD conference attendees.

Targeted Sponsorships

Industry partners sponsor targeted conference events that are identified by venue or itinerary and present relevant benefits to participants.

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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 touring conferences each year. 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 locations.

The COD membership oversees and influences design work for billions of dollars of construction annually. It is primarily focused upon and known for innovative and sustainable design that is influential on a global playing field.

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.

Why Sponsor COD?



Building Relationships

For over 50 years, AIA COD has brought together design leaders from around the globe in an intimate informal setting. Spend concentrated time with key decision makers to 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. Our programs are published through our website and a variety of social media platforms - 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 hone your message to decision makers and garner support for your business.

Committee on Design

AIA Knowledge Community

Sponsorship Events

In 2023 the Committee on Design (COD) will leave the coasts and head to the heartland to explore the architecture of "the Middle" centered around the Mississippi River watershed.

Beginning in the Delta, the Spring Conference will explore the history and architecture of New Orleans, Louisiana. This conference will investigate the origins of the city, the resulting architectural heritage, and how this circumstance continues to inform work today. In addition, several contemporary projects will be examined that reveal a culture of resiliency that has arisen in the wake of Hurricane Katrina. Tours will include work by David Adjaye, Eskew Dumez Ripple, Mithun, Pelli Clarke Pelli, the Office of Jonathan Tate, VJAA and Weiss Manfredi among others.

The Fall Conference will investigate work closer to the river's headwaters. COD will explore the architecture of Minneapolis/St. Paul. The environmental circumstance at the other end of the Mississippi is very different from the Delta, and the resulting work reflects this condition. This conference will tour projects by Henning Larsen, HGA, MSR, David Salmela, and Snow Kreilich among others. The Twin Cities are a vibrant urban environment with an architectural community routinely producing some of the nation's best work.

A limited number of members may wish to attend a prelude tour of Collegeville, Minnesota on September 20, 2023. This short trip will include a tour of Marcel Breuer's St. John's Abbey Church and University Library, as well as a stay at VJAA's Abbey Guest House and a tour of that firm's Blessed Sacrament Chapel and Church Pavilion. St. John's is a remarkable natural setting in the woods of Minnesota long viewed as a spiritual respite.



**23-25
Mar**

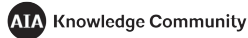
New Orleans
The Authenticity of Place



**21-23
Sep**

Minneapolis/St. Paul
The Authenticity of Place

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Partner Packages

	PLATINUM PARTNER \$10,000	GOLD PARTNER \$5,000	SILVER PARTNER \$2,500	BRONZE PARTNER \$1,000
Company logo on COD's conference webpages and brochures for one year	✓	✓	✓	✓
Direct link from the COD event website to your website for one year	✓	✓	✓	✓
Opportunity to distribute promotional material at COD conferences	✓	✓	✓	✓
The right to display sponsor status on your marketing materials for one year	✓	✓	✓	✓
Complimentary registration to attend conference	✓ One ticket each to both conferences	✓ One ticket to one conference		
Opportunity to briefly present/speak at COD conferences	✓ 5 Minutes			

Customize a Partnership

Have a suggestion that would work better for your business?

Packages can be customized to meet individual requirements.

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Host Packages

	GALA EVENT HOST \$15,000	LUNCH HOST \$5,000	COCKTAIL HOUR HOST \$3,500	TOTE BAG HOST \$2,000
Company logo on COD's conference webpages and brochures for one year	✓	✓	✓	✓
Direct link from the COD event website to your website for one year	✓	✓	✓	✓
Opportunity to distribute promotional material at COD conferences	✓	✓	✓	✓*
The right to display sponsor status on your marketing materials for one year	✓	✓	✓	✓
Opportunity to briefly present/speak at COD conferences	✓ 10 Minutes	✓ 5 Minutes	✓ 5 Minutes	
Complimentary registration to attend conference	✓ One ticket to one conference			
Logo on dedicated pop-up banner, at table place settings, and at beginning of PowerPoint	✓			

Gala Event Host

Open to one (1) sponsor per conference

Lunch Host

Open to three (3) sponsors per conference

Cocktail Hour Host


Open to one (1) sponsor per conference

Tote Bag Host

Open to one (1) sponsor per conference

* Tote bag and promotional materials/swag bag contents provided by sponsor

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 AIA Knowledge Community

Next Steps

- Email Susan and John
- Indicate desired sponsorship level
- Receive, review, return Sponsorship Agreement
- Make payment arrangements
- Prepare for upcoming conference
- Attend and make lasting connections

Susan Parrish

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"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."

Richard Murlin

**International Architectural Sales Manager
USG**