

Committee on Design



SPONSORSHIP PROSPECTUS 2022

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. It ensures diversity within the COD Knowledge Community and nurtures professional growth and leadership as these emerging professionals mature into established design professionals.

Program Sponsorships:

Industry partners sponsor traditional AIA Conference on Architecture programs that are established and well attended by COD conference attendees. This includes events such as the AIA Honors & Awards reception and dinner gatherings for International Fellows.

Targeted Sponsorships:

Construction, design, and manufacturing partners sponsor targeted conference events that are identified by venue or itinerary and present relevant benefits to participants.

Sponsorships allow up-close and personal access to design leaders from across the country. In the spirit of the COD community, we seek a non-competitive and non-commercial relationship with interested vendors whereby an intellectual exchange and knowledge sharing is provided.

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WHY SPONSOR COD?

2022 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 10,000 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.

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.”

Richard Murlin, International Architectural Sales Manager, USG

Why Sponsor?

BUILDING RELATIONSHIPS

Our Sponsorship Program provides you an opportunity to spend concentrated time with key decision makers. For over 50 years, AIA COD has brought 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 platforms 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.



A group of Committee on Design Members in San Francisco.



Speakers at COD's Innovators & Maintainers Symposium in San Francisco.

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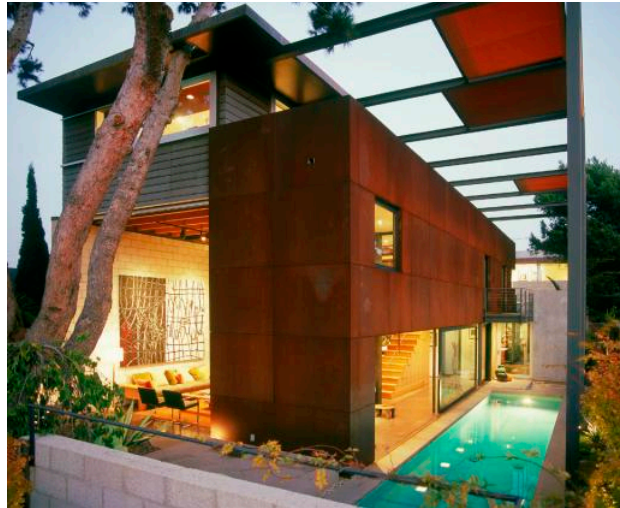
OCTOBER 19 - 23, 2022
COD DOMESTIC CONFERENCE
Los Angeles, CA

The AIA Conference on Design for 2022 will be hosted in Los Angeles and will feature tours of many iconic buildings. With the city's rich history in residential architecture, the tours will focus on the conference theme of Habitation.

Los Angeles has long been an incubator of modern residential design. In the single-family realms, the city inspired the Case Study Houses and continues to be a place where young architects cut their teeth and hone their craft. In addition, it has been an incubator for experimental multifamily housing, an issue that is so germane today as cities face a housing shortage.

The conference will spotlight modern residential work that spans decades, typologies, the various neighborhoods of Los Angeles, and feature the work of pioneers such as Schindler, Neutra and Eames, to our contemporaries such as Koning Eizenberg, Brooks Scarpa, Lorcan O'Herlihy, Thom Mayne and others. We will also see some new, larger projects that expand the theme to include houses of worship, spirituality, art and recreation.

Los Angeles has a large selection of architectural gems and the program is still evolving, but the COD is excited to once again tour great works and have great conversation around them in person.



700 Palms | Los Angeles, CA



Magnolia Mixed-Use | Los Angeles, CA



Eames House | Los Angeles, CA



Neutra VDL House | Los Angeles

- **ACCESS TO OVER 10,000 MEMBERS**
- **RECOGNITION AT ALL COD EVENTS**
- **LOGO ON COD WEBSITE**
- **DIRECT CONNECTIONS WITH KEY DESIGN LEADERS**
- **LOGO ON CONFERENCE BROCHURES**
- **DIRECT WEB LINK FROM COD WEBSITE**

Gold Partner - \$5,000+

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

Direct link from AIA and/or COD website to your website for one year.

Recognition at the domestic conference.

Opportunity to distribute promotional material and briefly present at the domestic conference.

The right to display the statement "2022 Gold Partner, AIA Committee on Design" on your marketing materials, publications, and webpage for one year.

Opportunity for a 5 minute presentation at the COD domestic conference.

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

Silver Partner - \$2,500+

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

Direct link from AIA and/or COD website to your website for one year.

Recognition at the domestic conference.

Opportunity to distribute promotional material and briefly present at the domestic conference.

The right to display the statement "2022 Silver Partner, Committee on Design" on your marketing materials, publications, and webpage for one year.

Bronze Partner - \$1,000+

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

Direct link from AIA and/or COD website to your website for one year.

Recognition at the domestic conference.

Opportunity to distribute promotional material and briefly present at the domestic conference.

Custom Partnership

Have a suggestion that would work better for your business? Packages can be customized to meet individual requirements.

NEXT STEPS

Email Susan and John (addresses noted below) indicating your desired sponsorship level

Receive, review, and return the Sponsorship Agreement and make payment arrangements

Questions? Contact Susan or John

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