



# AIA

COMMITTEE ON DESIGN

## WHY SPONSOR COD?

### 2015 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 Palm Springs, California in May 2013



Committee on Design members in London in September 2014

Richard Murlin  
International Architectural Sales Manager, USG



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## COD EVENTS

### May 14, 2015 : AIA NATIONAL CONVENTION

**AIA Committee on Design - National Awards Dinner and Reception**  
Atlanta, Georgia | 7:00PM-10:00PM

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 atrium of the High Museum of Art, and will celebrate the design achievements of these honored individuals.

#### Impact:

About 110 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: Previous Awards Dinner

### JUNE 21-30 2015 : COD INTERNATIONAL CONFERENCE

**Locally Grown**  
Norway

The recent architecture in Norway provides some of the best examples in the world of buildings that are modern, while being sensitive to the local environment and culture.

We will visit three cities in Norway - Oslo, Bergen, Stavanger - as well as rural places and projects in between. We will get an historical perspective by visiting a few key structures - a traditional wood farm village, a Stave Church and a Viking Ship for instance. We will then visit new projects, with their architects, to learn how the evolving culture is influencing today's architecture and design. We will learn from some of the most influential architects in the country about their design process, how they build, and the materials and details they use.

#### Impact:

About 75-100 design industry leaders from leading design firms in the United States and around the world will 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 & Wordpress blog. Event announcement stays on COD website.



Above: Statoil Offices by A-Lab Architects

### LATE SEPTEMBER, 2015 : COD NATIONAL CONFERENCE

**Locally Grown**  
Providence, Rhode Island

The recent planning and architecture in Providence, Rhode Island has created, arguably, the most successful downtown renaissance in the country. The city provides compelling examples of how locally-inspired architecture, planning, and design can lead the rebirth of a place and help define its spirit.

We will visit new, renovated, and historic restoration projects throughout the city. We will learn from local architects and planners about their planning process and challenges. We will also learn from local entrepreneurs how their focus on locally made products, small craft development, and manufacturing is helping the city

#### Impact:

About 120 design industry leaders from leading design firms in the United States and around the world will 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 & Wordpress blog. Event announcement stays on COD website.



Above: Box Office by Distill Studio



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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

One complimentary registration to attend both 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"/> May 14, 2015 : AIA National Convention<br>COD Dinner & Reception | <input type="checkbox"/> June 2015 : COD<br>International Conference | <input type="checkbox"/> September 2015 : COD<br>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:<br>American Institute of Architects                                     | <input type="checkbox"/> Visa, MasterCard, or AmEx: |                             |
|  | <input type="radio"/> Amount: _____                 |                             |
|  | <input type="radio"/> Visa No.: _____               | Expiration Date: _____      |
|  | <input type="radio"/> MasterCard No.: _____         | Name on Card: _____         |
| <input type="checkbox"/> Send an invoice to the<br>Company Name, Contact Name and<br>address I have provided below | <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](mailto:sparrish@aia.org)

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Company Name

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Contact Name

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Address

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City

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State

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Questions? Please contact Steve Alsbaugh at (317) 407-4177 or [salsbaugh@schmidt-arch.com](mailto:salsbaugh@schmidt-arch.com)