The American Institute of Architects

Small Project Design Sponsorship Prospectus 2020

Small Project Design is an AIA knowledge community focused on small projects. We have 11,000 members in 60+ countries, including architects and design professionals working on small projects in firms of all sizes as well as sole proprietors. Project types include residential, hospitality, institutional, educational, urban design, and installations.

AIA Small Project Design knowledge community supports, celebrates, and promotes small projects by engaging designers and the public.

SPD EVENTS

AIA Conference on Architecture
Each year, thousands of architects and design professionals attend the AIA Conference on Architecture. It's three immersive days focused on what's new and now in architecture and design, and includes a collection of small firm focused events and continuing education. In addition to educational sessions, SPD hosts the **SPD Forum**, an event for members and others to share project updates, practice insights, challenges, and solutions.

SPD PRODUCTS

Small Project Awards
These awards highlight the value projects modest in size and budget bring to communities and individuals by recognizing exemplary small projects.

Annual Review
Our annual review is a full-color journal that showcases 80+ pages of talent, curiosity, and passion through the people, projects, and programs stewarded by the Small Project Design Advisory Group.

Emails
We engage the 11,000 members of SPD through strategic email correspondence, alerting them to small project design trends, open projects, and programs

Grant
Currently in development for the 2019/2020 cycle, the new vision for the grant is to support design fees paid by non-profits for the feasibility study or design of a small project.

SPONSORSHIP OPPORTUNITIES

We view all of our sponsors and affiliates as partners. By supporting SPD, you're supporting the relevance and value of small projects and small firm practitioners. As a sponsor, you'll gain exclusive access to our highly engaged niche audience, our products, and our online network.

Interested in an opportunity not listed below? Small Project Design is open to exploring new opportunities that are beneficial to both our sponsors and our members.

Sponsorship opportunity	Details	Sponsor Amount	Audience
Advertising options	Advertise to our audience of small project designers through your selection of our options below	varies	11,000+
	Email – $500: SPD periodically distributes email announcements to its membership of 11,000 members. Place a hyperlinked 150x150px ad above the footer of one email: • personalized advertisement of program or product • 30-day post distribution metrics report **Website – $1000:** Place your hyperlinked logo on our site (aia.org/spd): • 1 year of prominent logo placement on the SPD website **Annual Review – $1500:** A full-color journal showcases the year's award recipients, as well as other accomplishments and data from SPD.: • Full-page ad in the publication • Link to your website when we announce the new issue on the SPD website • Company name and website link in an email to SPD members **Bundle – $3000:** Bundle all the above advertising options, with an additional bonus email advertisement.		
Forum at AIA Conference on Architecture 2020	SPD hosts a forum for small project designers at the AIA Conference on Architecture, a popular avenue for networking and sharing insights	$1000	11,000+ by email 150 in person
	Benefits: • Company name and website link in pre-Conference emails marketing the event • Logo on SPD's event page • Ability to display your product or business materials (subject to approval)		
Grant	Partner with SPD in providing a grant to a non-profit to provide financial assistance for hiring an architect.	$3500	???
	Benefits: • By deadline of January 31, 2020, your sponsorship covers the cost of one 2020 grant • Company name and website link in an email to SPD members, and in Annual Review		
Annual Meeting	Two hours of face-to-face time with leadership group in New York to share your company and consult with experienced small project designers for business intelligence.	$3000	5 strategic leaders