



**The American
Institute
of Architects**

Committee on Design

an **AIA** Knowledge Community

SPONSORSHIP PROSPECTUS 2020

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.



2020 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 two touring conferences each year, typically one in the United States 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 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.



Committee on Design Members in San Francisco in 2019.



Speakers at COD's Innovators & Maintainers Symposium in San Francisco in 2019.



June 25-28, 2020

COD DOMESTIC CONFERENCE

Denver, Colorado

NOVEMBER 1-7, 2020

NOVEMBER 8-14, 2020 (ADD-ON TOUR)

COD INTERNATIONAL CONFERENCE

Singapore

The theme for the 2020 AIA Conference on Design is Growing Cities. We will visit Denver + Singapore, two cities that have experienced significant economic and population growth over the past decades and continue today. Both cities share a history as trading posts- Denver by land, Singapore by sea.

The Conference will bring AIA Committee on Design (COD) attendees, which include leading architects from national firms throughout the United States, to explore contemporary designs living in the midst of historic cities.

The AIA COD Domestic Design Conference in Denver is first in a two-part conference series exploring the architectural evolution the city has undergone in response to a stimulated economy .

The AIA COD International Design Conference in Singapore is second in a two-part conference series highlighting the continued development of Singapore from a historic trading post into a thriving urban hub.

The conference format will be walking tours, site tours and lectures led by topic experts as well as “Pop Up” Talks in unexpected sites.

Some of the sites to be visited in Denver include Denver Art Museum, Zeppelin Station, Denver Botanic Garden, and Art Hotel.

In Singapore, attendees will visit contemporary designs including Marine Bay Sands, LASALLE College of Arts, The Interlace, and reflections at Keppel Bay.



Above: Denver Art Museum | Denver, CO



Above: Denver Botanic Gardens Science Pyramid | Denver, CO



Above: Marine Bay Sands | Singapore



Above: The Interlace | Singapore



- **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**

Platinum Partner - \$10,000+

Opportunity for a 10 -15 minute presentation at both COD conferences

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 "2020 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 briefly present at the international conference

One complimentary registration to attend both COD conferences, with access to our members throughout

Gold Partner - \$5,000+

Opportunity for a 5 minute presentation at the COD domestic conference

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 "2020 Gold Partner, AIA Committee on Design" on your marketing materials, publications, and webpage for one year

Recognition at the international 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 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 "2020 Silver Partner, Committee on Design" on your marketing materials, publications, and webpage for one year

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

Bronze Partner - \$1,000+

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

Direct link from COD website to your website for one year

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

Customize a Partnership

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



1. Select your Sponsorship Level:

- ☐ Platinum Partner \$10,000 + ☐ Gold Partner \$5,000 + ☐ Silver Partner \$2,500 + ☐ Bronze Partner \$1,000 + ☐ Other

2. Select your Convention/Conference, and Sponsor Level:

- | | |
|---|--|
| <input type="checkbox"/> June 25-28, 2020: COD Domestic Conference | <input type="checkbox"/> November 1-7, 2020: COD International Conference |
| <input type="radio"/> Platinum Partner | <input type="radio"/> Platinum Partner |
| <input type="radio"/> Gold Partner | <input type="radio"/> Gold Partner |
| <input type="radio"/> Silver Partner | <input type="radio"/> Silver Partner |
| <input type="radio"/> Bronze Partner | <input type="radio"/> Bronze Partner |
| <input type="radio"/> Other | <input type="radio"/> Other |

3. Select One of Three Payment Options:

- | | | |
|---|---|-----------------------------|
| <input type="checkbox"/> Check Payable to: American Institute of Architects | <input type="checkbox"/> Visa, MasterCard, or AmEx: | |
| | <input type="radio"/> Amount: _____ | |
| <input type="checkbox"/> Send an invoice to the Company Name, Contact Name and address provided below | <input type="radio"/> Visa No.: _____ | Expiration Date: _____ |
| | <input type="radio"/> MasterCard No.: _____ | Name on Card: _____ |
| | <input type="radio"/> AmEx No.: _____ | Authorized Signature: _____ |

4. Complete the information below and mail it to:

Susan Parrish, Director, Knowledge Community | American Institute of Architects, 1735 New York Ave NW, Washington DC 20006.

Company Name

Contact Name

Address

City

State

Zip Code

Phone

Fax

E-Mail

Questions? Please contact Susan Parrish at AIA
email: sparrish@aia.org Phone: (202) 626 7332

Or John Myefski, AIA
email: jmyefski@myefski.com Phone: (312) 763 2400