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.
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.

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
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.
Committee on Design
an AIA Knowledge Community

SPONSOR BENEFITS AND PACKAGES

- ACCESS TO OVER 10,000 MEMBERS
- DIRECT CONNECTIONS WITH KEY DESIGN LEADERS
- RECOGNITION AT ALL COD EVENTS
- LOGO ON CONFERENCE BROCHURES
- LOGO ON COD WEBSITE
- 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 all COD conferences and events
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:

- June 25-28, 2020: COD Domestic Conference
  - [ ] Platinum Partner
  - [ ] Gold Partner
  - [ ] Silver Partner
  - [ ] Bronze Partner
  - [ ] Other

- November 1-7, 2020: COD International Conference
  - [ ] Platinum Partner
  - [ ] Gold Partner
  - [ ] Silver Partner
  - [ ] Bronze Partner
  - [ ] Other

3. Select One of Three Payment Options:

- [ ] Check Payable to: American Institute of Architects
- [ ] Visa, MasterCard, or AmEx:
  - Amount: __________________________
  - Visa No.: __________________________
  - MasterCard No.: __________________________
  - AmEx No.: __________________________
  - Expiration Date: __________________________
  - Name on Card: __________________________
  - 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.

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Company Name ____________________________________________________________
Contact Name ____________________________________________________________
Address _________________________________________________________________
City __________________________ State __________ Zip Code __________
Phone __________________________ Fax __________________________ E-Mail __________________________

Questions? Please contact Susan Parrish at AIA
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