

# 2012

## SPONSORSHIP OPPORTUNITIES



there's a place for **your business**

# 2012 Seminars

Virginia Society AIA offers a series of educational seminars during the year. Choose from sessions on building codes, business practices, exam preparation and other topics.

This is a great opportunity to spotlight your product or services during the welcome. Each session features both a breakfast and a lunch break where you'll have the opportunity to get to know the attendees. Follow up with a note using the attendee contact list, and you'll be well on your way to building new relationships to enhance your business!



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	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$1,000	\$750	\$500	\$300	\$250
Opportunity to welcome attendees to selected seminar	X				
Opportunity to distribute materials during selected seminar	X	X			
Attendee contact list to selected seminar	X	X	X		
Button ad in VSAIA News	X	X	X	X	
2-month sponsorship advertisement on Society website	X	X	X	X	X
Acknowledgement on all announcements	X	X	X	X	X

Event profile: • 20–70 attendees in each session • attendees are Virginia architects • promoted in at least 3 email blasts

# 2012 VSAIA Prize

Held each year during the last week in January, students spend the weekend designing a response to a problem created by faculty from one of Virginia's architecture schools. Each school's faculty reviews the submissions and sends up to 10 finalists to Richmond for final judging.

Reach architecture students while they're still in school. Get your message in front of students, faculty and Virginia architects. BONUS: Winning boards are displayed at Architecture Exchange East where you'll be featured in front of more than 1,000 architects from throughout the mid-Atlantic.

	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$5,000	\$2,000	\$1,500	\$1,000	\$500
1 year naming opportunity	X				
Half-page black + white ad in Inform magazine <i>(Corporate + Benefactor levels receive color)</i> \$1265 value/ \$1960 value	X	X	X		
Button ad in VSAIA News	X	X	X	X	
2-month sponsorship advertisement on Society website	X	X	X	X	X
Acknowledgement on all announcements	X	X	X	X	X

# 2012 Prize for Design Research & Scholarship

The Prize encourages theoretical awareness, educational exchange, thought and research in architecture, both within academic institutions and within the offices of practicing architects who participate in these pursuits. Get engaged with researchers and practitioners in Virginia.

	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$5,000	\$2,000	\$1,500	\$1,000	\$500
1 year naming opportunity	X				
Half page black + white ad in Inform magazine <i>(Corporate + Benefactor levels receive full color)</i> \$1265 value/ \$1960 value	X	X	X		
Button ad in VSAIA News	X	X	X	X	
2-month sponsorship advertisement on Society website	X	X	X	X	X
Acknowledgement on all announcements	X	X	X	X	X

Event profile: architects and faculty in Virginia architecture schools • year-long • celebrated in member newsletter and annual conference • promoted in at least 3 email blasts

# 2012 Virginia Women in Design

Virginia Women in Design works closely with established local groups in Central Virginia, Northern Virginia and Richmond to provide programming to enrich and support women in the profession. VWiD is a community of individuals who are interested in supporting diversity in the profession.

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	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$1,000	\$750	\$500	\$300	\$250
Knowledge Community contact list	x				
Button ad in VSAIA News	x	x			
2-month sponsorship advertisement on Society website	x	x	x		
Acknowledgement on all announcements	x	x	x	x	x

# 2012 Virginia IFRAA

Virginia Interfaith Forum on Religion, Art and Architecture is a knowledge community of the VSAIA. IFRAA's membership is interested in the exploration, promotion, and understanding of the relationship of religion to art and architecture.

Each November Virginia IFRAA sponsors a program at Architecture Exchange East.



	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$1,000	\$750	\$500	\$300	\$250
Knowledge Community contact list	x				
Button ad in VSAIA News	x	x			
2-month sponsorship advertisement on Society website	x	x	x		
Acknowledgement on all announcements	x	x	x	x	x

# 2012 Design Awards Program

The Virginia Society's Awards for Excellence in Architecture recognize outstanding design, built and unbuilt. Also known as the Design Awards, the program is juried by a team of esteemed practitioners. No specific number of awards is set, and the program is open to all categories of building as well as interiors projects.

What an opportunity! The Design Awards are featured in a special issue of Inform Magazine, and celebrated at both Architecture Exchange East and Visions for Architecture. As if that weren't enough, the Design Awards are the subject of an exhibition where you'll be celebrated along with the winners.



	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$10,000	\$5,000	\$2,500	\$1,000	\$500

**Exclusive!** 1-year naming opportunity for **both** the Awards Program and the Exhibition \*

1-year naming opportunity for Awards Program (*not available if Corporate level has been sold*)

Recognition during Visions for Architecture gala

Recognition during Architecture Exchange East (*includes recognition in registration brochure and program*)

Half page black and white ad in Inform magazine (*Benefactor level receives full color*) \$1265 value/ \$1960 value

Button ad in VSAIA News \$249 value

2-month sponsorship advertisement on Society website \$249 value

Acknowledgement on all Society announcements

	X				
	X	X			
	X	X			
	X	X	X		
	X	X	X	X	
	X	X	X	X	X
	X	X	X	X	X

\*See **Design Awards Exhibition Sponsorship** package for details

# 2012 Design Awards Exhibition

The Virginia Society's Awards for Excellence in Architecture recognize outstanding design, built and unbuilt. Also known as the Design Awards, the program is juried by a team of esteemed practitioners. No specific number of awards is set, and the program is open to all categories of building as well as interiors projects.

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	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$10,000	\$5,000	\$2,500	\$1,000	\$500

**Exclusive!** 1 year naming opportunity for **both** the awards program and exhibition \*

	X				
1-year naming opportunity for exhibition at Virginia Center for Architecture <i>(not available if Corporate level has been sold)</i>	X	X			
Recognition during Visions for Architecture gala	X	X			
Recognition in all related VCA exhibition advertising, promotion and programming	X	X	X		
Half page black and white ad in Inform magazine <i>(Benefactor level receives full color)</i> \$1265 value/ \$1960 value	X	X	X		
Button ad in VSAIA News \$249 value	X	X	X	X	
2-month sponsorship advertisement on Society website \$249 value	X	X	X	X	X
Acknowledgement on all Society announcements	X	X	X	X	X

\*See **Design Awards Program Sponsorship** package for details

# 2012 Emerging Leaders in Architecture

Designed to develop future leaders in architecture firms, in communities, and in the profession, the program consists of seven day-long seminars. Each session focuses on one or more essential strategies or skills such as financial management, presentation and communication skills, negotiating techniques, understanding legal and ethical issues, and public service.

A signature Society program, ELA introduces you to the profession's future leaders. Build your relationships with them now, and enjoy their future successes!



	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$5,000	\$2,000	\$1,500	\$1,000	\$500
1 year naming opportunity	x				
Opportunity to address class and speakers at opening session	x				
Recognition at all sessions, including final session @ ArchEx	x	x			
Half page black and white ad in Inform magazine ( <i>Corporate level receives full color</i> ) \$1265 value/ \$1960 value	x	x	x		
Button ad in VSAIA News	x	x	x	x	
2-month sponsorship advertisement on Society website	x	x	x	x	x
Acknowledgement on all announcements	x	x	x	x	x

# Historic Resources Committee

Historic Resources Committee seeks to identify, understand, and preserve Virginia's architectural heritage.

	<b>Corporate</b>	<b>Benefactor</b>	<b>Patron</b>	<b>Sustaining</b>	<b>Supporter</b>
	\$1,000	\$750	\$500	\$300	\$250
Knowledge Community contact list	x				
Button ad in VSAIA News	x	x			
2-month sponsorship advertisement on Society website	x	x	x		
Acknowledgement on all announcements	x	x	x	x	x

# Design Forum X

The Virginia Design Forum is a bi-annual symposium that addresses topical design issues.

Design Forum X, which takes place in 2012, is conceived by the Design Committee of the Virginia Society AIA. Now in its nineteenth year, the Design Forum continues a tradition of matching urgent topics with engaging speakers, which have included Samuel Mockbee, Charles Gwathmey, Michael Rotondi, Olga Vazquez-Ruano, Will Bruder, Gregg Pasquarelli, and Monica Ponce de Leon. Become a supporter early and gain almost two years of recognition.



Add \$500 to any level to include a table at the Saturday session

*Exclusive!*

**Corporate Benefactor Patron Sustaining Supporter**

\$5,000 \$2,000 \$1,500 \$1,000 \$500

Table and presence at reception and Saturday session

x

Recognition on event signs

x

x

Event tickets

6

4

2

\$195/ticket value (based on 2010 prices)

Acknowledgement in Inform magazine

x

x

x

x

Acknowledgement in VSAIA News

x

x

x

x

x

Acknowledgement on all announcements

x

x

x

x

x

Event profile: 200 architects and designers from Virginia and mid-Atlantic attend • up to 2 years of recognition • celebrated in member newsletter • heavily promoted using direct mail and at least 6 email blasts

# Honors Program

The honors program recognizes the best efforts of Virginians who, by profession or avocation, have made creating, preserving, and enhancing Virginia's communities an important life commitment.

Communicate your message to Virginia architects and allied professionals through your support of this important program! Join the accomplished architects on the Honors Committee for lunch during the selection meeting.



	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$2,500	\$1,000	\$750	\$500	\$300
Acknowledgement on nomination form	x				
Button ad in VSAIA News	x	x			
3 month sponsorship advertisement on Society website	x	x	x		
Acknowledgement at all meetings	x	x	x	x	x
Acknowledgement on all announcements	x	x	x	x	x

# ArchEx Keynote Address

Architecture Exchange East is the largest event and expo for architects in the mid-Atlantic. It has more educational sessions, more vendors, and more attendees than any other architectural conference in the region.

ArchEx features over 60 educational sessions, spectacular behind-the-scenes architectural tours, engaging special events, and over 125 vendors in the ArchEx Exhibit Hall.



## Benefits

Verbal acknowledgement as Keynote Sponsor at Keynote Address

Large screen sponsorship slide with logo

Product/Sales materials in attendee registration packets (**\$500 value**)

Company identity on signs placed at entrance to Keynote

Company acknowledgement in pre-registration promotions (as deadlines allow)

1/2 page display advertisement in the conference program (**\$410 value**)

Recognition in the conference program

Recognition on website with logo and link

**Investment: \$2,000** *Only four available!*

\*The Keynote is part of the Plenary Session and falls under the "Plenary Session" umbrella. The Title Sponsor is the overall sponsor of the Plenary Session and will be listed as such at the Keynote Address. Keynote Sponsors will be listed as Keynote Sponsors only.

# ArchEx Track Sponsorships

Architecture Exchange East is the largest event and expo for architects in the mid-Atlantic. It has more educational sessions, more vendors, and more attendees than any other architectural conference in the region.

ArchEx features over 60 educational sessions, spectacular behind-the-scenes architectural tours, engaging special events, and over 125 vendors in the ArchEx Exhibit Hall.



## Benefits

Recognition with applicable seminar track in show program

Company logo and name listed as Track Sponsor on signs at door to each seminar

Recognition on show website with logo and link

Recognition sponsorship in registration area signs

Recognition as sponsor in show program

Product/sales materials in attendee registration packets (\$500 value)

10 X 10 booth on exhibit floor at ArchEx East (\$1545 value)

Two tickets to Visions for Architecture gala (\$400 value)

Acknowledgement as Track Sponsor in pre-registration promotions (as deadlines allow)

Recognition as Track Sponsor in VSAIA News

1/4 page B&W display ad in show program (\$295 value)

**Investment: \$7,500** *Only eight available!*

# ArchEx Title Sponsorship

Architecture Exchange East is the largest event and expo for architects in the mid-Atlantic. It has more educational sessions, more vendors, and more attendees than any other architectural conference in the region.

ArchEx features over 60 educational sessions, spectacular behind-the-scenes architectural tours, engaging special events, and over 125 vendors in the ArchEx Exhibit Hall.



## Benefits

Four minutes to welcome attendees to the conference during the Keynote Address

Verbal recognition as Title Sponsor during the Keynote Address

Recognition as Title Sponsor on large screen slide during the Keynote Address

Recognition as Title Sponsor at VSAIA Annual Meeting

Recognition as Title Sponsor on conference signs

Acknowledgement in pre-registration promotions (as deadlines allow)

Full page black and white display ad in the conference program (**\$700 value**)

Sponsor recognition in the conference program

Sponsor recognition on website with logo and link

Product/sales materials in attendee registration packets (**\$500 value**)

Recognized as Title Sponsor on exhibit floor

10 X 10' booth on Exhibit Floor at ArchEx (**\$1,545 value**)

Corporate identity displayed in ArchEx Exhibit Hall

Recognition as Title Sponsor in VSAIA News

Two double-button ads in VSAIA News (**\$660/ad; \$1,320 value**)

Table for eight at Visions for Architecture gala (**\$1,600 value**)

Sponsorship advertisement in 3 email blasts (**\$475/blast; \$1,425 total value**)

**Investment: \$25,000** *Only one available!*

\*The Title Sponsor is the overall sponsor of Architectural Exchange East.

Event profile: 1,000 architects and designers from Virginia and mid-Atlantic attend • featured in member newsletter at least 3 times • heavily promoted using multiple direct mailing and at least 16 email blasts