

2014

SPONSORSHIP OPPORTUNITIES



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

2014 Code Seminar Series

Virginia Society AIA offers a series of educational seminars throughout the year, including 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
	\$1,000	\$750	\$500
Opportunity to welcome attendees to seminars	X		
Allied membership in the Virginia Society AIA	X	X	
Opportunity to distribute materials during seminars	X	X	
Attendee contact list	X	X	
Button ad in <i>VSAIA News</i> — the Society's monthly member newsletter	X	X	X
2-month sponsorship advertisement on Society website	X	X	X
Acknowledgement on announcements	X	X	X

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

2014 Virginia Society AIA 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 design professionals from throughout the mid-Atlantic.

	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$5,000	\$2,000	\$1,500	\$1,000	\$500
1 year naming opportunity	SOLD x				
Half-page black + white ad in Inform magazine* <i>(Corporate + Benefactor levels receive color)</i> * Excludes the annual Directory Issue \$1265 value/ \$1960 value	x	x	x		
Button ad in VSAIA News — the Society's monthly member newsletter	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: students and faculty in accredited schools of architecture in Virginia • year-long recognition • jury of prominent Va. architects • celebrated in member newsletter and annual conference

2014 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> *Excludes the annual Directory issue \$1265 value/ \$1960 value	X	X	X		
Button ad in VSAIA News – the Society’s monthly member newsletter	X	X	X	X	
Allied membership in the Virginia Society AIA	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

2014 Design Awards

The Virginia Society's Awards for Excellence in Architecture recognize outstanding design, built and un-built. 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*.



	Benefactor	Patron	Sustaining	Supporter
	\$5,000	\$2,500	\$1,000	\$500
1-year naming opportunity for Awards Program	X			
Recognition during <i>Visions for Architecture</i> gala	X			
Recognition during Architecture Exchange East (<i>includes recognition in registration brochure and program</i>)	X	X		
Half page black and white ad in issue 6 of <i>Inform</i> magazine (<i>Benefactor level receives full color</i>) \$1265 value/ \$1960 value	X	X		
Allied membership in the Virginia Society AIA	X	X	X	
Button ad in <i>VSAIA News</i> \$249 value	X	X	X	
2-month sponsorship advertisement on Society website \$249 value	X	X	X	X
Acknowledgement on all Society announcements	X	X	X	X

2014 Emerging Leaders in Architecture

An **Honors Academy of the Virginia Society AIA**, the Emerging Leaders in Architecture program is 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> * Excludes the annual Directory Issue \$1265 value/ \$1960 value	X	X	X		
Allied membership in the Virginia Society AIA	X	X	X	X	
Button ad in VSAIA News — the Society's monthly member newsletter	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

Design Forum XI

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

Design Forum X, which takes place in 2014, is conceived by the Design Committee of the Virginia Society AIA. The Design Forum continues a long 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.



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		
<i>\$195/ticket value (based on 2010 prices)</i>					
Acknowledgement in Inform magazine	x	x	x	x	
Allied membership in the Virginia Society AIA	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		
Allied membership in the Virginia Society AIA	x	x	x		
Acknowledgement at all meetings	x	x	x	x	x
Acknowledgement on all announcements	x	x	x	x	x

For information on sponsoring Visions for Architecture contact (804) 237-1764

2014 Virginia Women in Design

Virginia Women in Design, a knowledge community of the Virginia Society AIA, works closely with established local groups in Virginia 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. Organizers of an annual series of sessions at Architecture Exchange East, sponsorship of VWiD is a great way to gain exposure at ArchEx and show your support for women in the profession.

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	Corporate	Benefactor	Patron	Sustaining
	\$1,000	\$750	\$500	\$300
Knowledge Community contact list	X			
Button ad <i>in VSAIA News</i> – the Society’s monthly member newsletter	X	X		
Allied membership in the Virginia Society AIA	X	X		
2-month sponsorship advertisement on Society website	X	X	X	
Acknowledgement on announcements	X	X	X	X

2014 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
	\$1,000	\$750	\$500	\$300
Knowledge Community contact list	x			
Button ad in VSAIA News	x	x		
Allied membership in the Virginia Society AIA	x	x		
2-month sponsorship advertisement on Society website	x	x	x	
Acknowledgement on all announcements	x	x	x	x

Historic Resources Committee

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

	Corporate	Benefactor	Patron	Sustaining
	\$1,000	\$750	\$500	\$300
Knowledge Community contact list	x			
Button ad in <i>VSAIA News</i> — the Society's monthly member newsletter	x	x		
Allied membership in the Virginia Society AIA	x	x		
2-month sponsorship advertisement on Society website	x	x	x	
Acknowledgement on event announcements	x	x	x	x

Emerging Professionals Committee

The Emerging Professionals Knowledge Community provides a structure for younger members to work actively establishing activities and programs that respond to their needs.

	Corporate	Benefactor	Patron	Sustaining
	\$1,000	\$750	\$500	\$300
Knowledge Community contact list	x			
Button ad in <i>VSAIA News</i> — the Society’s monthly member newsletter	x	x		
Allied membership in the Virginia Society AIA	x	x		
2-month sponsorship advertisement on Society website	x	x	x	
Acknowledgement on event announcements	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

Allied membership in the Virginia Society AIA

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.

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

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 conference program

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

Recognition on www.archex.net with logo and link

Recognition sponsorship in registration area

Recognition as sponsor in conference program

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

10 X 10 booth in the exhibit hall (\$1,545 value)

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

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

10 tickets to the CONNECTIONS Cocktail Party

Recognition as Track Sponsor in *VSAIA News*

Allied membership in the Virginia Society AIA

1/3 page display ad in conference program (\$295 value)

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

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

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)

Allied membership in the Virginia Society AIA

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

Virginia Accord

The Virginia Accord will be the outcome of a 2-day symposium held in Richmond, Virginia. Hosted by the VSAIA, this symposium will feature key speakers on critical topics, breakout sessions of mixed disciplines, discussion opportunities and methodologies to overcome current roadblocks.

Professionals integral to the built environment will affirm a commitment to the environment, economy and quality of life of all Virginians. Participants from multiple disciplines will set forth an environmentally sustainable, common commitment to the public good for the citizens of the State of Virginia.



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	Corporate	Benefactor	Patron	Sustaining	Supporter
	\$5,000	\$2,000	\$1,500	\$1,000	\$500
Table and presence at Friday and Saturday sessions	x				
Recognition on event signs	x	x			
Event tickets \$100/ticket value	6	4	2		
Acknowledgement in Inform magazine	x	x	x	x	
Allied membership in the Virginia Society AIA	x	x	x	x	
Acknowledgement in VSAIA News	x	x	x	x	x
Acknowledgement on all announcements	x	x	x	x	x

Event profile: 200-300 architects, landscape architects, designers, constructors, engineers, legislators, economists, educators, ecologists, planners, public health professionals from Virginia and mid-Atlantic attend • celebrated in member newsletter • heavily promoted using direct mail and at least 6 email blasts

Centennial Sponsorship Opportunities



Year-round benefits. Statewide exposure.

Platinum Sponsorship

Recognition at Centennial Events and Exhibitions

1 Benefactor sponsorship (8 tickets) to Visions for Architecture gala (\$6,000 value)

4 half-page, color ads in Inform Magazine *excludes Directory Issue (\$7,840 value)

6 button ads in VSAIA News, the Society's member newsletter (\$1,494 value)

1 half-page display ad in the ArchEx Conference Program (\$410 value)

4 month button ad on aiava.org (\$498 value)

1-year Allied Membership in the Virginia Society AIA (\$350 value)

Investment: \$15,000

Gold Sponsorship

Recognition at Centennial Events and Exhibitions

1 Patron sponsorship (8 tickets) to *Visions for Architecture* gala (\$3,500 value)

2 half-page, color ads in Inform Magazine *excludes Directory Issue (\$3,920 value)

4 button ads in VSAIA News, the Society's member newsletter (\$996 value)

1 half-page display ad in the ArchEx Conference Program (\$410 value)

4 month button ad on aiava.org (\$498 value)

1-year Allied Membership in the Virginia Society AIA (\$350 value)

Investment: \$10,000

Silver Sponsorship

Recognition at Centennial Events and Exhibitions

2 tickets to *Visions for Architecture* gala (\$450 value)

2 quarter-page, black and white ads in Inform Magazine *excludes Directory Issue (\$ 1,890 value)

4 button ads in VSAIA News, the Society's member newsletter (\$996 value)

1 half-page display ad in the ArchEx Conference Program (\$410 value)

4 month button ad on aiava.org (\$498 value)

1-year Allied Membership in the Virginia Society AIA (\$350 value)

Investment: \$5,000