2020 SPONSORSHIP INITIATIVE PROSPECTUS

Our partners in the building and construction industry now have the ability to reach our membership with their products and services. This opportunity is unparalleled - so why not join us in the upcoming year?

Each year, AIA Newark & Suburban Architects produces a diverse calendar of events including festive informal gatherings, technical seminars for experts, public programs and programs geared towards emerging professionals. Each event offers a unique networking opportunity for businesses to promote products and services directly to the local design community.

Make sure you are not left behind. Through an annual sponsorship you can receive an Allied Membership in our section, as well as maximum exposure for your product or service at every event we hold, all year long. All of our sponsorship opportunities are offered at a savings of up to one-third less than their individual cost. We’ve created numerous sponsorship packages to meet your budget and marketing goals.

WHY SPONSOR?

Visibility
We know that our section, located in one of the fastest growing regions in the state, represents a perfect opportunity to reach decision making leaders in the construction industry. Our programs and publications reach over 530 Section members, and our website has more than 20,000 unique visitors annually. Your business can’t afford to miss this unique opportunity to access this important market. Recognition varies by sponsorship level, but always includes acknowledgement in our eblasts and on our website.

Positioning
Show your leadership on the things that matter to your business. By sponsoring programs and events that lead the profession on issues such as sustainable design, you strategically enhance your company's position.

Relationship-building
We consider our sponsors as partners in the effort to create a strong, viable architecture / engineering / construction community. Through your sponsorship, your company gains access to our membership which can help develop the key relationships needed to enhance and maintain your business.

Questions?
Contact our Section Administrator by e-mail at admin@aians.org. Or learn more about the AIA-NS Section, our members and firms by visiting our website www.aians.org.

The American Institute of Architects
AIA Newark & Suburban Architects
PO Box 43722
Upper Montclair, NJ 07043

T (973) 746 1523
E admin@aians.org

www.aians.org
SECTION BACKGROUND

The American Institute of Architects is the voice of the architecture profession. AIA is dedicated to serving its members, advancing their value and improving the quality of the built environment. It is the largest and most influential professional association for architects, interns and those directly involved in the practice of architecture.

AIA Newark and Suburban Architects is one of six sections in New Jersey. AIA-NS is a growing section which contains over 530 members and encompasses the counties of Essex, Morris, Union, and Warren. For over 100 years AIA Newark and Suburban Architects has striven to meet the needs and interests of its members and the public by developing public awareness on the value of architecture and the importance of good design.

AIA-NS and its committees provide programs, workshops, and continuing education opportunities in the following interest areas:

Advocacy
- Legislative & Government Affairs
- Publicity / Public Relations

Professional Development
- Emerging Professionals Seminars
- Continuing Education Seminars
- Scholarship Fund
- General Membership Meetings

Built Environment
- Building Tour
- Design Awards
- Trade Show

Social / Community Service
- Past Presidents Banquet
- Networking Event
- CANstruction ©
SPONSOR OPPORTUNITIES

Allied Membership:
Allows attendance at all events with same admission charge, if any, as our regular architect members. Includes a listing of your name, with an email link, on our website.

Advertising:
Link from AIANS website to your company website.

General Meetings:
Our General Meetings are a variety of presentations, approximately 1-hour long, that are given on a relevant topic. Typically, our meetings include a social hour before. Generally held on Thursday evenings several times per year. Attendance varies from 75-120 people. Available opportunities include:
- Admission ticket
- Company listing in all meeting notices
- Meeting sponsorship & company introduction
- Tabletop display
- Brief presentation

Section Events:
Some events that we typically hold each year include:
- Building tours of architecturally significant building or spaces
- Continuing education seminars so our members can attain their required credits
- Emerging Professionals seminars to help our up and coming members grow their knowledge of the profession

Networking Events:
These events are related to our membership outreach and will include events organized by & for our EPIC Committee (Emerging Professionals) These may include:
- Mini-golf outing
- Bowling event
- Lake cruise
- Paint and Sip
SPECIAL SECTION EVENTS

These annual events are our largest and most prestigious.

**CANstruction:**

CANstruction® combines the competitive spirit of a design/build competition with a unique way to help feed the needy. Competing teams, lead by architects and engineers, showcase their talents by designing giant sculptures made entirely out of canned foods. At the close of the exhibitions all of the food used in the structures is donated to the Community Food Bank of New Jersey for distribution to pantries, shelters, soup kitchens, elderly, and day care centers. This annual event is typically held at a public venue in order to showcase the event to the community and is attended by 60-70 people.

Available opportunities include:

- Two CANstruction reception tickets
- Company introduction at awards ceremony
- Recognition on poster and booklets
- Website link from AIANS website + $250 donation to the food bank

**Design Awards:**

Our annual Design Awards Competition is typically held each year at an art museum or corporate headquarters. This juried competition highlights the best architectural work from architects throughout the northern NJ area. The event is well attended by the Newark & Suburban Architects and numerous local VIPs, typically 90-100 people.

Available opportunities include:

- Design Award reception tickets + recognition in gala booklets
- Company introduction at gala
- Additional tickets + recognition on gala poster

**Presidents Gala:**

Come join us as we recognize the past year’s leaders and inaugurate and welcome our new board. At this premier social event of the year we celebrate the distinguished service of our past president and their Board of Trustees. Held in January or February, the gala attendance is between 100-130 people.

Available opportunities include:

- Banquet tickets
- Company mention at banquet
- Recognition on banquet banner and/or program

**Trade Show:**

This annual event is typically held in April/May is a combined event with Architects League of Northern New Jersey. It offers companies/vendors a chance to showcase their goods in front of more than 150 architects.

Available opportunities include:

- Door prize sponsor (multiple available)
- Continuing education seminar sponsor (multiple available)
- Complimentary beverage sponsor
- Complimentary food sponsor
- Grand prize sponsor
## Sponsorship Opportunities 2020

### Annual Sponsorship Initiative

<table>
<thead>
<tr>
<th></th>
<th>A La Carte</th>
<th>Platinum PLUS</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td><strong>Membership Benefits</strong></td>
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<td>Allied Membership</td>
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<td><strong>Advertising Benefits</strong></td>
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<td><strong>General Meeting Benefits</strong></td>
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<td>Dinner Tickets (2 per Mtg)</td>
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<td>Table Top Display</td>
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<tr>
<td>Listing in every meeting notice</td>
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<td>Meeting Presentation</td>
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<td><strong>Section Events</strong> (Includes 4 tickets, listing in notices, website, poster/banner &amp; introduction)</td>
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<td>Poster/Banner Recognition</td>
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<td><strong>Total A La Carte Value</strong></td>
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<td>46.6%</td>
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<td><strong>Annual Sponsorship Cost</strong></td>
<td>$6,500</td>
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*Items included vary from other events*
SPONSORSHIP COMMITMENT CARD

1. Select your level:  (Refer to attached chart for breakdown of items included in each level)

   __  DOUBLE PLATINUM  $6,500  __  SILVER  $1,500
   __  PLATINUM  $5,000  __  BRONZE  $ 700
   __  GOLD  $3,000

- OR -

2. Select your programs:

   **Membership Benefits:**
   ___ Allied Membership  $350/year
   ___ New Networking Event  $250

   **Advertising Benefits:**
   ___ Homepage Logo with Link  $75/mo
   ___ CANstruction  $750

   **Design Awards:**
   ___ Reception Event Sponsor  $750

   **Educational/Scholarship Funding:**
   ___ Contribution  $150

   **Trade Show:**
   ___ Booth Rental (small)  $1000
   ___ Seminar  $450
   ___ Poster/Banner Recognition  $250

   **Presidents Gala:**
   ___ Dinner Ticket  $130
   ___ Poster/Banner Recognition  $250
   ___ Program Listing  $300

   **General Meeting Benefits:**
   ___ Meeting Sponsor & Co. Intro.  $750
   ___ Table Top Display  $350
   ___ Listed in Meeting Notices  $250/year
   ___ Meeting Presentation  $1,000

   ____ Section Events: (Includes 4 tickets, listing in notices, website, poster/banner & introduction)
   ___ Building Tour  $750
   ___ Continuing Education Event  $500
   ___ Emerging Professionals Event  $500

   **Total Sponsorships:**  $________

Company: ____________________________________________________________

Contact: ____________________________________________________________

The American Institute of Architects
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PO Box 43722
Upper Montclair, NJ 07043

T (973) 746 1523
E admin@aians.org

Phone: ___________________ Email: ____________________________

E-mail this form to our Section Administrator at admin@aians.org, and you will be contacted for billing information.

**Thank you for your support!**

AIA Newark and Suburban Architects is a tax exempt organization under Section 501(c)(6) of the Internal Revenue Code as a business league. Amounts solicited are not deductible as charitable contributions but may be deductible as ordinary and necessary business expenses to the extent allowed by law.