

An aerial photograph of the Detroit skyline at dusk. The city is illuminated with warm lights, and the sky is a mix of orange, pink, and blue. The text "AIA Detroit" is overlaid in the top left corner.

AIA Detroit

Sponsorship Opportunity Guide

2024

Welcome

Dear Members and Friends,

Connecting. Belonging. Change-making. Those are some of the hallmarks that define the direction of the Detroit chapter of the American Institute of Architects. 2024 is shaping up to be an exciting year for our chapter and we're looking to bring added value to the programming and events that impact our members and the broader region we represent.

Becoming an AIA Detroit sponsor not only demonstrates your support for Detroit's architectural and design community, but also provides your company with unprecedented exposure to AIA Detroit's nearly 1,000 members, 3,000+ newsletter and 9,000+ social media followers.

You'll find sponsorship opportunities of many levels across the spectrum of AIA Detroit's programs and events - including the Celebration of Architecture, our premier event and the largest architecture and design event across the state.

Whether you're interested in reaching a wide audience or a specific subset of our membership closely tied to your specific industry, valuable and meaningful benefits await.

This new annual sponsorship program provides opportunity for nearly year-round visibility and unprecedented recognition for those firms and affiliate members who invest in AIA Detroit. You'll find details throughout this guide detailing these opportunities. A \$10,000 investment annually brings nearly \$20,000 in benefits if your focus was split throughout the year. You'll find details on how all the various levels can provide added value throughout this guide.

We look forward to helping you position your company's work in front of AIA Detroit's members, industry partners, and future clients.

All the best,

Lauren Myrand, Assoc. AIA
Executive Director
AIA Detroit

Patty Rooney
Director of Marketing
AIA Detroit

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Questions?

Please don't hesitate to reach out to the AIA Detroit Staff, Lauren and Patty, with any questions you may have:

sponsor@aiadetroit.com
(313) 588-1411

AIA Detroit At-A-Glance

For the first time, AIA Detroit has developed an Annual Sponsor campaign to partner with our Mission, Vision, and new Strategic Plan.

Read the AIA Detroit Strategic Plan:
AIADetroit.com/bylaws_strategic-plan

Mission

AIA Detroit empowers the profession to engage with and improve communities in Metro Detroit.

Vision

AIA Detroit elevates the practice of architecture through activism, equity, resiliency, and design excellence.



Subscribers: 3,133



X Followers: 1,688



Facebook: 3,000



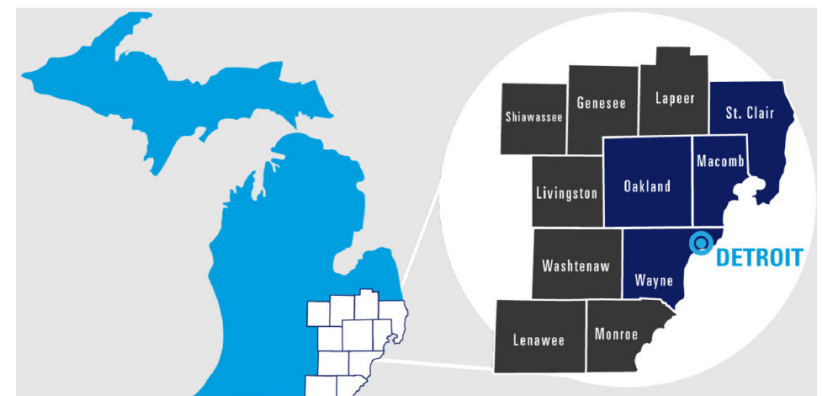
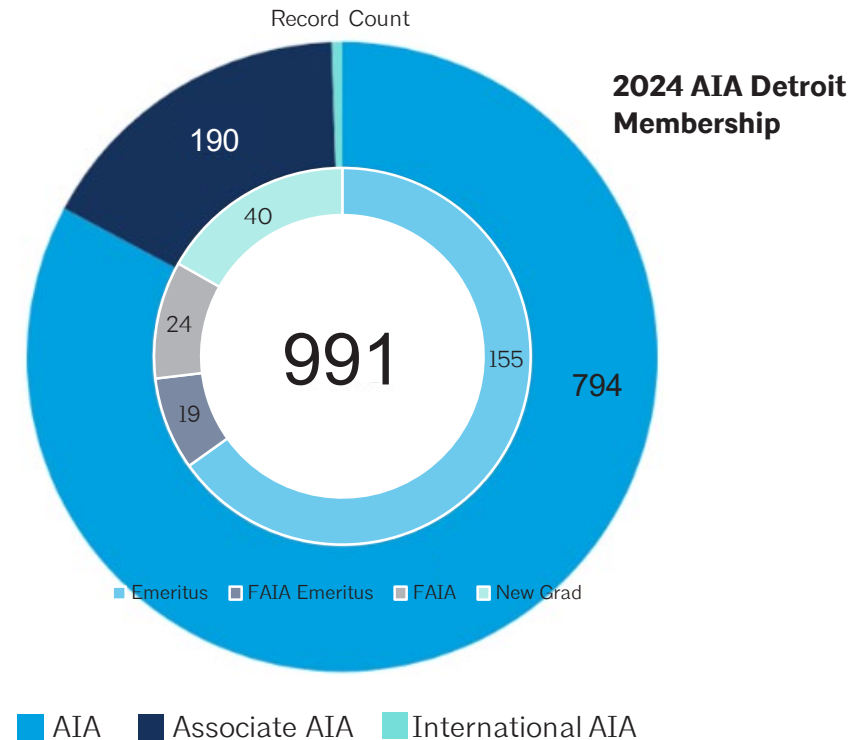
Instagram: 2,625



LinkedIn: 2,000



YouTube: 176



Our chapter boundaries

AIA Detroit 2024 Calendar

Q1

- › Architectural Building Tour
- › BIM Educational Event
- › Building Codes Educational Event
- › CKLDP Bootcamp and Scholar Sessions
- › Computational Design Educational Event
- › COTE Design Competition
- › COMMONS Lecture/Panel Discussion
- › 2024 Students Scholarships Winners are Announced

Q2

- › Architectural Building Tour
- › BIM Educational Event
- › Building Codes Educational Event with the ICC
- › CKLDP Scholar Sessions
- › Computational Design Educational Event
- › COTE Earth Week Event/Lecture
- › COTE Outdoor Event
- › COMMONS Lecture/Panel Discussion

Q3

- › Architectural Building Tour
- › Awards & Celebration of Architecture
- › BIM Educational Event
- › Building Codes Educational Event with the ICC
- › CKLDP Scholar Sessions
- › Computational Design Educational Event
- › Computational Design Workshop
- › COTE Annual Garden Party
- › COMMONS Lecture/Panel Discussion

Q4

- › AIA Detroit Annual Business Meeting
- › Architectural Building Tour
- › BIM Educational Event
- › CKLDP Scholar Graduation
- › CKLDP 2025 Scholar Recruitment
- › Computational Design Educational Event
- › COTE Building Tour/Design Happening
- › COMMONS Lecture/Panel Discussion
- › 2025 Scholarships Call for Student Applications

Annual Sponsor Opportunities

	Diamond \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
	Sponsors receive \$21,450 in benefits	Sponsors receive \$12,350 in benefits	Sponsors receive \$8,100 in benefits	Sponsors receive \$4,600 in benefits
AIA DETROIT SIGNATURE EVENTS AND PROGRAMS				
Annual Business Meeting	Sponsor Visually & Verbally Recognized	Sponsor Visually Recognized	Sponsor Recognized	Sponsor Recognized
Honor Awards	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Celebration of Architecture	Platinum Sponsor	Gold Sponsor	Brand Exposure	Brand Exposure
COMMONS Lecture or Panel	2 COMMONS	1 COMMONS	1 COMMONS	
COMMITTEE EVENTS AND PROGRAMS				
Christopher Kelley Leadership Development Program (CKLDP)	Benfactor Sponsor	Program Sponsor	Session Champion	Session Supporter
COTE Garden Party	Premier Sponsor	Sponsor		
Architectural Building Tours	Sponsor 1 Committee:	Sponsor 1 Committee:	Sponsor 1 Committee:	Sponsor 1 Committee:
Building Codes	Recognition at all	Recognition at all	Recognition at all	Recognition at all
Computational Design & BIM Events	Committee Programs	Committee Programs	Committee Programs	Committee Programs
MARKETING AND PUBLICATION				
Website Brand Recognition	Full Year	Full Year	Full Year	Full Year
Newsletter Brand Recognition	Full Year	Full Year	Half Year	Half Year
Social Media Channel Recognition	All Channels	All Channels	Singature Events Only	Singature Events Only
EDUCATION AND ADDITIONAL BENEFITS				
BIPOC & LGBTQIA+ Students Scholarships	Scholarship Sponsor			
Continuing Education Webinar	2 Per Year	1 Per Year	1 Per Year	1 Per Year
Allied Membership	YES	YES	YES	YES

The **313Circle** is a program of unprecedented recognition for those who invest a cumulative amount of \$10,000 or more in AIA Detroit sponsorships on an annual basis.

Architecture Firm Qualification Checklist

- ☐ Sponsor a minimum of two 2024 AIA Detroit events: The Awards and Celebration of Architecture, Annual Business Meeting, Building Tour, COMMONS Lecture, COTE Garden Party, Computational Design/BIM/Building Codes Educational Event
- ☐ Sponsor the Christopher Kelley Leadership Program
- ☐ Minimum of \$10,000 in sponsorships to qualify
- ☐ Membership (a member of the firm must be an AIA Detroit Member)

All four qualifications must be met.

Partner Benefits

Reconignition at all AIA Detroit Signature Events: Honor Awards and Celebration of Architecture, Annual Business Meeting, COMMONS Lecture/Panel Discussion

Company recognized as a 313Circle Sponsor on the AIA Detroit website

Company recognized as a 313Circle Sponsor in the weekly AIA Detroit Newsletters

A spotlight feature in designated AIA Detroit social media

Recognition in new member welcome email communications

Invitation to an exclusive partner and sponsor Thank You networking event with key industry stakeholders

Suppliers, Vendors, and Consultants Qualification Checklist

- ☐ Sponsor a minimum of two 2024 AIA Detroit events: The Awards and Celebration of Architecture, Annual Business Meeting, Building Tour, COMMONS Lecture, COTE Garden Party, Computational Design/BIM/Building Codes Educational Event
- ☐ Sponsor the BIPOC & LGBTQIA+ Students Scholarships
- ☐ Minimum of \$10,000 in sponsorships to qualify
- ☐ Membership (an Allied Firm/Company)

All four qualifications must be met.