



# Sponsorship Opportunity Guide

2025



# 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. 2025 is shaping up to be an exciting year for our chapter and we’re going 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 Metro Detroit’s architectural and design community, but also provides your company with unprecedented exposure to AIA Detroit’s 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 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 on how all the various levels can provide added value for your company.

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**

# AIA Detroit Impact



## Vision

We elevate the practice of architecture through **activism, equity, resiliency, & design excellence.**



## 10,212

Social Media Followers  
**Follow Us!**



## 3,133

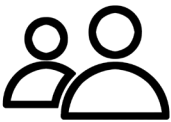
Email Subscribers  
**Subscribe!**



## 4

Metro Detroit Counties

**Macomb  
Oakland  
St. Clair  
Wayne**



## 1,018

AIA Detroit Membership  
**Become an Allied Member!**



## 10

Committees and Programs  
**Host or Join One!**

# Questions?

Please don’t hesitate to reach out to the AIA Detroit Staff, Lauren and Patty, to talk further about how we can support you throughout our sponsorship efforts.

[sponsor@aiadetroit.com](mailto:sponsor@aiadetroit.com)  
(313) 588-1411

**Be bold: get involved, help engage with and improve communities in Metro Detroit, and further empower the architectural profession.**

# Committees

**Building Codes & Regulations Committee**  
Dedicated to advancing the understanding of the architectural profession and awareness of building codes, regulations and the public laws governing the building industry, its regulators and the practice of architecture within the construction industry.

**Building Tours**  
Architectural and construction tours that educate the design community and members of the public on historic and new projects.

**Committee on the Environment**  
Works to advance, disseminate, and advocate design practices that integrate built and natural systems and enhance both the design quality and environmental performance of the built environment.

**Computational Design Detroit**  
Empowers students and professionals in the AEC industry to learn, share and implement new ways of thinking that are native to the digital age.

**Detroit Area BIM User Group**  
Educates how technology has changed the building process, specifically within the architectural practice.

**Emerging Professionals Committee**  
Educates how technology has changed the building process, specifically within the architectural practice.

**Women in Architecture**  
Empowering women in the Detroit AEC industry by fostering an inclusive community that provides mentorship, career development, and leadership opportunities, with the goal of creating a more equitable and diverse profession.

# Programs

**Architectural Honor Awards**  
At the largest annual gathering of AEC professionals in Michigan, we showcase our Chapter awards and how Design can be a driver for sustainable and equitable development around the world.

**Christopher Kelley Leadership Development Program**  
The curriculum focuses on core skills such as entrepreneurship and firm management, the art of negotiation, bringing in new clients, community leadership, industry culture, and developing one’s future within the practice.

**COMMONS Lecture Series**  
An interactive knowledge series that provides opportunities for individuals to gather and inspire, provoke imagination and thought leadership in the architectural and design community.



# Committee/Programs Sponsorship Levels

- \$500**
- Name recognition on one event marketing materials and ticket site
  - Name recognized at one event
  - One complimentary registration (if applicable)
  - Name recognition in social media posts about event

- \$1,000**
- Company logo recognition on two events marketing and ticket sites
  - Company logo recognition at two events
  - Two complimentary registrations (if applicable)
  - Company logo in Committee or Program section of AIA Detroit Sponsor web page
  - Company logo recognition in social media posts about each event (tagging included)

- \$1,500**
- Two-minute speaking opportunity at select committee/program event
  - Invitation to participate in Committee/Program planning for the year
  - Company logo recognition on all events marketing and ticket sites
  - Company logo recognition at all events
  - Two complimentary registrations (if applicable)
  - Company logo in Committee or Program section of AIA Detroit Sponsor web page
  - Company logo recognition in social media posts about committee/program (tagging included)

- \$2,000**
- Host one event at venue of choice (if applicable)
  - Invitation to participate in Committee/Program planning for the year
  - Two-minute speaking opportunity at select committee/program event
  - Company logo recognition on all events marketing and ticket sites
  - Company logo recognition at all events
  - Four complimentary registrations (if applicable)
  - Company logo in Committee or Program section of AIA Detroit Sponsor web page
  - Company logo recognition in social media posts about committee/program (tagging included)

*Benefits listed above are only for the current calendar year.*

## Ready to purchase?

Contact the AIA Detroit Staff!

[sponsor@aiaetroit.com](mailto:sponsor@aiaetroit.com)  
(313) 588-1411

# AIA Detroit Chapter-Wide Sponsorship Packages

Including additional events and opportunities to receive company recognition.

Gold \$7,500	Silver \$5,000	Bronze \$2,500	
		Name	Annual Business Meeting Company recognition
Segment	Segment	Award	Honor Awards Presentation at The Majestic Theatre
\$1,500	\$1,000	\$500	One Committee or Program
			One COMMONS Lecture
			BIPOC & LGBTQIA+ Student Scholarships
Two	Two	One	Continuing Education Webinar, hosted & promoted by AIA Detroit
			Allied Membership & AIA Member pricing at AIA Detroit events and continuing education programs
			Sponsor Spotlight in an AIA Detroit’s Newsletter (requires approval)
			Company logo in AIA Detroit’s weekly Newsletter
			Company logo recognition on AIA Detroit’s social media posts (tagging included)
			Promotion of company events in AIA Detroit’s Newsletter
			Company logo in appropriate Annual Sponsor category on AIA Detroit’s Sponsor web page
			Company logo in Committee or Program section of AIA Detroit Sponsor web page

Benefits listed above are only for the current calendar year.



## 313Circle

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

- ☐ Minimum of \$10,000 in sponsorships to qualify
- ☐ Sponsor the Christopher Kelley Leadership Program
- ☐ Membership (a member of the firm must be an AIA Detroit Member)

All three qualifications must be met.

### Suppliers, Vendors, and Consultants Qualification Checklist

- ☐ Minimum of \$10,000 in sponsorships to qualify
- ☐ Sponsor the BIPOC & LGBTQIA+ Students Scholarships
- ☐ Membership (an Allied Firm/Company)

All three qualifications must be met.

### Partner Benefits

- Recognition at all AIA Detroit Events, including the Annual Business Meeting, Honor Awards and Celebration of Architecture, and COMMONS Lectures
- Company recognized as a **313Circle** Sponsor on the AIA Detroit website
- Company recognized as a **313Circle** Sponsor in the weekly AIA Detroit Newsletters
- A Sponsor Spotlight in both an AIA Detroit Newsletter and social media post
- Recognition in new AIA Member welcome email communications
- Invitation to an exclusive partner and sponsor Thank You networking event with key industry stakeholders

# 2024 Annual Sponsors

## 313Circle



## Gold



## Silver



## Bronze

