

## 2024 SPONSORSHIP INITIATIVE PROSPECTUS

You, as one of our partners in the building and construction industry, have the ability to reach our membership with your 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, public programs and programs geared towards emerging professionals. Each event offers a unique networking opportunity for businesses and to promote products and services directly to the local design community.

Make sure you are not left behind. Through an annual sponsorship you will receive an Allied Membership in our section, as well as maximum exposure for your product or service at many of the events 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 JOIN US AS A SPONSOR?

#### Visibility

We know that our section, located in one of the most diverse and economically vital regions in the state, represents a perfect opportunity to reach decision making leaders in the construction industry. Our programs and publications reach our Section members of nearly 600 architects, and our website has more than 3,000 visits monthly. We have also increased our social media presence that can present further opportunities to increase your visibility. 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 e-blasts and on our website.

#### Positioning

Show your leadership on the things that matter to your business. By sponsoring a variety of programs and events that lead the profession on issues such as sustainable design, equity and diversity and K-12 education, 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.

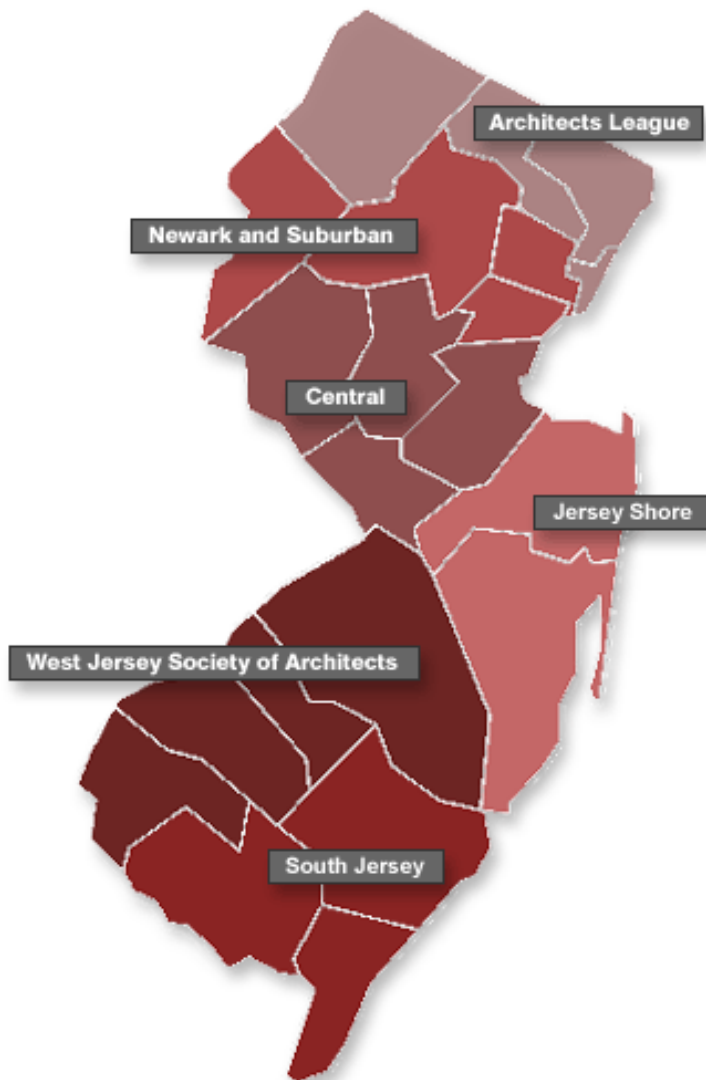
#### Questions?

Contact our Section Director Robert Epstein by phone (973-771-6881) or by email at [director@aians.org](mailto:director@aians.org). Learn more about the AIA-NS Section, our members and firms by visiting our website [www.aians.org](http://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 one of the largest sections which contains over 500 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.



## **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  
Opportunities for e-blasts to our entire membership  
Ability to have a presence/post on our social media platforms

### **General Meetings:**

Our General Meetings include a social hour and dinner offering an opportunity to network with our members and make business connections. This is followed by a CEU presentation. Our meetings are generally held on Thursday evenings 5 times per year. Attendance varies from 75-120 people.  
Available opportunities include:

- Admission (networking, food and beverages)
- Company listing in all meeting notices
- Meeting sponsorship & company introduction
- Tabletop display
- Presentation

### **Section Events:**

Some events that we typically hold each year include, and include recognition of our Sponsors:

- Building Tours of architecturally significant building or spaces
- Zoom CEU Events
- Sponsor CEU Showroom Events
- Continuing Education Seminars
- New Member Happy Hour

### **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:

- CanStruction reception tickets
- Company introduction at awards ceremony
- Recognition in event advertising and/or publications
- \$250 donation to The Food Bank of NJ

**Design Awards:**

Our annual Design Awards Competition is typically held each year at an art museum, corporate headquarters, or other special venue. 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 90-110 people.

Available opportunities include:

- Design Award reception tickets
- Recognition in event advertising and/or publications
- Company introduction at the event

**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:

- Gala tickets
- Company mention at banquet
- Recognition on 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 includes a product and service expo, seminars, buffet dinner and beverages, gift giveaways and is a premium networking event. It offers companies/vendors a chance to showcase their goods in front of more than 150 architects.

Available opportunities include:

- Sponsor booth
- Sponsor seminar
- Sponsor recognition
- Door prize sponsor (multiple available)
- Continuing education seminar sponsor (multiple available)
- Complimentary beverage sponsor
- Complimentary food sponsor
- Grand prize sponsor

## 2024 Annual Sponsorship Packages

**Platinum  
\$5,000**

- **Membership**  
(1) Allied Membership
- **Advertisement**  
Homepage Logo linked to your website  
(4) Sponsor Spotlights  
Eblasts of Non-AIANS Events
- **General Meetings**  
Logo, website link, contact info included in all eblasts  
(3) Tabletop displays  
(6) Dinner tickets  
(1) Meeting Presentation
- **Section Events**  
Building Tour Recognition (2)  
Zoom CEU Event  
CEU Event @ Showroom or AIA Room @NJIT  
CANstruction Recognition  
Design Awards Recognition  
New Member Happy Hour Recognition
- **Presidents Gala**  
(2) Dinner Tickets  
Program Listing  
Poster/Banner Recognition
- **Trade Show**  
Booth Rental  
Seminar  
Poster/Banner Recognition

**Gold  
\$3,000**

- **Membership**  
(1) Allied Membership
- **Advertisement**  
Homepage Logo linked to your website  
(4) Sponsor Spotlights  
Eblasts of Non-AIANS Events
- **General Meetings**  
Logo, website link, contact info included in all eblasts  
(2) Tabletop displays  
(4) Dinner tickets
- **Section Events**  
Building Tour Recognition (2)  
Design Awards Recognition  
New Member Happy Hour Recognition
- **Presidents Gala**  
(2) Dinner Tickets  
Program Listing  
Poster/Banner Recognition
- **Trade Show**  
Poster/Banner Recognition

**Silver  
\$2,000**

- **Membership**  
(1) Allied Membership
- **Advertisement**  
Homepage Logo linked to your website  
(1) Sponsor Spotlight
- **General Meetings**  
Logo, website link, contact info included in all eblasts  
(2) Tabletop displays
- **Section Events**  
New Member Happy Hour Recognition
- **Presidents Gala**  
(1) Dinner Ticket  
Program Listing  
Poster/Banner Recognition

**Bronze  
\$1,200**

- **Membership**  
(1) Allied Membership
- **Advertisement**  
Homepage Logo linked to your website  
(1) Sponsor Spotlight
- **General Meetings**  
(2) Tabletop displays  
(2) Tickets

## Pricing Breakdown

A La Carte	PLATINUM LEVEL		GOLD LEVEL		SILVER LEVEL		BRONZE LEVEL	
	if included	Cost	if included	Cost	if included	Cost	if included	Cost
<b>Membership Benefits</b>								
Allied Membership (1) Discounted	\$500	✓ 350	✓ 350	✓ 350	✓ 350	✓ 350	✓ 350	✓ 350
<b>Advertising Benefits</b>								
Homepage Logo with Link for the year	\$900/year	✓ 900	✓ 900	✓ 900	✓ 900	✓ 900	✓ 900	✓ 900
Sponsor Spotlight: Eblast, Social Media	\$200 / per	✓ 800 4x yr	✓ 800 4x yr	✓ 800 4x yr	✓ 200 1	✓ 200 1	✓ 200 1	✓ 200 1
Sponsor's non-AIANS events advertised in eblasts	\$700 / year	✓ 700	✓ 700	✓ 700				
<b>General Meeting Benefits (5 General Meetings)</b>								
Dinner/Guest Tickets	\$50 and up/ticket	✓ 300 6 tix	✓ 200 4 tix	✓ 100 2 tix	✓ 100 2 tix	✓ 100 2 tix	✓ 100 2 tix	✓ 100 2 tix
Table Top Display	\$350/meeting	✓ 1050 3 mtgs	✓ 700 2 mtgs	✓ 700 2 mtgs	✓ 700 2 mtgs	✓ 700 2 mtgs	✓ 700 2 mtgs	✓ 700 2 mtgs
Listing in All Meeting Eblasts	\$250/year	✓ 250	✓ 250	✓ 250	✓ 250	✓ 250	✓ 250	✓ 250
Meeting Presentation (1) 20 minutes	\$1,000	✓ 1000						
<b>Section Events includes 4 tix, listing in eblasts &amp; website</b>								
Building Tour	\$750	✓ 750	✓ 750	✓ 750				
CanStruction (includes donation to Food Bank)	\$750	✓ 750						
Design Awards	\$750	✓ 750	✓ 750	✓ 750				
New Member Happy Hour	\$750	✓ 750	✓ 750	✓ 750	✓ 750	✓ 750	✓ 750	✓ 750
<b>CEU Presentation</b>								
Webinar CEU Event	\$750	✓ 750						
CEU @ Sponsor Showroom/Office or AIA Room @ N.	\$1,500	✓ 1500						
<b>President's Gala</b>								
Dinner Tickets	\$160	✓ 320 2 tix	✓ 320 2 tix	✓ 320 2 tix	✓ 160 1	✓ 160 1	✓ 160 1	✓ 160 1
Program Listing	\$300	✓ 300	✓ 300	✓ 300	✓ 300	✓ 300	✓ 300	✓ 300
Poster/Banner Recognition	\$250	✓ 250	✓ 250	✓ 250	✓ 250	✓ 250	✓ 250	✓ 250
<b>Trade Show</b>								
Booth Rental (small)	\$1,200	✓ 1200						
Seminar	\$450	✓ 450						
Poster/Banner Recognition	\$250	✓ 250	✓ 250	✓ 250				
<b>Total A La Carte Value</b>		<b>\$13,020</b>		<b>\$ 6,920</b>		<b>\$ 3,610</b>		<b>\$ 1,900</b>
Savings for Annual Sponsorship		\$ 8,020 61.6%		\$ 3,920 56.6%		\$ 1,610 44.6%		\$ 700 36.8%
<b>Annual Sponsorship Cost</b>		<b>\$ 5,000</b>		<b>\$ 3,000</b>		<b>\$ 2,000</b>		<b>\$ 1,200</b>

Events subject to change and comparable value will be provided

**WANT TO PICK AND CHOOSE SPECIFIC ITEMS OR EVENTS?**

**CIRCLE ITEM(S)**

**Membership**

- Allied Membership \$500/year

**Advertising**

- Homepage Logo with Link \$900/year or \$75/month
- Promote your Seminar or Event with an eblast to our members \$700/year

**General Meeting Benefits**

- Dinner Tickets \$50 and up/ticket
- Tabletop Display during networking/cocktail hour \$350/meeting
- Listing as a sponsor for each meeting \$250/year
- Meeting presentation \$1,000

**Special Events - Benefits Include:**

**Four (4) tickets, listing in eblast and publicity on website**

- Building Tour \$750
- Zoom CEU event open to all members \$750
- CanStruction \$750
- Design Awards \$750
- Happy Hour/New Member Event \$750

**Presidents Gala**

- Dinner Ticket \$160
- Program Listing \$300
- Poster/Banner/Slide Show Recognition \$250

**Trade Show**

- Booth Rental \$1,200
- Seminar \$450
- Poster/Banner Recognition \$250

**OR, BE AN ANNUAL SPONSOR?**

- ❖ **Platinum** \$5,000
- ❖ **Gold** \$3,000
- ❖ **Silver** \$2,000
- ❖ **Bronze** \$1,200

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_



E-mail this form to our Section Director at [director@aians.org](mailto:director@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.