



~~2017~~ ²⁰¹⁸ 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 aiaadmin@verizon.net. 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 aiaadmin@verizon.net

www.aians.org

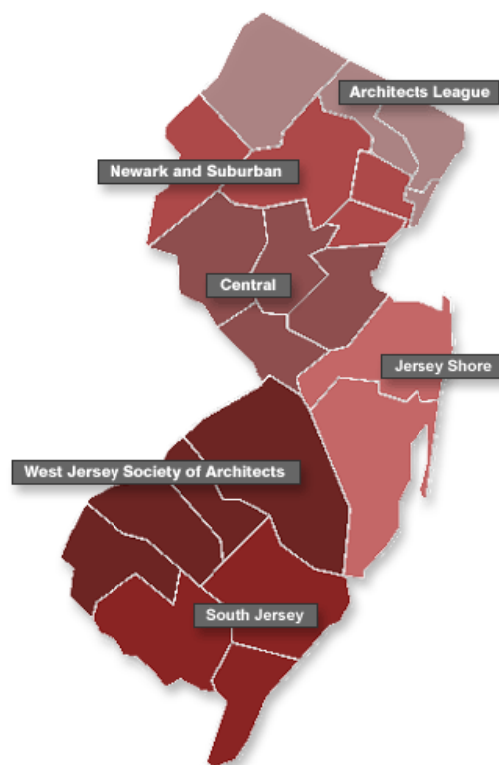


AIA Newark & Suburban Architects

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.



Revised

09/03/2017 10:37:33 AM

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

Advocacy

Legislative & Government Affairs
Publicity / Public Relations

Built Environment

Building Tour
Design Awards
Trade Show

Professional Development

Emerging Professionals Seminars
Continuing Education Seminars
Scholarship Fund

Social / Community Service

Past Presidents Banquet
CANstruction ©
New Networking Event



SPONSOR OPPORTUNITIES



Allied Membership:

Allows attendance at all events with same admission charge, if any, as our regular architect members.

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 relevant topics while dinner is served. Typically, our meetings include a social hour before. Generally held on Thursday evenings about six 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

SPECIAL SECTION EVENTS

These annual events are our largest and most prestigious.

New Networking Event:

Our annual charity golf outing may be replaced this year with a new networking event. Sponsorship of this event will include at least 2 attendance tickets, recognition on our website and e-blasts to the membership.

The Sponsorship Committee is considering the following:

- Charity mini-golf outing
- Charity bowling event
- Lake cruise



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 gala tickets
- Company introduction at gala
- Recognition on poster and booklets
- Website link from AIANS website + \$250 donation to the food bank

Design Awards:

Our annual Design Awards Competition 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 gala tickets + recognition in gala booklets
- Company introduction at gala
- Additional tickets + recognition on gala poster

Past President's Banquet/January Gala:

Come join us as we recognize the time and effort of the past year's leaders at our social event of the year. This black tie affair celebrates the distinguished service of our past president and their Board of Trustees. This annual event is held in January with attendance between 100-130 people.

Available opportunities include:

- Banquet tickets
- Company introduction at banquet
- Recognition on banquet banner and booklets

JOINT EVENT

Trade Show:

This annual event is typically held in 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 2017

		Annual Sponsorship Initiative														
A La Carte		Double Platinum			Platinum			Gold			Silver			Bronze		
		\$	#		\$	#		\$	#		\$	#		\$	#	
Membership Benefits																
Allied Membership	\$350/year	✓	350	1	✓	350	1	✓	350	1	\$350			\$350		
Advertising Benefits											150 (2)					
Website Link from AIANS site	\$75/month	✓	900	12	✓	900	12	✓	450	6	✓	225	3	✓	150	2
General Meeting Benefits																
Dinner Tickets	\$50/ticket	✓	300	6	✓	300	6	✓	200	4	✓	100	2	✓	100	2
Meeting Sponsor and Co. Intro.	\$750	✓	750	1	✓	750	1									
Table Top Display	\$350	✓	700	2	✓	700	2	✓	350	1	✓	350	1	✓	350	1
Listing in every meeting notice	\$250/year	✓	250	1	✓	250	1	✓	250	1	✓	250	1			
Meeting Presentation	\$1,000	✓	3000	3	✓	1000	1									
Section Events																
(Includes 4 tickets, listing in notices, website, poster/banner & introduction)																
Building Tour	\$750							✓	750	1						
Continuing Education Event	\$500	✓	500	1	✓	500	1									
Emerging Professionals Event*	\$500										✓	500	1			
CanStruction (includes donation)	\$750	✓	750	1												
Design Awards	\$750	✓	750	1	✓	750	1									
New Networking Event																
Full Day Pass	\$250	✓	250	1	✓	250	1	✓	250	1	✓	250	1			
January Gala																
Dinner Tickets	\$150	✓	300	2	✓	300	2	✓	150	1	✓	150	1			
Program Advertisement	\$300	✓	300	1	✓	300	1	✓	300	1						
Poster/Banner Recognition	\$250	✓	250	1	✓	250	1	✓	250	1						
Trade Show																
Booth Rental (small)	\$950	✓	950	1	✓	950	1									
Seminar	\$450	✓	450	1	✓	450	1									
Poster/Banner Recognition	\$250	✓	250	1	✓	250	1	✓	250	1						
Educational Scholarship Fund																
Contribution to Scholarship Fund	\$150	✓	150	1	✓	150	1	✓	150	1	✓	150	1	✓	150	1
Total A La Carte Value		\$	11,150		\$	8,400		\$	3,700		\$	1,975		\$	750	
Savings for Annual Sponsorship		\$	4,950		\$	3,400		\$	1,200		\$	475		\$	100	
			44.4%			40.5%			32.4%			24.1%			13.3%	
Annual Sponsorship Cost		\$	6,200		\$	5,000		\$	2,500		\$	1,500		\$	650	

* Items included vary from other events



AIA Newark & Suburban Architects

SPONSORSHIP COMMITMENT CARD

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

___	DOUBLE PLATINUM	\$6,200	___	SILVER	\$1,500
___	PLATINUM	\$5,000	___	BRONZE	\$ 650
___	GOLD	\$2,500			

- OR -

2. **Select your programs:**

Membership Benefits:

___ Allied Membership \$350/year

New Networking Event:

___ Full Day Pass \$250

Design Awards:

___ Gala Event Sponsor \$750

Trade Show:

___ Booth Rental \$950

___ Seminar \$450

___ Poster/Banner Recognition \$250

General Meeting Benefits:

___ Dinner Tickets \$50/ticket

___ Meeting Sponsor & Co. Intro. \$750

___ Table Top Display \$350

___ Listed in Meeting Notices \$250/year

___ Meeting Presentation \$1,000

Advertising Benefits:

___ Website link from AIANS site \$75/month

CANstruction:

___ Gala Event Sponsor \$750

Educational Scholarship Fund:

___ Contribution to Fund \$150

January Gala:

___ Dinner Tickets \$150

___ Poster/Banner Recognition \$250

___ Program Advertisement \$300

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: _____

Phone: _____ Email: _____

E-mail this form to our Section Administrator at aiaadmin@verizon.net, 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.