



2019 2x8:Exchange  
Photo Credit: Kirill Volchinsky



2014 2x8:Evolve



2012 2x8:Taut

### What is the 2x8 Exhibition?

The 2x8 is an annual non-profit, student program hosted by the Los Angeles chapter of the American Institute of Architects. Conceived as a way to connect university level architectural programs with the AEC industry, the 2x8 is a unique event which functions simultaneously as a design competition, student exhibit and scholarship fund. Every year, the exhibit showcases exemplary student work from architecture & design institutions across California in a month-long public exhibition intended to generate exposure for the architects of tomorrow. Each student project also becomes an entry into a parallel design competition with winning entries to receive scholarships at the opening event.

The entire program has evolved into a wonderful celebration of the state's unrivaled diversity in architectural education and a broad sample of contemporary architectural discourse. Furthermore, the 2x8 Committee encourages the exploration of emergent technologies and how they impact methods of representation within an academic environment. In 2019, the 2x8:Exchange exhibition examined the advent of Virtual Reality within the field of architecture and this year's exhibition will delve into the increasing role of Virtual Reality.

In light of the COVID-19 pandemic, this year's exhibition will be completely virtual. With the opportunity to host the exhibition online, visibility of the program increases exponentially. This raises the bar on the quality and execution of the exhibition and will provide a greater platform for the students, and sponsors involved.

Our target opening will be October 2020 and the exhibition will be available to the public for at least a month.



2010 2x8:Verge  
Photo Credit: Ryan Gobuty



2007 2x8:Vert  
Photo Credit: Ryan Gobuty

## PARTNERSHIP OPPORTUNITIES

2020 AIA|LA 2x8 Student Exhibit Opening October 2020  
Please visit our donations page [HERE](#)



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## SCHOLARSHIP GOALS

The 2x8 is an annual student centric exhibition that simultaneously functions as a design competition, student exhibit and scholarship fund. Every year, we provide industry exposure and tens of thousands of dollars in scholarship support to Californian architecture and design students. For the upcoming 2020 exhibition, for its first year as a virtual exhibition, we expect to provide nation wide exposure and exceed all our previous scholarship amounts.

### 2x8 Metrics & Numbers:

- Provided over \$140,000 in academic scholarships since 2x8 was founded
- Exhibited 26 student projects from 13 academic institutions in 2019
- Over 300 visitors on opening day in 2019
- Exhibit duration of 1 month with 5 public programming events in 2019

## PRESENTING SPONSOR

**\$5,000 (Limit 1)**

This sponsorship provides an organization top billing as the 2x8 presenter. All digital and printed communications will note the 2x8 as being "Presented by [Name of Firm]". Furthermore, they will also receive the AIA|LA A'20 General Benefits Package and have a presence on the floor of the A'20 Convention.

### Sponsorship includes:

- "Presented By" in all AIA|LA communications related to the 2x8 program and exhibition, in text or logo
- "Presented By" for 1st place scholarship
- Firm rep can provide welcoming remarks or present the scholarship winners
- Firm Logo on VR application splash screen
- Firm Logo embedded in VR display within the exhibition
- Verbal recognition of sponsorship at the 2x8 exhibition opening
- Dedicated Partner Profile Page on 2x8 Exhibition Website
- 2 year AIA|LA Allied Affiliate membership/extension
- Firm logo on all 2x8 digital promotional materials/marketing communications
- Firm logo on digital material at the 2x8 exhibition
- Firm logo in post 2x8 exhibition opening Sponsorship Thank-You
- Firm logo and hyperlink on 2x8 AIA|LA webpage through 12/31/20
- Firm logo on 3 acknowledgment and thank you posts on the 2x8 Instagram
- Firm logo on 2 Instagram stories with 2 day uptime total

## **TECHNOLOGY SPONSOR**

**\$4,000 (Limit 2)**

This sponsorship provides an organization the opportunity to support the 2x8's exploration of emergent technologies in the field of architecture. Furthermore, they will also receive the AIA|LA A'20 General Benefits Package and have a presence on the floor of the A'20 Convention.

Sponsorship includes:

- Scholarship awarded in firm's name
- "Technology Sponsor" in all AIA|LA communications related to the 2x8 program and exhibition, in text or logo
- Firm Logo on VR application splash screen.
- Firm Logo embedded in VR environment at the 2x8
- Dedicated Partner Profile Page on 2x8 Exhibition Website
- 1 year AIA|LA Allied Affiliate membership/extension
- Firm logo on all 2x8 digital promotional materials/marketing communications
- Firm logo on digital material at the 2x8 exhibition
- Firm logo in post 2x8 exhibition opening Sponsorship Thank-You
- Firm logo and hyperlink on 2x8 AIA|LA webpage through 12/31/20
- Firm logo on 2 acknowledgment and thank you posts on the 2x8 Instagram
- Firm logo on 2 Instagram stories with 2 day uptime total

## **PLATINUM SPONSOR**

**\$3,500 (Unlimited)**

For firms interested in supporting the 2x8's mission of fostering future architectural professionals. Platinum Sponsors will also receive the AIA|LA A'20 General Benefits Package.

Sponsorship includes:

- Scholarship awarded in firm's name
- Verbal recognition of sponsorship at the 2x8 exhibition opening
- Dedicated Partner Profile Page on 2x8 Exhibition Website
- 1 year AIA|LA Allied Affiliate membership/extension
- Firm logo on all 2x8 digital promotional materials/marketing communications
- Firm logo on digital material at the 2x8 exhibition
- Firm logo in post 2x8 exhibition opening Sponsorship Thank-You
- Firm logo and hyperlink on 2x8 AIA|LA webpage through 12/31/20
- Firm logo on 2 acknowledgment and thank you post on the 2x8 Instagram
- Firm logo on 2 Instagram stories with 2 day uptime total

## **GOLD SPONSOR**

**\$2,500 (Unlimited)**

For firms interested in supporting the 2x8 at a higher level.

Sponsorship includes:

- Verbal recognition of sponsorship at the 2x8 exhibition opening
- Dedicated Partner Profile Page on 2x8 Exhibition Website
- 1 year AIA|LA Allied Affiliate membership/extension
- Firm logo on all 2x8 digital promotional materials/marketing communications
- Firm logo on digital material at the 2x8 exhibition
- Firm logo in post 2x8 exhibition opening Sponsorship Thank-You
- Firm logo and hyperlink on 2x8 AIA|LA webpage through 12/31/20
- Firm logo on 1 acknowledgment and thank you post on the 2x8 Instagram
- Firm logo on 2 Instagram stories with 2 day uptime total

## **SILVER SPONSOR**

**\$1,500 (Unlimited)**

For firms interested in supporting the 2x8.

Sponsorship includes:

- Verbal recognition of sponsorship at the 2x8 exhibition opening
- Dedicated Partner Profile Page on 2x8 Exhibition Website
- Firm logo on digital material at the 2x8 exhibition
- Firm logo in post 2x8 exhibition opening Sponsorship Thank-You
- Firm logo and hyperlink on 2x8 AIA|LA webpage through 12/31/20
- Firm logo on 2 Instagram stories with 2 day uptime total

## **FRIENDS OF 2x8**

**\$500 (Unlimited)**

Professionals and firms across the board who wish to receive recognition for providing support to the 2x8.

Sponsorship includes:

- Firm name on digital material at the 2x8 exhibition
- Firm name in post 2x8 exhibition opening Sponsorship Thank-You
- Firm name and hyperlink on 2x8 AIA|LA webpage through 12/31/20
- Firm logo on 1 Instagram story with 1 day uptime total

**GRASSROOTS SPONSOR**  
**Up To \$250 (Unlimited)**

Limited to professionals across the board who wish to receive recognition for providing additional support to the 2x8.

Sponsorship includes:

- Name on digital material at the 2x8 exhibition
- Name in post 2x8 exhibition opening Sponsorship Thank-You
- Name on 2x8 AIA|LA webpage through 12/31/20

Thank you for your consideration. We have provided a comparison matrix on the following page for more information.

## PARTNERSHIP OPPORTUNITIES

2020 AIA|LA 2x8 Student Exhibit Opening October 2020

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### Available Sponsorship Level

#### Benefits:

	Presenting Sponsor	Technology Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Friends of 2x8	Grassroots Sponsor
• 2x8 Exhibition Presented by Your Firm	●						
• 1st Place Scholarship Presented by Your Firm	●						
• Welcoming Remarks and/or Present Scholarships	●						
• Scholarship Awarded in Firm's Name		●	●				
• "Technology Sponsor" in All 2x8 Communications		●					
• Logo on VR Display Splash Screen	●	●					
• Logo Embedded in VR Environment		●					
• Slide on 2x8 Digital Exhibition Wall	●	●					
• "Media Partner" in All 2x8 Communications							
• Dedicated 2x8 AIA LA Partners Newsletter	●	●	●				
• Recognition as 2x8 Partner in AIA LA Newsletter	●	●	●				
• Listing in + Receive AIA LA Membership Directory	●	●	●				
• Dedicated Partner Profile Page on 2x8 Exhibition Website	●	●	●	●	●		
• Verbal Recognition at 2x8 Opening Ceremony	●	●	●	●	●		
• AIA LA Allied Affiliate Membership	2 Yrs	1 Yr	1 Yr	1 Yr			
• Digital 2x8 Promotional Materials	Logo	Logo	Logo	Logo			
• Post 2x8 Thank You Correspondence	Logo	Logo	Logo	Logo	Logo	Name	Name
• 2x8 Website Acknowledgment Through 12/31/20	Logo	Logo	Logo	Logo	Logo	Name	Name
• Certificate of Appreciation from AIA LA	●	●	●				
• 2x8 Instagram Post Acknowledgment	3 Posts	2 Posts	2 Posts	1 Post			
• 2x8 Instagram Story Acknowledgment	2 Days	2 Days	2 Days	2 Days	2 Days	1 Day	
	\$5,000 1 avail.	\$4,000 2 avail.	\$3,500 unlimited	\$2,500 unlimited	\$1,500 unlimited	\$500 unlimited	\$250 unlimited
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes to potential sponsors:

- The Grassroots Sponsor is only available to individuals, not firms.
- 2x8 is a non-profit program, with all net proceeds going directly to student scholarships.
- Donations Page: <https://www.aialosangeles.org/product/2x8-sponsorship-2020/>

For any questions, please contact:

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