



**AIA**  
Los Angeles

AMERICAN INSTITUTE OF ARCHITECTS  
LOS ANGELES CHAPTER

# 2021 ANNUAL SPONSORSHIP OPPORTUNITIES

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AIALA's signature programs, tours, events, and recognition programs could not be possible without the financial contributions of our Annual Sponsors.

In appreciation for their generosity, AIALA **provides each Annual Sponsor year-round recognition in a variety of printed and digital communications** to our membership base.

Based on the level of support, **AIA|LA reserves discounted and complimentary passes to our often-sold-out programs, for our Annual Sponsors**, ensuring they too have the opportunity to engage with our members and to experience first-hand how their participation and program support further strengthens the industry.

## **What is new?**

### **Emerging Practice**

AIALA further emphasizes the importance of the supportive services it offers to firms of all sizes. To that end the Emerging Practice level has been added to provide smaller (under 10 employees) and newer firms (2-7 years) an opportunity to be recognized alongside the larger more established in the field.

OPPORTUNITIES	PLATINUM	GOLD	SILVER	BRONZE	EMERGING PRACTICE*
∨ BENEFITS ∨	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
<b>TICKETS</b>					
Design Award	4	3	2	1	1
Tickets per Symposia**	4	2	2	1	1
Tickets per Select Tour	4	2	1	1	0
<b>RECOGNITION</b>					
# Profiles Firm, Office Executive on Social Media	2	1	0	0	N/A
Logo/Link Dedicated 2021 Annual Sponsors Page	Y	Y	Y	Y	LIST
As Annual Sponsors At: APA/RDA/RAA/DA Ceremonies	Y	Y	Y	Y	N/A
As Annual Sponsors At: all AIA LA Symposia	Y	Y	Y	Y	N/A
Logo/Link AIA LA Home Page	Y	Y	-	-	-
<b>INVITATION/PERKS</b>					
Allied Affiliate Membership Benefits	3	2	1	1	1
Printed Member Directory	1	1	1	1	1
Marketing Materials at Symposia Events***	1	1	0	0	0

Y = Yes    N/A = Not Applicable    LIST = Name recognition only

\*NEW FOR 2021

- Emerging level will be recognized by name only as supporting member.

\*\*This includes 2°C; Encompass; Purposeful; Design For Dignity; Powerful.

\*\*\*Marketing materials must be delivered by firm two weeks prior to Symposia date and require approval by AIA|LA Staff prior to distribution.

Formerly recognized as “conferences,” AIALA has found great success in designing day-long symposias to highlight trends and developments, and important discussions around a specific topic that holds great impact within the field of architecture and design. These educational events provide great value to the architectural community by way of continuing education units; networking opportunities and shared interests.

Unlike Annual Sponsorship, Symposium Sponsorship opportunities are one-time occasions for firms and organizations to solidify their standing as leading experts by sponsoring the programs that will inevitably lead to further developments and advances within a specific discourse in architecture.

All sponsorships provide recognition and complimentary passes based on the level chosen. Our top-level opportunities which give our sponsors greater visibility, are limited and are often the first to go.

All AIALA led symposia all too often become “sold out” events, leaving significant impressions on all who have attended and benefitted from the advocacy of the day, the lessons learned and the new contacts made for collaborations that take place long after the day has ended.

## **Symposium Opportunities**

- **1.5°C** The 1.5°C Symposium is an opportunity to learn essential technologies, strategies and tools that address climate change at a critical time for our collective future. Climate Change is a reality; it is imperative that we educate, develop innovative strategies, and implement changes to mitigate its advance.
- **Design for Dignity** Catalyzed by the homelessness crisis in the Los Angeles region, AIALA’s Design for Dignity program serves as a forum for the architectural community to coalesce around, initiate, and fulfill strategies that reduce homelessness and increase housing affordability.
- **Encompass** Focused on actualizing diversity and inclusiveness in order to advance the profession, generate opportunity, and better serve the demographics of the region. This annual AIALA event provides valuable tools for firms and individual practitioners and highlights best practices toward leading discussions demonstrating how diversity benefits both clients and users. Encompass initiates conversations that underscore solutions to counter the prevalence of the inherent biases that too often continue to divide A/E/C professionals.
- **Powerful** Focused on the unique influences that pertain to the careers of women in the field of architecture, Powerful addresses the needs of early career designers looking for tools that lead to a successful career; firm partners who are interested in raising the office’s profile, and established mid-career architects ready to move forward. An inspirational event, women (and men!) learn, meet, and leave with actionable information that will lead to supporting equity in the field.
- **Purposeful** Designing facilities for healthcare is a complex and interconnected activity and the cycle time for effective change is measured in years. Oftentimes, ideas that make a difference don’t spread fast enough. Seeking ways to accelerate the change and catalyze the innovation necessary to create more responsive facilities, Purposeful is a daylong charrette work shop in which participants are guided through an interactive collaboration among many of the constituents who conceive, design, operate, create – and recreate – the healthcare facilities for today and tomorrow.

## **Sponsor Benefits**

AIALA's ability to offer successful sold out symposia is due largely to the support of the architecture community. Firms large and small chose to support these symposia because the exposure gained from an assembly of high caliber, experienced and dedicated people it draws together in pursuit of the very best in the profession.

And the community doesn't just appeal to the profession alone – construction workers, developers, engineers – they all gain great value from participating and creating new partnerships with architects. Designers, community and cultural organizations, and non-profits alike are also invited to share resources and their relevant experiences to lend insight on how just how prevalent the value of architecture is to our daily lives.

Sponsoring firms and organizations are extended branding opportunities as well as complimentary access respective to their financial contributions to uniquely created sponsorship offerings.

## **What is new?**

### New Sponsorship Levels

In addition to the tried and true existing levels of sponsorship AIALA will add new sponsorship levels to enhance and more uniquely serve the programs and prospective sponsors respectively. These opportunities are designed to appeal to a wider range of potential sponsor budgets, and interests while also adding more meaningful instances for sponsors to connect more personally with Symposium participants.

## **Sponsor Levels**

### **Presenting Sponsor**

This sponsorship provides an organization top billing as the Symposium presenter. All digital and printed communications will note the Symposium as being "Presented by [Name of Firm]. Your firm's logo will also be placed on Symposium badges for all registrants. AIALA will also run a 60 – 90 second video, produced by the sponsor, during the conference.

### **Gift Bag Sponsor \*NEW OPPORTUNITY\* (not available if virtual)**

Who doesn't like a free gift bag? Make a lasting impression beyond the Symposium - share your products and services front and center by providing all attendees with a gift bag containing materials and take-aways from the Symposium. (Restrictions may apply.)

## **Happy Hour *\*NEW OPPORTUNITY\** (not available if virtual)**

While symposia always bring together like minds for a common cause, unfortunately they come to an end. Be the life of the party – sponsor a fun post-Symposium networking reception for those who wish to extend the day but in a much more casual setting.

## **Lunchtime (not available if virtual)**

Don't skip lunch! Ensure attendees have the energy to stay focused for the rest of the day. Share brief remarks about your firm in advance of the mid-day meal.

## **Breakfast (not available if virtual)**

Make an impression! Sponsoring the breakfast for our Symposium attendees also affords you the opportunity to share brief remarks about your firm at the very start of the Symposium.

## **Coffee Break (not available if virtual)**

Coffee Breaks allow your firm to be remembered for providing a much-needed refresher from in-depth conversations. It's also a nice break for all conference attendees to network with one another.

## **Student Scholarship**

For firms who are interested in mentoring opportunities. Scholarship Sponsors are presented with four additional tickets that must be assigned to assist Emerging Professionals and current students of architecture and design programs who wish to attend the Symposium.

## **Friends of**

For those firms interested in securing tickets and the ability to support at a higher level than Participant and Emerging Professional Levels.

## **Participating**

Professionals across the board who wish to receive recognition for providing additional support to the Symposium, but no longer fall into the range of Emerging Professional.

## **\*Emerging Practice *\*NEW OPPORTUNITY\****

This level of Sponsorship is reserved for smaller and younger firms (under 10 employees and under 10 years respectively) an opportunity to be recognized alongside the larger and more established firms in the field.

## **\*Stage *\*NEW OPPORTUNITY\** (by invitation only; not available if virtual)**

To properly furnish the stage with seating fit for our guest speakers and panelists, the Stage Partner gains visibility while providing an in-kind service for our Symposium.

## **\*Community *\*NEW OPPORTUNITY\** (by invitation only)**

Encouraging partnerships with non-profit and community-based organizations, AIA|LA extends a platform to its Community Partner to shed light on the importance how both can work together to serve the public good.

OPPORTUNITIES	PRESENTING	CHAMPION	STUDENT SCHOLARSHIP	◇ HAPPY HOUR	◇ LUNCHTIME	◇ BREAKFAST
∨ BENEFITS ∨	\$5,000	\$2,500	\$1,500	\$3,000	\$2,500	\$2,000
<b>TICKETS</b>						
Total Opportunities	2	3	5	2	3	3
Symposium Tickets	6 if live / 10 if virtual	4 if live / 6 if virtual	2 if live / 4 if virtual	2	2	2
<b>RECOGNITION</b>						
Video	Y	-	-	-	-	-
◇ Badge Branding	Y	-	-	-	-	-
Social Media Shout Out*	Y	Y	-	-	-	-
Verbal Recognition	Y	Y	Y	Y	Y	Y
Distribution of Firm Information*	Y	Y	Y	Y	Y	Y
Logo on all Symposium Print/Digital Communications	Y	Y	Y	Y	Y	Y
Post Symposium Email Thank You	Y	Y	Y	Y	Y	Y
Logo/Link on dedicated 2020 Symposium Page on AIALA website	Y	Y	Y	Y	Y	Y

Y = Yes    N/A = Not Applicable    LIST = Name recognition only

\*Restrictions apply

◇ Not available if virtual

- 60 – 90 second video provided by sponsor firm to be played at events
- Presented by in all communications related to the symposium in text or logo



◇ GIFT	◇ COFFEE	FRIENDS OF	PARTICIPATING	EMERGING PRACTICE	STAGE	COMMUNITY
\$1,500	\$1,500	\$1,000	\$500	\$250	\$0	\$0
1	3	Unlimited	Unlimited	Unlimited	1	3
2	4	2 if live / 4 if virtual	1 if live / 2 if virtual	1 if live / 2 if virtual	1	1
-	-	-	-	-	-	-
-	-	-	-	-	-	-
Y	Y	Y	N/A	-	-	-
Y	Y	Y	Y	Y	Y	Y
Y	Y	Y	Y	LIST	Y	Y
Y	Y	Y	Y	LIST	Y	Y
Y	Y	Y	Y	LIST	Y	Y
Y	Y	Y	Y	LIST	Y	Y

## **PROGRAM SPONSORS /AWARDS PROGRAMS /SHOWROOM SPONSORS** **(Formerly known as Presenting Sponsors)**

Program Sponsors/Awards Programs/Showroom Sponsors give firms greater visibility as with other specially created programs, however by supporting a single subject matter on a much smaller and targeted scale. While all levels come at a base price and structure, these opportunities can be tailored to fit a Sponsor's specific outreach goals and budgets.

### Program Sponsor Opportunities

- **Board Meeting \*NEW OPPORTUNITY\* (\$1,500) (March, May, July, November)**  
AIA/LA Board of Directors meet bi-monthly to provide oversight over the activities, important matters and affairs of the organization. A 30-minute pre-reception and a 10 minute formal presentation at a single meeting during the month of your choice may be all you need to connect with and share your business with our Chapter's most important leaders.
  - **Zoom opportunity if virtual**
- **Academic Summit \*NEW OPPORTUNITY\* (\$2,500) (September)**  
Each fall, AIA/LA convenes deans and appointed faculty members together to share what's new in their respective programs of architecture and design. The exchange between educators and board members creates lasting discourse on what is happening in research and how it will impact the profession.
  - **Zoom opportunity if virtual**
- **Board Retreat \*NEW OPPORTUNITY\* (\$3,500) (January)**  
At the beginning of each year, AIA/LA's board of directors and elected committee chairs gather to put pen to paper to create strategies for the year ahead. Make a pitch for your firm to this group of Los Angeles's most influential group of leaders in architecture. You are afforded a 20-minute presentation at the annual board retreat, and annual sponsorship recognition.
  - **Virtual Events Opportunities**
- **Architecture Month (\$3,500) (October)**  
Celebrate the field of Architecture – your firm will be recognized throughout the month of October in social media, marketing and communications efforts for the Chapter. Benefits include complimentary passes for two to all Architecture related programs that happen during the month – including the Annual Design Awards Ceremony + Party.
  - **Zoom opportunity if virtual**
- **Legislative Day \*NEW OPPORTUNITY\* (\$3,500) (October)**  
Every October, AIA/LA organizes our premier annual advocacy event at Los Angeles City Hall. The event serves as a forum to highlight best-practices and underscore AIA/LA's core values of inclusion, mobility, social equity, housing affordability and resilience. AIA/LA Legislative Day at City Hall also serves as a way to celebrate programs and strategies that are working well to ensure that neighborhoods are well-balanced communities.

- **City Leaders Breakfast Series (\$5,000)**

This popular program appeals to members who are early morning risers and who wish to engage in smaller settings with the most prominent and interesting thought leaders in the City of Los Angeles. "Government Officials" and "Civic and Cultural Influencers" are the two tracks featured. Sponsoring firms receive passes for each iteration of the event, as well as the welcoming remarks.

## Program Sponsor Benefits

OPPORTUNITIES	BOARD MEETING	ACADEMIC SUMMIT	BOARD RETREAT	ARCHITECTURE MONTH	LEGISLATIVE DAY	BREAKFAST SERIES
∨ BENEFITS ∨	\$1,500	\$2,500	\$3,500	\$5,000	\$3,500	\$5,000
<b>TICKETS TO SERIES</b>						
Total Opportunities	1	1	2	2	1	2
Occasions/Events	4	1	1	N/A	1	12
<i>for each event/occasion</i>	N/A	N/A	N/A	N/A	N/A	4
<b>RECOGNITION</b>						
Presented by Recognition	Y	Y	Y	Y	Y	Y
Opening/Closing Remarks	Y	Y	Y	N/A	Y	Y
Post Event Email Thank You	Y	Y	Y	N/A	Y	Y
#Profiles Firm, Offices Executive on Social Media	1	1	1	1	1	1
<b>INVITATIONS/PERKS</b>						
Allied Membership	1	1	1	1	1	1
End of the Year Party	1	1	1	1	1	1
Contact Info for Each Registrant	1	Y	Y	N/A	Y	Y

Y = Yes    N/A = Not Applicable    LIST = Name recognition *only*

## Award Programs

In addition, the Annual Design Awards Ceremony + Party that takes place in October, AIALA celebrates architecture and design throughout the year in the categories of Residential Design, Restaurant Design, and Architectural Photography. All are invited to attend a specially planned celebratory party where the winners are presented with citations, certificates of merit and honor. As presenting sponsor of these celebrations, your firm benefits from the association of being a leader in promoting, honoring and celebrating the significance of design excellence.

- **Architectural Photography Awards (FEBRUARY)**

An award program open to amateurs and professionals alike. Photographs are celebrated for successfully communicating an aesthetic of a built space.

- **Residential Design Awards (MARCH)**

Awards are bestowed upon Residential projects at all skill levels from firms of all sizes which convey design excellence.

- **Restaurant Design Awards (JUNE)**

A widely popular awards program that draws entries from all over the nation. Projects are awarded for exceptional design of lounge, bar, and dining spaces.

- **Annual Design Awards Ceremony + Party (OCTOBER)**

AIALA's signature celebration for honoring the very best of Los Angeles's architecture and design community. Opportunities about for sponsorship and are not limited to just one sponsor alone. Sponsorships for this evening are exclusive to the event and are made available separate from the Annual Sponsorship Opportunities.

## Showroom Sponsors \*NEW OPPORTUNITY\*

In addition, the Annual Design Awards Ceremony + Party that takes place in October, AIALA celebrates architecture and design throughout the year in the categories of Residential Design, Restaurant Design, and Architectural Photography. All are invited to attend a specially planned celebratory party where the winners are presented with citations, certificates of merit and honor. As presenting sponsor of these celebrations, your firm benefits from the association of being a leader in promoting, honoring and celebrating the significance of design excellence.

To discuss AIALA Annual Sponsorship contact Carlo Caccavale, Hon. AIALA, Executive Director, AIALA.  
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