



2009 Sponsorship + Promotional Opportunities

For more than a century, the American Institute of Architects, San Francisco Chapter (AIA San Francisco), has been serving the Bay Area through innovative programs, events and services. Headquartered in the historic Hallidie Building—one of the world's first glass-curtain-wall-buildings, designed by Willis Polk and completed in 1917—AIA San Francisco is the Bay Area's premier destination for architecture and design. Our newly renovated office interior is awaiting LEED Silver certification.

AIA San Francisco represents individuals from all facets of the architectural industry, including architects, interior designers, engineers, and contractors. Our mission is to improve the quality of life in the Bay Area by promoting architecture and design. We further this goal through community involvement, education, advocacy, public outreach, member service, and professional excellence. Every month, AIA San Francisco offers professional development and networking opportunities as well as public forums, tours, lectures, and gallery exhibitions that provide architects and design enthusiasts with many opportunities to explore the local built environment.

AIA San Francisco's programs and events provide excellent marketing opportunities for those wishing to reach professionals in, or related to, the architectural industry. Explore the many dynamic sponsorship opportunities AIA San Francisco offers, which will help your firm increase visibility amongst a particular target audience.

AIA San Francisco Hosts...

- Architecture and the City, the largest architectural festival in the United States, which draws tens of thousands of people every September to tours, exhibitions, films and events.
- Approximately 50 meetings and programs each month, for more than 2,000 people.



April 30-May 2, 2009
Moscone Center
San Francisco

- **Over 27,000 design professionals are expected to attend this event.**
- **This year's convention theme, The Power of Diversity: Practice in a Complex World**

AIA 2009 National Convention



April 30 – May 2, 2009
The Moscone Center, San Francisco

Attendance

27,000+

Target Audience

- Industry
- Building
- Design Professionals

Explore the 2009 convention theme, *The Power of Diversity: Practice in a Complex World*, with hundreds of continuing education sessions and professional tours highlighting such topics as globalization of practice, new values in design, the reassertion of the architect's role in society, sustainability, and the resulting new values in design.

- Uniquely focused event brings together architects and building industry professionals
- More than 200 educational programs and 70 tours

Convention Sponsorships

Volunteer Sponsorship - \$25,000

The success of the Host Chapter events at the AIA National Convention depends on the work of volunteers. For the AIA 2009 National Convention, AIA San Francisco will have over 600 volunteers – comprised of local architects, designers, students, enthusiasts and supporters of the Chapter. They will offer a helping hand at Moscone Convention Center, all the host chapter activities, and over 70 tours and events throughout San Francisco Bay Area and in collaboration with the local AIA chapters in regions reaching as far as Sonoma Valley to Monterey Bay.

- Company name and logo on signage at the Volunteer Recognition Party
- Opportunity to distribute promotional item at the Volunteer Recognition Party (location – TBD)
- Opportunity to show a promotional slide show (no audio included) at the Volunteer Recognition Party
- Opportunity to provide firm marketing collateral for volunteers
- Access to list of all volunteers for post-Convention mailing
- Fifteen complimentary passes to the Volunteer Recognition Party
- Recognition at the Volunteer Staff Headquarters (location – TBD)

Sustaining Sponsorship

Becoming a sustaining sponsor of AIA San Francisco means that you enter into a unique community of peers who believe in supporting the Bay Area's architectural community through annual programs and events.

Sustaining Sponsorship Packages

Elite	\$20,000
Gold	\$15,000
Silver	\$10,000
Bronze	\$5,000

Benefits may include:

- An AIA San Francisco programming/presentation opportunity
- Brand identity placement in the Reception area of the AIA San Francisco, Center for Architecture and Design, USGBC and AIGA
- Exclusive, one-time use of AIA San Francisco mailing list
- Tickets to AIA San Francisco Architecture Lecture Series
- Sponsor logo on major event print/on-line announcements & signage
- Web banner ad on AIA San Francisco's Web site
- Acknowledgment in the AIA San Francisco Host Chapter Lounge at the [AIA 2009 National Convention \(April 30 - May 2, Moscone Center\)](#)
- AIA San Francisco Allied membership
- Acknowledgment on the AIA San Francisco Web site
- Formal acknowledgment at the Annual Board Lunch
- Tickets to San Francisco Living: 2008 Home Tours
- Tickets to AIA San Francisco's Annual Design Awards Gala
- Sponsor name on major event print/on-line announcements & signage

Public Programs



Architecture and the City Festival

September 1-30, 2009
San Francisco

Target Audience

- Design/Associated Industry (50%)
 - Architects
 - Designers
 - Landscape professionals
 - Developers
 - Real Estate professionals
- General Public (50%)
 - Homeowners
 - Prospective clients

Attendance: 25,000

Sponsorship Packages

Presenting	\$20,000
Premiere	\$10,000
Creative	\$7,500
City	\$5,000
Program*	\$2,500

**Minimum required for corporate entities included in the 2009 festival program.*

Architecture and the City features architectural tours, film screenings, lectures, children's programs and more.

- The nation's largest architectural festival.
- Showcases innovation and creativity while fostering engaging conversations about San Francisco and the Bay Area.
- Generous media exposure in *California Home + Design*, *7x7*, *Dwell*, and numerous design publications.



San Francisco Living: Home Tours

September 19-20, 2009
San Francisco

Target Audience

- Design/Associated Industry (50%)
 - Architects
 - Designers
 - Landscape professionals
 - Developers
 - Real Estate professionals
- General Public (50%)
 - Homeowners
 - Prospective clients

Attendance: 1,500

Sponsorship Packages

Presenting	\$15,000
Premiere	\$10,000
Home	\$7,500
Forum	\$5,000
Headquarters	\$2,500

The San Francisco Living: Home Tours weekend provides design enthusiasts, potential homeowners and the general public with an inside look into San Francisco residential architecture and design via a self-guided, open house format.

- Tour participants meet with project designers, explore housing trends, and discover design solutions that inspire unique San Francisco living.
- Promote a wide variety of architectural styles, neighborhoods, and residences from the architect's point of view.
- Promotion opportunities in *Dwell*, *7x7*, and numerous other national publications.