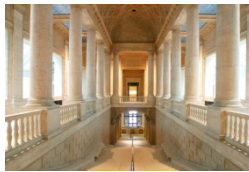


sponsorship opportunities

2010



AIA SAN FRANCISCO
A Chapter of the American Institute of Architects



WHY SPONSOR?

The American Institute of Architects, San Francisco Chapter (AIA San Francisco), represents professionals and practices from all facets of the architectural industry. 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. AIA San Francisco is the voice of the architecture profession at City Hall. Working in concert with other levels of the AIA, AIA San Francisco advances a progressive sustainability agenda in Sacramento and Washington, DC.

Every month, AIA San Francisco offers more than 50 professional development and networking opportunities, as well as public forums, tours, lectures and gallery exhibitions that provide architects and design enthusiasts with various 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.

Sponsor benefits include:

- Extensive exposure to an interested, relevant and influential audience
- Corporate enhancement and brand recognition through the support of a non-profit organization dedicated to the architecture and design profession
- Opportunities to build your client base through unparalleled networking opportunities
- Promotion of your company's products and/or services
- Greater visibility and a way to differentiate your firm

We look forward to your participation and support!

Warm Regards,

Laura Song
Sponsorship & Membership
lsong@aiasf.org
415.874.2629

About AIA San Francisco

For more than a century, the American Institute of Architects, San Francisco Chapter (AIA San Francisco), has been serving the Bay Area through innovative and dynamic programming, events and services. Headquartered in one of the world's first glass-curtain-wall-buildings – the historic Hallidie Building designed by Willis Polk – AIA San Francisco is the Bay Area's premier destination for architecture and design.

AIA San Francisco represents more than 2,400 architect, design and allied professionals in San Francisco and Marin Counties. 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.

SPONSORSHIP SNAPSHOT

In 2010, AIA San Francisco President, William Roger, AIA, has chosen the theme **Water, Energy and Information**. If you would like to support any or all three of these topic areas, please contact Laura Song at lsong@iasf.org or 415.874.2629.

Sponsorship	Sponsorship level(s)	Dates	Expected Outreach / Attendance
Strategic Partner	\$25,000	Year-round	50,000+
Sustaining	\$2,500 - \$15,000	Year-round	50,000+
Architecture and the City festival	\$1,500 - \$20,000	September 1-30, 2010	16,000+
<i>San Francisco Living</i> : Home Tours weekend	\$1,500 - \$15,000	September 11-12, 2010	1,500+
<i>San Francisco Living</i> : Home Tours weekend ticket advertisement	\$500-\$2,750	September 11-12, 2010	1,500+
Exhibitions <ul style="list-style-type: none"> <i>Water for a Sustainable City</i> 		August 5-October 29, 2010	850/month
Lectures <ul style="list-style-type: none"> Mandatory Continuing Education 	\$250-\$5,000	July-December, 2010	50-100/lecture

Don't see what you're looking for?

We welcome your ideas on how to support the Bay Area's architecture and design community. Additional sponsorship opportunities will be added throughout the year. For more information, please contact Laura Song at lsong@iasf.org or 415.874.2629.

STRATEGIC PARTNER

AIA San Francisco Strategic Partners receive exclusive recognition and access to our members and our resources. This sponsorship will allow you to help increase your visibility amongst our members and the general public.

Expected outreach: 50,000+ members, industry and industry affiliates, non-profits, government, general public

\$25,000

- Company profile, logo and up to three images on the Strategic Partner page on www.aiaf.org; design of webpage at AIA SF's discretion
- An AIA SF programming/presentation opportunity
- Brand identity placement in the reception area of AIA SF, Center for Architecture + Design, USGBC and AIGA
- One complimentary mailing to AIA SF membership
- Sponsor logo on major event print/on-line announcements & signage
- 1-year web banner ad on AIA SF's web site
- Complimentary AIA SF Allied/Corporate membership, if applicable
- Formal acknowledgment at the Annual Board Lunch
- 10 tickets to San Francisco Living: Home Tours (5 Sat/5 Sun)
- 4 tickets to the AIA SF Design Awards Gala
- Invitation to an exclusive roundtable with AIA SF leaders
- Two articles published in *archSF*, a monthly e-newsletter distributed to over 4,000 AIA SF members and architecture/design

Please note that some of the above benefits do have certain restrictions. Custom sponsorship packages may be available. For more information, please contact Laura Song at lsong@aiaf.org or 415.874.2629.

SUSTAINING SPONSOR

AIA San Francisco Sustaining Sponsors are part of a unique community of peers who believe in supporting the Bay Area's architectural community through our annual programs and events.

Expected outreach: 50,000+ members, industry and industry affiliates, non-profits, government, general public

Platinum, \$15,000

- Brand identity placement in the reception area of the AIA SF, Center for Architecture + Design, USGBC and AIGA
- Complimentary one-time use of AIA SF mailing list
- Sponsor logo on major event print/on-line announcements & signage
- 6-month web banner ad on AIA SF's web site
- Complimentary AIA SF Allied/Corporate Allied membership, if applicable
- 8 tickets to San Francisco Living: Home Tours (4 Sat/4Sun)
- 4 tickets to the AIA SF Design Awards Gala

Gold, \$10,000

- Brand identity placement in the reception area of the AIA SF, Center for Architecture + Design, USGBC and AIGA
- Sponsor logo on major event print/on-line announcements & signage
- 3-month web banner ad on AIA SF's web site
- Complimentary AIA SF Allied/Corporate Allied membership, if applicable
- 6 tickets to San Francisco Living: Home Tours (3 Sat/3Sun)
- 2 tickets to the AIA SF Design Awards Gala

Silver, \$7,500

- Brand identity placement in the reception area of the AIA SF, Center for Architecture + Design, USGBC and AIGA
- Sponsor logo on major event print/on-line announcements & signage
- 1-month web banner ad on AIA SF's web site
- Complimentary AIA SF Allied membership, if applicable
- 4 tickets to San Francisco Living: Home Tours (2 Sat/2 Sun)
- 2 tickets to the AIA SF Design Awards Gala

Bronze, \$5,000

- Brand identity placement in the reception area of the AIA SF, Center for Architecture + Design, USGBC and AIGA
- Sponsor logo on major event print/on-line announcements & signage
- Complimentary AIA SF Allied membership, if applicable
- 2 tickets to San Francisco Living: Home Tours (1 Sat/1 Sun)
- 2 tickets to the AIA SF Design Awards Gala

Friend, \$2,500

- Sponsor name on major event print/on-line announcements & signage
- 2 tickets to San Francisco Living: Home Tours (1 Sat/1 Sun)

Please note that some of the above benefits do have certain restrictions. Custom sponsorship packages may be available. For more information, please contact Laura Song at lsong@aiasf.org or 415.874.2629.

ARCHITECTURE AND THE CITY FESTIVAL

September 1-30, 2010

Celebrating San Francisco's unique built environment and design community, Architecture and the City is the first festival of its kind in the Bay Area to feature architectural tours, film screenings, exhibitions, design lectures and more. Now in its seventh year, the month-long celebration engages members of the public, design enthusiasts, architects and designers with a deeper appreciation for San Francisco's rich architectural and design community.

Expected attendance: 18,000+ general public, members, industry and industry affiliates

Presenting, \$20,000

- On-stage sponsor recognition at festival events
- Opportunity to showcase products or company materials
- Prominent logo placement on festival merchandise, such as the volunteer lanyards
- Prominent placement of banner ad on festival website
- Prominent logo recognition on print/online ads, event signage, email communications, website and in the festival guide
- Complimentary AIA San Francisco Allied membership, if applicable
- 14 San Francisco Living: Home Tours tickets (7 Sat/7 Sun)

Premiere, \$10,000

- Key placement of banner ad on festival website
- Key logo recognition on print/online ads, event signage, email communications, website and in the festival guide
- Complimentary AIA San Francisco Allied membership, if applicable
- 8 San Francisco Living: Home Tours tickets (4 Sat/4 Sun)

Category, \$7,500 (one sponsor per category)

- Recognition as exclusive sponsor of a festival category such as Opening Night Party, Film Series, Behind the Scenes Tours, Lectures, or Special Events
- Banner ad on related festival category webpage
- Logo recognition on print/online ads, event signage, email communications, website and in the festival guide
- Complimentary AIA San Francisco Allied membership, if applicable
- 6 San Francisco Living: Home Tours tickets (3 Sat/3 Sun)

City, \$5,000

- Logo recognition on print/online ads, event signage, email communications, website and in the festival guide
- Complimentary AIA San Francisco Allied membership, if applicable
- 4 San Francisco Living: Home Tours tickets (2 Sat/2 Sun)

Street, \$2,500

- Name recognition on print/online ads, event signage, email communications, website and in the festival guide
- Complimentary AIA San Francisco Allied membership, if applicable
- 2 San Francisco Living: Home Tours tickets (1 Sat/1 Sun)

Contributing, \$1,500 (for program submitters only)

- Required for corporate entities, *excluding nonprofit and cultural institutions*, whose program submission is accepted into the 2010 festival
- Official program promotion and company name listed in all festival materials
- Name recognition on select print/online ads, event signage, email communications and website

Please note that some of the above benefits do have certain restrictions. Custom sponsorship packages may be available. For more information, please contact Laura Song at lsong@aiasf.org or 415.874.2629

SAN FRANCISCO LIVING: HOME TOURS WEEKEND

September 11-12, 2010

AIA San Francisco's popular *San Francisco Living: Home Tours* weekend is the first tour series of its kind in the Bay Area to promote a wide variety of architectural styles, neighborhoods, and residences—all from the architect's point of view. The annual program provides design enthusiasts and the general public with an inside look into the world of distinctive residences in San Francisco. Projects are showcased with the designer(s) via an open house format, and tour participants have the opportunity to see some of the city's latest residential projects from the inside out, meet design teams, explore housing trends, and discover design solutions that inspire unique San Francisco living.

Expected attendance: 1,500+ general public, members, industry and industry affiliates

Presenting, \$15,000

- On-stage recognition at The Architect's Forum
- Ad spread in Sat and Sun Home Tours Tickets
- Prominent logo on home tours merchandise
- Opportunity to showcase products, services and/or company materials at Home Tours Headquarters
- Prominent banner ad on Home Tours website
- Prominent logo recognition on print/online ads, Home Tours tickets, event signage, email communications and website
- Complimentary AIA San Francisco Allied membership, if applicable
- 12 San Francisco Living: Home Tours tickets (6 Sat/6 Sun)

Home, \$7,500 (one sponsor per home)

- Recognition as sole sponsor of one home, with opportunity to place product or company materials on display table
- Opportunity to showcase products, services and/or company materials at Home Tours Headquarters
- Banner ad on Home Tours website
- Key logo recognition on print/online ads, Home Tours tickets, event signage, email communications and website
- Complimentary AIA San Francisco Allied membership, if applicable
- 6 San Francisco Living: Home Tours tickets (3 Sat/3 Sun)

Forum, \$5,000

- Recognition as sole sponsor of The Architect's Forum, the educational program for architects and the general public leading up to the San Francisco Living weekend
- Logo recognition on print/online ads, Home Tours tickets, event signage, email communications and website
- Complimentary AIA San Francisco Allied membership, if applicable
- 4 San Francisco Living: Home Tours tickets (2 Sat/2 Sun)

Headquarters, \$2,500

- Opportunity to showcase products or company materials at Home Tours Headquarters
- Logo recognition on print/online ads, Home Tours tickets, event signage, email communications and website
- Complimentary AIA San Francisco Allied membership, if applicable
- 2 San Francisco Living: Home Tours tickets (1 Sat/1 Sun)

Contributing, \$1,500

- Name recognition on select print/online ads, event signage, email communications and website
- 2 San Francisco Living: Home Tours tickets (1 Sat/1 Sun)

Please note that some of the above benefits do have certain restrictions. Custom sponsorship packages may be available. For more information, please contact Laura Song at lsong@aiasf.org or 415.874.2629

HOME TOURS TICKET ADVERTISEMENT

September 11-12, 2010

AIA San Francisco's popular San Francisco Living: Home Tours weekend is the first tour series of its kind in the Bay Area to promote a wide variety of architectural styles, neighborhoods, and residences—all from the architect's point of view. The annual program provides design enthusiasts and the general public with an inside look into the world of distinctive residences in San Francisco.

The Home Tours ticket/tour guide provides attendees with entrance into the different homes, information about the projects, and an event souvenir to take home.

Ad Rates + Specifications

Ad size (live)	Rate
Back cover 5.25"x8.25"	\$2,750
Full page 5.25"x8.25"	\$2,000
½ page 5.25"x4"	\$1,000
¼ page 2.5"x4"	\$500

Size Specification (1/2 and 1/4 page ads do not bleed)

- **Full page ad:** Live: 5.25"x8.25"; Trim: 5.5"x8.5"; Bleed: 5.75"x8.75"
- **½ page ad:** 5.25"x4"
- **¼ page ad:** 2.5"x4"

Technical Information

- Final size of TICKET will be 5.5"x8.5"
- Image resolution: 300dpi
- Colors: 4/C Process (CMYK)
- Binding Method: Saddle Stitched / Stapled
- Paper Stock: Recycled Matte
- Printing Method: SWOP Standards

Mechanical Information (type **MUST BE** converted to outlines)

- Acceptable **DIGITAL only** file format: **PDF/X1-A 2001** (PDF version 1.3, Acrobat 4 compatibility)

Unacceptable file formats

- TIFF/IT-P1, Postscript applications: Quark, InDesign, PageMaker, Adobe CS, any Microsoft products are not accepted.

File Preparation

- All Ads will print in 4-color. Full Page Ads will print in full bleed.
- All files must include crop marks. For positioning purposes, crop marks must be indicated correctly on all files and proofs. The trim and crop marks must be placed exactly 1/4" outside the bleed area. All of the above must be followed, otherwise, ads will be centered at AIASF's discretion.

Ad Materials Upload

- Please upload all final artwork to our **ftp: www.iasf.org/ftp**
- Confirm upload by emailing Jaime Wong: jwong@iasf.org

EXHIBITIONS

EXHIBITIONS

One of the West Coast's only galleries devoted solely to the exploration of architecture and design, the AIA San Francisco Gallery specializes in exhibitions showcasing the best of Bay Area design talent, while also exploring issues of national and international concern.

2010 EXHIBITION SCHEDULE*

Exhibition	Dates
<i>Vertical Gardens</i>	February 18-April 30, 2010
<i>AIGA Design</i>	June 14-July 23, 2010
<i>Water for a Sustainable City</i>	August 5-October 29, 2010
<i>Architectural Sketches</i>	November 11, 2010-January 28, 2011

*Exhibition and dates listed above are subject to change.

2010 EXHIBITION SPONSORSHIPS



Water for a Sustainable City

On View August 5-October 29, 2010 | Opening Reception: September 2, 2010, 6:00-8:00 pm

The American Institute of Architects, San Francisco chapter (AIA San Francisco) and Center for Architecture + Design, in partnership with the San Francisco Public Utilities Commission, present *Water for a Sustainable City*, an exhibition exploring the development of San Francisco's water system through the lens of architecture and design. *Water for a Sustainable City* will tell the complicated story of San Francisco's relationship to the Hetch Hetchy Water and Power System and further examine everything from the typical San Franciscan's water usage, to the city's growing dependence on alternative energy and water. Represented through charts and photographs, the exhibition will showcase how far the typical San Franciscan's water travels—from glacier to watershed to faucet. For more information, please visit www.aia.org/Programs/Gallery.htm.

For more information on sponsorship opportunities for *Water for a Sustainable City*, please contact Laura Song at lsong@aia.org or 415.874.2629.

LECTURES

Lectures are held monthly on various, timely topics. To see a list of upcoming events, please visit our online calendar at www.aiasf.org/calendar.

MANDATORY CONTINUING EDUCATION LECTURES

In September 2008, California Governor Arnold Schwarzenegger signed SB 1608 into law. SB 1608 creates a mandatory continuing education (MCE) requirement on disability access for California architects as a condition of license renewal. AIA San Francisco provides lectures and workshops for the MCE requirements.

Schedule: 4-5 MCE lectures between July-Dec, 2010

Expected attendance: 50-100/lecture licensed architects

Platinum, \$5,000

- Brand identity placement in the reception area of the AIA SF, Center for Architecture + Design, USGBC and AIGA
- Prominent sponsor logo on event print/on-line announcements & signage, including recognition on plasma screen (dedicated slide and event sponsor slide)
- Web banner ad on AIA SF's web site (Jun-Dec, 2010)
- Complimentary AIA SF Allied/Corporate Allied membership, if applicable

Gold, \$2,500

- Brand identity placement in the reception area of the AIA SF, Center for Architecture + Design, USGBC and AIGA
- Sponsor logo on event print/on-line announcements & signage, including recognition on plasma screen (event sponsor slide)

Silver, \$1,000

- Sponsor logo on event print/on-line announcements & signage, including recognition on plasma screen (event sponsor slide)

Bronze, \$500

- Sponsor name on event print/on-line announcements & signage, including recognition on plasma screen (event sponsor slide)

Food + Beverage, \$250/lecture

- Sponsor recognition by food + beverage during event

Please note that some of the above benefits do have certain restrictions. Custom sponsorship packages may be available. For more information, please contact Laura Song at lsong@aiasf.org or 415.874.2629.

KEY DATES AND DEADLINES

Architecture and the City Call for Entries due	April 2, 2010
Small Firms, Great Projects Call for Entries due	June 1, 2010
Architecture and the City deadline for inclusion in festival guide	June 23, 2010
<i>San Francisco</i> Home Tours ticket ad materials due	July 16, 2010
Opening Night Party	August 27, 2010
Architecture and the City festival	September 1-30, 2010
Architect's Forum	September 9, 2010
<i>San Francisco Living: Home Tours</i> weekend	September 11-12, 2010
Annual Member Party	November, TBD
Annual Board Luncheon	December 16, 2010

Please note that the dates above are subject to change. For more information, please contact Laura Song at lsong@aiasf.org or 415.874.2629.

Sponsor Details

Company: _____
 Contact: _____ Title: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____ E-mail: _____

Billing Contact (Please provide the primary contact for billing information. If same as above, please leave blank.)

Billing Contact: _____
 Phone: _____ E-mail: _____

Payment Information

Payment Method: Check/Money Order (Make payable to "AIA San Francisco") Visa MasterCard
 Credit Card #: _____ Exp. Date: _____
 Name on Card: _____ Billing Zip Code: _____
 (if different from above)

Sponsorship

- Strategic Partnership\$25,000
- Sustaining
 - Platinum\$15,000
 - Gold.....\$10,000
 - Silver\$7,500
 - Bronze.....\$5,000
 - Friend.....\$2,500
- Lecture: Mandatory Continuing Education
 - Platinum\$5,000
 - Gold.....\$2,500
 - Silver\$1,000
 - Bronze.....\$500
 - Food + Beverage\$250
- Architecture and the City festival
 - Presenting.....\$20,000
 - Premiere\$10,000
 - Category\$7,500
 - City.....\$5,000
 - Street\$2,500
 - Contributing.....\$1,500
- San Francisco Living: Home Tours weekend
 - Presenting.....\$15,000
 - Home\$7,500
 - Forum.....\$5,000
 - Headquarters\$2,500
 - Contributing.....\$1,500
- San Francisco Living: Home Tours ticket ad
 - Back cover\$2,750
 - Full page\$2,000
 - 1/2 page.....\$1,000
 - 1/4 page.....\$500

Total 2010 Sponsorship: \$ _____

Signature: _____ **Date:** _____
 Signature above indicates the foregoing is agreed to and accepted.

Return form to: Laura Song at lsong@aiasf.org, 415.874.2649 (fax) or mail to the address below.