

ARCHITECTURE and the CITY FESTIVAL

San Francisco

September 1–30, 2010

www.aiaf.org/archandcity



FESTIVAL PROSPECTUS



“Even as your heart, nerves, lungs and stomach are hidden from view, so it is with the city.”
--Harry Granick, *Underneath New York*, 1947

Welcome to the seventh annual Architecture and the City festival, the nation’s largest architectural festival showcasing tours, films, exhibitions, lectures and more. Whether you are looking to become involved with the local architecture and design community or simply want to learn more about the city in which you live, Architecture and the City offers an unparalleled opportunity to experience San Francisco.

The 2010 festival promises new and exciting ways to engage in conversation about our city. The theme **“Investigating Urban Metabolisms”** explores the notion of the city as a living, breathing organism that is as multi-layered, intricate and in flux as the human body. With a strong emphasis on how the city is organized, programming will look at information systems, ecological systems, building systems, transportation systems, surveillance systems, life cycle systems, natural systems, and more.

Additionally, festival programming promises to explore the nuanced ways architects and designers thoughtfully impact our communities and reflect ever-important issues of sustainability. For the third year in a row, the festival will offer architectural programming for the whole family, tours of evolving San Francisco neighborhoods and dining by design, a unique opportunity to enjoy our local culinary arts with the architects and chefs who make it possible.

Throughout the festival, participants will also have the opportunity to discover the best in residential architecture during the San Francisco Living: Home Tours weekend, which returns September 11-12; take in films that examine the relationship between architecture and celluloid; partake in architectural runs and bicycle rides; and enjoy lectures by renowned architects and designers.

It is our privilege to announce that Mayor Gavin Newsom has once again officially proclaimed September “Architecture and the City month.”

We hope you enjoy the festival!

Erin Cullerton
Festival Curator

PRESENTERS



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.

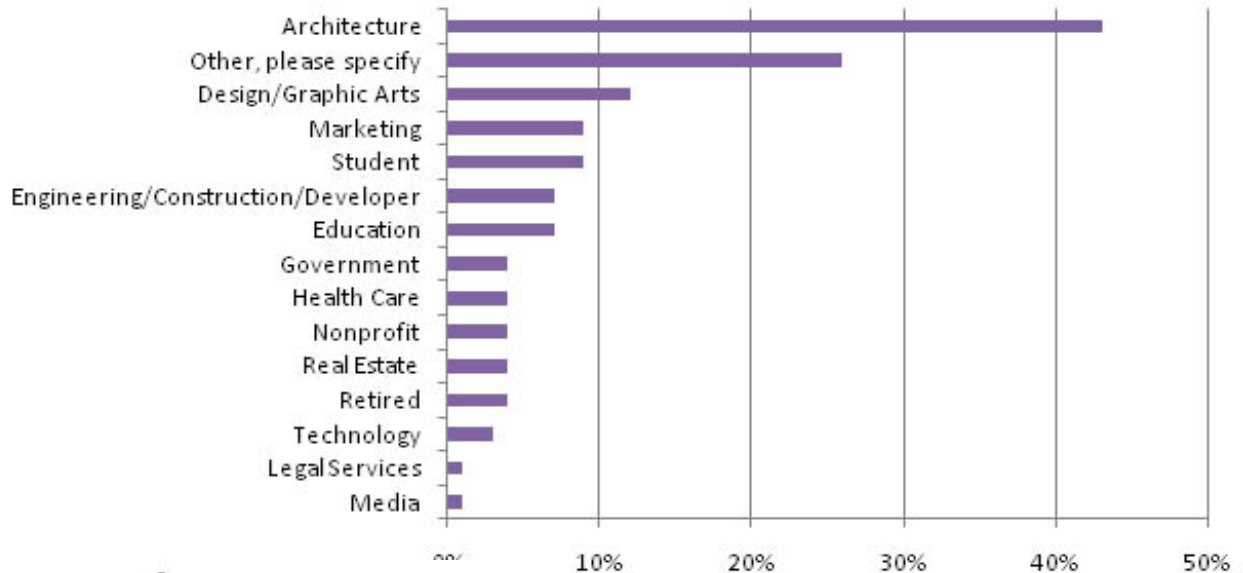
AIA San Francisco represents more than 2,400 architect, design and allied professionals in San Francisco and Marin Counties. Our mission is to improve the quality of life in the Bay Area by promoting architecture and design. We further this goal through community involvement, education, advocacy, public outreach, member service and professional excellence.



As one of the first centers of its kind on the West Coast, the Center for Architecture + Design enhances public appreciation for architecture and design both locally and internationally through exhibitions, lectures, tours, film series and other programs that aim to reveal the richness of the design arts. Founded by the American Institute of Architects, San Francisco chapter in 2005, the Center for Architecture + Design celebrates the larger diverse design community and is a collaborative environment where design organizations and affiliates share not only space, but ideas.

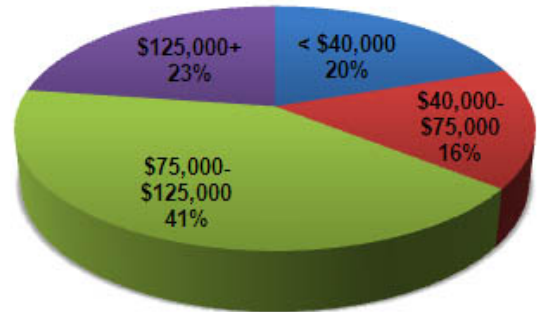
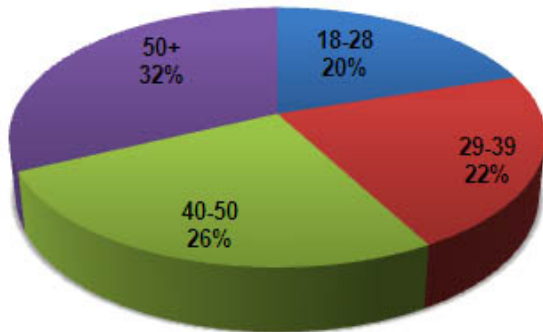
FESTIVAL DEMOGRAPHICS

Professional Background

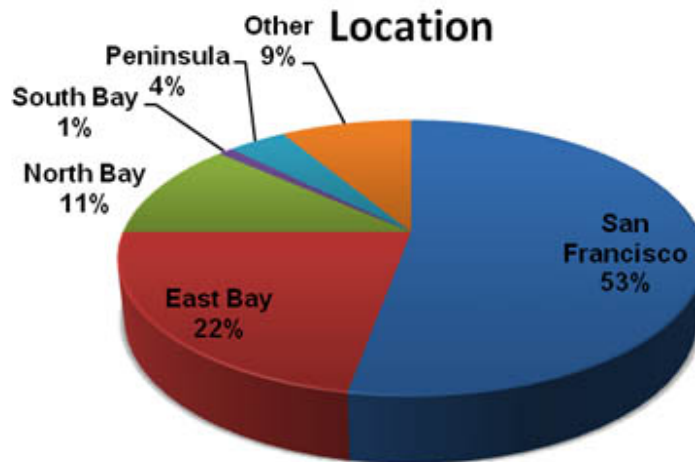


Age

Household Income



Location



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@iasf.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)

Product, \$2,500 (only for vendors with product in homes)

- Opportunity to highlight product at featured home
- 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.aiasf.org/ftp](ftp://www.aiasf.org/ftp)**
- Confirm upload by emailing Jaime Wong: jwong@aiasf.org

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
Architecture and the City deadline for inclusion in festival guide	June 30, 2010
Home Tours materials deadline for inclusion in Home Tours tickets	August 9, 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</i> : Home Tours weekend	September 11-12, 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" or the "Center for Architecture + Design") Visa MasterCard
 Credit Card #: _____ Exp. Date: _____
 Name on Card: _____ Billing Zip Code: _____
 (if different from above)

Sponsorship

- | | |
|---|---|
| <input type="checkbox"/> Architecture and the City festival | <input type="checkbox"/> <i>San Francisco Living</i> : Home Tours weekend |
| <input type="radio"/> Presenting \$20,000 | <input type="radio"/> Presenting \$15,000 |
| <input type="radio"/> Premiere \$10,000 | <input type="radio"/> Home \$7,500 |
| <input type="radio"/> Category \$7,500 | <input type="radio"/> Forum \$5,000 |
| <input type="radio"/> City \$5,000 | <input type="radio"/> Headquarters \$2,500 |
| <input type="radio"/> Street \$2,500 | <input type="radio"/> Product \$2,500 |
| <input type="radio"/> Contributing \$1,500 | <input type="radio"/> Contributing \$1,500 |
| | <input type="checkbox"/> <i>San Francisco Living</i> : Home Tours ticket ad |
| | <input type="radio"/> Back cover \$2,750 |
| | <input type="radio"/> Full page \$2,000 |
| | <input type="radio"/> ½ page \$1,000 |
| | <input type="radio"/> ¼ page \$500 |

Total 2010 Sponsorship: \$ _____

PLEASE CHECK ONE

- I would like my sponsorship/ad to go towards AIA San Francisco
 I would like my sponsorship/ad to go towards the Center for Architecture + Design

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