



**AIA** San Francisco

# Sponsorship Opportunity Guide

**A'23**  
AIA  
Conference  
on Architecture  
2023

## **Dear Industry Partner,**

The 2023 AIA Conference on Architecture is returning to San Francisco in June.

As the conference's host chapter, AIASF will proudly welcome attendees to our great city with a comprehensive tour program, invitations into our local studios, presentations and exhibits showcasing San Francisco's diverse architecture and culture, and a chapter lounge for relaxation and networking.

Sponsoring AIASF's conference activities demonstrates your support for San Francisco's architecture community and provides exposure to more than 15,000 design professionals practicing in every discipline. A full range of sponsorship levels in five distinct tracks; Tours, Open Studios, Host Chapter Lounge, Host Chapter Programming, and Exhibits, and five distinct levels; Block, Neighborhood, Community, City, and Society ensures that every sponsor, large, medium, and small will find the perfect fit.

Become an A'23 Host Chapter Sponsor and join AIASF in welcoming our colleagues to our city to network, learn, and celebrate together!

We look forward to working with you.



Stacy Williams  
AIASF Executive Director

# Tours Sponsorship

From modern skyscrapers to venerable Victorians, San Francisco has some of the most exciting architecture in the world. Participants of the AIA Conference on Architecture 2023 have the opportunity to experience an overview of architecturally significant structures while celebrating the innovative and award-winning work of local architecture and design professionals. Participants will encounter some of the region’s latest projects from the inside out, meet design teams, explore residential projects, and discover design solutions that inspire unique ways of living. AIASF is proud to present a myriad of tours including studio, housing, downtown, bus, walking, and bike experiences.



Sponsorship Benefits	Neighborhood \$2,500	Community \$5,000	City \$10,000	Society \$20,000
Block Benefits	●	●	●	●
Logo recognition in Tour Departure Lounge and on the tour buses <sup>1 2</sup>	●	●	●	●
Logo/Commercial on TV monitor <sup>3</sup> in Tour Departure Lounge	Logo <sup>4</sup>	Logo <sup>5</sup>	20 seconds	40 seconds
Opportunity to display company literature in Tour Departure Lounge <sup>6</sup>			●	●
Recognition announcement during the tours <sup>7</sup>		●	●	●
Opportunity to host event at AIASF in 2023				●

<sup>1</sup> AIASF's Tour Departure Lounge is located in Moscone North Lobby on Howard Street (A'23 estimated attendance: 15,000)  
<sup>2</sup> Recognition signage is in the AIA San Francisco Lounge and in the buses  
<sup>3</sup> Monitor faces inward in the lounge and video rotates for approximately 40 hours; Sponsor produced and submitted by May 27  
<sup>4</sup> Logo on screen for 5 seconds in rotation with other Neighborhood sponsors  
<sup>5</sup> Logo on screen for 5 seconds in rotation as standalone image  
<sup>6</sup> Available only to A'23 Exhibitors & AIA National Sponsors  
<sup>7</sup> Verbal recognition during the AIA member-led tours (estimated attendance: 1,300 across 90 member-led tours)

# Open Studio Night Sponsorship

Participants of AIA Conference on Architecture 2023 have the opportunity to go inside more than 30 local architecture and design firms for an exclusive, one-night-only access to their staff, space, and projects. Many are in architecturally significant buildings with stunning views. This event takes place on the evening of Friday, June 9.



Sponsorship Benefits	Neighborhood \$2,500	Community \$5,000	City \$10,000	Society \$20,000
Block Benefits	●	●	●	●
Logo recognition on AIASF social media on Open Studio Night post <sup>1</sup>	Name only	●	●	●
Logo recognition on signage at all 35 firm entrances <sup>2</sup>	●	●	●	●
Custom eBlast to 7,000+ AIASF mailing subscribers				●
Tickets to the Open Studios package of your choosing <sup>3</sup>	2	5	10	25
Opportunity to host event at AIASF in 2023				●
Sponsorship exclusivity	Unlimited	Unlimited	2 of 3 Available	Fulfilled

<sup>1</sup> AIASF Social Media channels reach an audience of 21,600+  
<sup>2</sup> Open Studio Sponsorship (estimated attendance: 1,500 / 35 Open Studios)  
<sup>3</sup> Attendees must be registered for conference with a minimum of an event pass

# Lounge Sponsorship

As the host chapter of the conference, AIASF will have a Lounge space of respite, gathering, networking, and programming. The lounge is intended to provide AIASF an opportunity to showcase and promote various local firms, projects, concepts, and ideas that reflect the architecture of our city.



Sponsorship Benefits	Community \$5,000	City \$10,000	Society \$20,000
Block Benefits	●	●	●
Logo recognition on AIASF social media on Lounge post	●	●	●
Logo/Commercial on TV monitor <sup>1</sup> in the Lounge	Logo <sup>2</sup>	20 seconds	40 seconds
Opportunity to display company literature in the AIA San Francisco Lounge <sup>3</sup>		●	●
Opportunity to sponsor a one-hour happy hour in the AIA San Francisco Lounge <sup>4</sup>			●
Opportunity to sponsor a one-hour coffee break event in the Lounge (Thursday AM/Wednesday AM/Friday AM/Saturday AM)		●	
Opportunity for brief remarks during the coffee break		●	●
Opportunity to host event at AIASF in 2023			●
Sponsorship exclusivity	Unlimited	3 available	Fulfilled

<sup>1</sup> In rotation for approximately 40 hours; Sponsor produced and submitted by May 27  
<sup>2</sup> Logo on screen for 5 seconds in rotation as standalone image. Monitor faces inward in the lounge.  
<sup>3</sup> Available only to A23 Exhibitors & AIA National Sponsors. Estimated 15,000 A23 attendees  
<sup>4</sup> Sponsors can arrange and provide catering through Moscone in coordination with AIASF staff. Pricing available upon request

# Host Chapter Programming Sponsorship

Approximately 20 short, interactive programs, hosted by AIA San Francisco, will predominately take place in the AIA San Francisco Lounge and Center for Architecture + Design, and throughout San Francisco. These programs will showcase the values of our city, partners, firms, vendors, architecture students, nonprofits, and AEC professionals while creating a public-focused dialogue on architecture, design, and the built environment in the San Francisco Bay Area. This is an excellent opportunity for your company.



Sponsorship Benefits	Neighborhood \$2,500	Community \$5,000	City \$10,000	Society \$20,000
Block Benefits	●	●	●	●
Logo recognition on Programming related post on AIA San Francisco social media	Name only	●	●	●
Logo recognition included in Host Chapter Programming Schedule	●	●	●	●
Recognition announcement during each program		●	●	●
Opportunity for brief remarks during one program <sup>1</sup>			1 Program	3 Programs
Opportunity to host event at AIASF in 2023				●
Sponsorship exclusivity	Unlimited	Unlimited	3 Available	1 Available

<sup>1</sup> Sponsors can arrange and provide catering through Moscone in coordination with AIASF staff. Pricing available upon request

# Exhibits Sponsorship

A wide variety of architectural design talent from San Francisco that celebrates great design, revealing ways it continues to contribute to our unique quality of life, will be displayed in the Moscone Center and the Center for Architecture + Design during the AIA Conference on Architecture 2023. Exhibits will feature top-notch projects featured in our Housing+ Competition, Design Awards, and Small Firms Great Projects, an annual publication highlighting the Bay Area's best and brightest design thinking.



Sponsorship Benefits	Neighborhood \$2,500	Community \$5,000	City \$10,000	Society \$20,000
Block Benefits	●	●	●	●
Logo recognition on Exhibits related post on AIASF social media	Name only	●	●	●
Logo recognition on exhibit area signage <sup>1,2</sup>	●	●	●	●
eNewsletter Standard ad (to AIASF's 7,000+ person audience) <sup>3</sup>		1	2	3
Opportunity to host event at AIASF in 2023				●
Sponsorship exclusivity	Unlimited	Unlimited	3 available	Fulfilled

<sup>1</sup> Exhibit area in the AIASF Lounge will be placed in a highly trafficked area visible by 15,000 conference attendees. Signage will face inward.  
<sup>2</sup> Center for Architecture + Design gallery is located at 140 Sutter Street and will be a highly trafficked area visible by thousands of visitors during A'23  
<sup>3</sup> Redeem by May 19, 2023

# Block Benefits

Block Benefits are provided to all Neighborhood, Community, City, and Society level sponsors. **Block Benefits may also be purchased a-la-carte for \$1,000.**

- Logo on panel in the AIASF AIA San Francisco Lounge in Moscone North Lobby – (name only for Block)
- Logo on the AIASF website (name only for Block)
- Logo on designated pre- and post-event communications (name only for Block)
- Logo on designated event posts on AIASF social media (name only for Block)
- Invitation to an Industry Sponsor thank you event (tentative summer '23)
- Right to use “2023 Sponsor of AIASF”



## Deadline to Secure Sponsorship: May 8, 2023

### Other Key Deadlines:

- April 21, 2023: Inclusion on Premium Graphics in AIA San Francisco Lounge
- April 28, 2023: Inclusion in Signage on the Buses (if applicable)
- May 5, 2023: Sponsor produced advertorial video (if applicable)
- May 19, 2023: Redeem AIASF eNewsletter Standard ad (if applicable)

## Ready to Purchase or have Questions?

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