

# 2021

**Sponsorship  
Program**



**Charlotte**

Position your company as an **industry leader** by partnering with AIA Charlotte in 2021! The sponsorship program is a cost-effective way to gain access to our membership and develop key relationships with industry professionals.

## **MISSION**

AIA Charlotte is to be the voice of the architecture profession, dedicated to three purposes: fostering the next generation, engaging the public, and advancing the profession.

# 2021

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## Charlotte

### EXPOSURE

Prominent recognition for your support provides your company with exposure to AIA Charlotte members and industry partners:

Company logo at all AIA Charlotte meetings and events

Company programs and events included in the weekly e-newsletter (\$75 per posting/per week value)

Ribbons and badges at meetings and events

Company listing on **aiacharlotte.org** sponsor page

### BENEFITS

Increase your company exposure and brand visibility

Showcase your products and services to a committed, creative community

Promote your company events and news in AIA Charlotte Connection, our weekly e-newsletter

Acquire access to an exclusive audience of architects and design professionals

Continuous opportunities to make connections and capture valuable contacts

### AIA CHARLOTTE

boasts **nearly 1000 members** across a **12 county region**; a vibrant community of architecture and industry professionals that are transforming the profession.

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## Charlotte

### BENEFITS



Marketing table with two representatives at one of our Membership Meetings which average 100+ members. Logo included on event registration page & promos.

Company logo and link on recurring footer of aiacharlotte.org

Company logo and link in AIA Charlotte Connection, our weekly e-newsletter, and other electronic announcements

Hole sponsorship signage at Annual Golf Tournament, includes an invitation to join us for lunch prior to the tournament start

Customized Continuing Education Program

Exclusive Social Media blast highlighting company

One Sponsorship Spotlight e-blast with content of your choice to our mailing list of 2500+

Company logo placed on aiacharlotte.org sponsor page

Social Media Shout-outs

Free Tickets to attend the AIA Charlotte Design and Service Awards Gala

Unlimited postings on aiacharlotte.org career center and calendar (\$200 value/posting)

Company link on aiacharlotte.org/sponsor page

Use "AIA Charlotte Annual Sponsor" on your promotional materials

Company showcased on PowerPoint loop at all AIA Charlotte programs and meetings



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## Charlotte

### ANNUAL SPONSORSHIP LEVELS



- \$4000** AIA Charlotte only
- \$3000** AIA Charlotte & AIA Triangle Sponsor to pay each Component \$3,000 (\$6,000 total)



- \$2000** AIA Charlotte only
- \$1750** AIA Charlotte & AIA Triangle Sponsor to pay each Component \$1,750 (\$3,500 total)



- \$1500** AIA Charlotte only



- \$1000** AIA Charlotte only

### DOUBLE YOUR EXPOSURE! AIA Charlotte/AIA Triangle Co-Sponsorship

Take advantage of the AIA Charlotte and AIA Triangle Co-sponsorship opportunity to double your exposure and receive substantial discounts of Platinum or Gold-level sponsorship options. Sponsors must pay both Charlotte and Triangle and will be invoiced separately. As unique components, sponsorship packages are different and tailored to each market.

### Annual Sponsor Form

AIA Charlotte relies greatly on its partners to carry out its mission of enhancing and promoting the profession of architecture. We appreciate your support and commitment! You can commit online

**Company:** .....

**Main Contact:** ..... **Title:** .....

**Mailing Address:** ..... **City:** ..... **State:** ..... **Zip:** .....

**Billing Address:** ..... **City:** ..... **State:** ..... **Zip:** .....

*Check if same as Mailing Address*

**Business Phone:** ( ) ..... **Ext:** ..... **Cell Phone:** ( ) .....

**Email:** .....

#### Additional Contacts:

**Name/Title:** ..... **Email:** .....

**Name/Title:** ..... **Email:** .....

**Total Amount Due:** \$

- Check made payable to **AIA Charlotte** enclosed
- Please invoice me
- Pay online at [www.aiacharlotte.org/sponsor](http://www.aiacharlotte.org/sponsor)

#### By Mail:

AIA Charlotte  
Post Office Box 680907  
Charlotte, NC 28216



#### Questions?

#### For more information contact:

Kate Shelton  
AIA Charlotte Executive Director  
(980) 939-5438  
[info@aiacharlotte.org](mailto:info@aiacharlotte.org)

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### Become an AIA Charlotte Strategic Partner Today!

AIA Charlotte architects spend millions per year on products and services; are responsible for pre-bid, bid-phase and post-bid projects; and specify, recommend, and approve the purchase of products and services for their firms. Put your business in front of Charlotte architects all year long – with one of our annual sponsorship opportunities.

As a volunteer organization that serves as the voice of the local architecture profession, we rely on our members' time and energy to provide quality member services, but we also depend greatly on our sponsors.

### Allied Membership

Allied members share the same AIA Charlotte programs, services, and activities as AIA Architect and Associate AIA members. "Share" is the key word because, as an Allied member, you will learn from architects as much as they will learn from you. This allows you to establish relationships with architects that go beyond sales and specifications.

Programs and activities include but are not limited to:

- Membership Meetings held seven times/year
- Signature events such as the Design & Service Awards Gala, Architecture Month events, Golf Tournament
- Continuing education programs & lectures

Number of Allied Memberships, program invitations, and approximate value for sponsor levels are as follows:

- **Platinum:** Six (\$2500+ value)
- **Gold:** Four (\$1500+ value)
- **Silver:** Two (\$750+ value)
- **Bronze:** One (\$400+ value)

### More opportunities to support AIA Charlotte

AIA Charlotte welcomes additional support for event-specific sponsorships throughout the year. They will be announced in 2019 in our newsletter and at [aiacharlotte.org/sponsor](http://aiacharlotte.org/sponsor). Some of these opportunities are listed here.



#### 2020 Joe Mallamo Memorial Golf Tournament

Golf Tournament sponsorship levels are available to fit all budgets. Profits from the Golf Tournament help fund scholarships at UNC Charlotte and Central Piedmont Community College. Quantities are limited; this event sells out every year.

**Hospitality Cart**  
**Hospitality Table**  
**Practice Tee/Putting Green**  
**Long Drive Contest**  
**Closest to Pin Contest**  
**Tee Box Signage**

**Lunch Sponsor**  
**Dinner Sponsor**  
**Registration Table**  
**Massage Chair**  
**Gift Bags**



#### Architecture Month & CANstruction

Each April, AIA Charlotte programs a month full of celebratory and educational events with Architecture Month, including firm crawls in Uptown and the South End, a Social, and the popular CANstruction design-build competition. CANstruction showcases colossal structures made entirely of full cans of food which is ultimately donated to Second Harvest Food Bank.



#### Membership Meetings

AIA Charlotte hosts 6 to 7 membership meetings per calendar year featuring trending AEC topics and speakers. They are well-attended, with approximately 150 members and other industry professionals at each. All are free for members and annual sponsors and include lunch.



#### Design & Service Awards Gala

The most celebratory event on our calendar, the Gala is a festive night honoring design excellence with a cocktail reception and program announcing distinguished honorees.



#### AIA Charlotte Women In Architecture Signature Events

The AIA Charlotte Women In Architecture hosts signature events to promote women leaders within the A/E/C profession. WIA events focus on mentorship, networking opportunities and community involvement in architecture and the allied design and building industries. Signature events include the popular Mimosas Breakfast/