



# 2018 Sponsorship Program

The mission of 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.

**AIA Charlotte's Sponsorship Program is a cost-effective way to gain access to our membership and help develop the key relationships needed to strategically enhance your company's position as an industry leader.**

**AIA Charlotte sponsors enjoy many benefits at all levels:**

- 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

## Company 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

## 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)

## 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.

The AIA Charlotte section boasts more than 900 members within a twelve-county region, consisting of a vibrant community of architecture and industry professionals that are transforming the profession. 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.

Charlotte Benefits	Platinum	Gold	Silver	Bronze
Hole sponsorship signage at Annual Golf Tournament, includes an invitation to join us for lunch prior to the tournament start	●			
Company logo and link in AIA Charlotte Connection, our weekly e-newsletter, and other electronic announcements	●			
Company logo and link on recurring footer of aiacharlotte.org	●			
Eligible to purchase the Beverage Cart for additional sponsorship opportunity at the Annual Golf Tournament. (Only 2 avail)	●	●		
One-hour executive-director consult	●	●		
Company logo with link on aiacharlotte.org	●	●		
One Sponsorship Spotlight e-blast with content of your choice to our mailing list of 2500+	●	●		
Unlimited postings on aiacharlotte.org career center and calendar (\$200 value/posting/month)	●	●	●	
Company name with 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	●	●	●	●

## Platinum or Gold Co-Sponsorship Opportunity



**AIA  
Charlotte**



**AIA  
Triangle**

## 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 commit to both Charlotte and Triangle and will be invoiced separately. As unique components, sponsorship packages are different and tailored to each market. Please refer to the [Triangle sponsorship brochure](#) for a list of their local benefits.

## Commit by December 15th for significant savings!

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. Sponsors who join us as a strategic partner by December 15, 2017, will pay at the 2017 rate! To take advantage of this opportunity, complete this form purchase online at [www.aiacharlotte.org/sponsor](http://www.aiacharlotte.org/sponsor).

### Annual Sponsorship Pricing

#### Platinum

- \$3000** AIA Charlotte only  
**\$4000** after 12/15/17
- \$2500** AIA Charlotte & AIA Triangle\*  
**\$3000** after 12/15/17

#### Gold

- \$1500** AIA Charlotte only  
**\$2000** after 12/15/17
- \$1250** AIA Charlotte & AIA Triangle\*  
**\$1750** after 12/15/17

\*Prices represent the cost per AIA chapter and will be invoiced separately.

#### Silver

- \$1000** AIA Charlotte only  
**\$1500** after 12/15/17

#### Bronze

- \$750** AIA Charlotte only  
**\$1000** after 12/15/17

### More opportunities to support AIA Charlotte

AIA Charlotte welcomes additional support for event-specific sponsorships throughout the year. They will be announced in 2018 in our newsletter and at [aiacharlotte.org/sponsor](http://aiacharlotte.org/sponsor). Some of these opportunities are listed here.



#### 2018 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. 2017 saw record attendance with 176 members and guests.



#### AIA Charlotte Connection Postings

AIA Charlotte Connection is a weekly email newsletter of upcoming events and important architectural issues distributed to over 2500 Charlotte-area individuals, including more than 900 members.

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:

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