2020 PARTNER PROGRAM

Partner with AIA Triangle and build relationships, strengthen brand recognition, and position your company in front of architects and designers through this comprehensive package of benefits.

**MISSION:** AIA Triangle empowers architects by connecting with the community, advocating for our profession, and promoting the quality of local design.

**EXPOSURE**

Being a partner is a cost-effective way to gain access to AIA Triangle members and help develop the key relationships needed for your company to maximize its potential in our ever-more competitive industry.

**POSITIONING**

Demonstrate your leadership in the areas that matter to your business and position your company as a thought-leader and source of trusted information. There is no better opportunity to differentiate your company from your competition to the people who can make a difference in your success.

**RELATIONSHIP BUILDING**

Each year, AIA Triangle produces a diverse calendar of educational programs and networking events which offer unique opportunities to promote your business directly to the local architectural community and the large contingent of other industry leaders that participate in these events.

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WHY PARTNER WITH AIA TRIANGLE?

THE VALUE OF AN AIA TRIANGLE PARTNERSHIP

AIA Triangle wants to help you reach the design community around the Triangle with a variety of opportunities to enhance your exposure. Our annual partnership program offers you an effective way to strengthen your market position and target architecture and design clients through a strategic and repetitive approach offered at all levels of membership in AIA Triangle. We strive to ensure the value of your annual sponsorship is well and truly met.

AIA Triangle 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 Triangle architects all year long with one of our annual sponsorship opportunities!

CORPORATE MEMBERSHIP

Corporate membership is included as a benefit for all annual partners according to each partnership level. Corporate membership provides additional opportunities to establish relationships with architects that go beyond sales and specifications.

BENEFITS OF CORPORATE MEMBERSHIP INCLUDE:

- Opportunities to network with chapter members
- Invitations to chapter events
- Subscription to AIA Triangle e-newsletter and member communication
- Member prices for events
- Participation in chapter committees (with the exception of Design Awards)
- Complementary posting on our online job board
- Company programs and events included in the weekly e-newsletter ($100 per posting/per week value)

THE NUMBER OF CORPORATE MEMBERSHIPS AND PROGRAM INVITATIONS INCLUDED FOR EACH LEVEL:

- Platinum—6 reps
- Gold—4 reps
- Silver—2 reps
- Bronze—1 rep

ABOUT AIA TRIANGLE

800+ members within a ten-county region

3RD largest local chapter in the South Atlantic Region

36% of the total members in North Carolina

125+ 2018 Design Awards attendance

150+ 2018 Membership Meeting attendance

24% e-newsletter open/click rate—above industry standard of 17–19%

1.2K average monthly website users

2.5K average monthly website sessions

38 events featured on the website and in Friday Facts the last 12 months

11 active Task Forces

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# 2020 Partner Program

Double Your Exposure: AIA Triangle & AIA Charlotte Co-Sponsorship

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

## Benefits

<table>
<thead>
<tr>
<th>2019 AIAT only prices</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4,000</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,000</td>
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<tr>
<td>2019 AIAT &amp; AIAC Co-Sponsorship prices</td>
<td>$3,000 (reflects cost of each chapter)</td>
<td>$1,750 (reflects cost of each chapter)</td>
<td>N/A</td>
<td>N/A</td>
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<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Corporate Membership ($300 value)</td>
<td>6 reps</td>
<td>4 reps</td>
<td>2 reps</td>
<td>1 rep</td>
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<tr>
<td>Signature event and program admittance (minimally $200 per rep value)</td>
<td>6 reps</td>
<td>4 reps</td>
<td>2 reps</td>
<td>1 rep</td>
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<tr>
<td>Invitation to network with the AIAT Board of Directors</td>
<td>6 reps</td>
<td>4 reps</td>
<td>2 reps</td>
<td>1 rep</td>
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<tr>
<td>Company showcased at AIA Triangle programs and meetings</td>
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<tr>
<td>Opportunity to host a Small Firm Roundtable Lunch and Learn (Note: Partner provides lunch. Opportunities are confirmed on a first-come basis upon receipt of paperwork. Early commitments receive increased marketing frequency.)</td>
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<tr>
<td>Recognition on AIAT website</td>
<td>logo with link</td>
<td>with link</td>
<td>with link</td>
<td>company name</td>
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<tr>
<td>Social media shout-outs</td>
<td></td>
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<tr>
<td>Company featured on Design Awards and Home Tour pages, and in tour program ($500 value)</td>
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<tr>
<td>Contribute one article for publication via email broadcast and posted on AIAT website</td>
<td>logo with link</td>
<td>with link</td>
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<tr>
<td>Signature sponsor of AIA Triangle special events (with the exception of Golf Tournament and CANstruction) including Design Awards, Annual Membership Meeting &amp; Celebration, member socials, and more...</td>
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<tr>
<td>Company logo in Friday Facts</td>
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<td>A customized continuing education program</td>
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## Additional Opportunities

AIA Triangle is always in search of new way to serve in members and partners! In addition to the opportunities below, be on the lookout for new events and programs that will afford you more face to face time with your audience!

**Friday Facts Sponsor ($3,000 / year)**

AIA Triangle Friday Facts is a weekly email newsletter of upcoming events and important architectural issues distributed to over 4,000 Triangle area individuals including more than 800 members. Friday Facts sponsorship includes a Corporate Membership for 4 representatives.

**Small Firm Roundtable (1st-come, 1st-serve for annual partners and $500 for non-annual partners)**

AIA Triangle will hold an hour-long Small Firm Roundtable lunch-and-learn series at noon on the first and third Thursday of each month (except January and July, and only the first Thursday in November and December). These events are geared toward educating attendees about the latest building products and their uses in the design process. Small Firm Roundtable sponsors are responsible for providing lunch for attendees.

This sponsorship is available to non-annual partners only if they are AIA approved CE Providers. Priority is given to annual partners.

**Golf Tournament**

The AIA Triangle fundraising Golf Tournament brings architects and design professionals together with A/E/C industry partners in support the AIA Triangle Scholarship Program. Proceeds from the annual golf tournament benefit Triangle area students studying architecture.

With popularity of the tournament and 120 professionals on the course, sponsorships and player spots sell out quickly! Be on the lookout for May tournament sponsorship opportunities in January!

**CANstruction**

CANstruction’s mission is to provide hunger relief assistance by collecting canned food for distribution to local food banks while promoting the design/build industry. Participants include teams of architects, engineers, contractors, designers, and students attending schools of architecture, engineering, and design.

Watch for information on the 2020 event.

*Benefits of the AIA Triangle Chapter sponsorship program are limited to the AIA Triangle chapter and are not transferable to AIA North Carolina or AIA National.

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PLATINUM

- **AIAT ONLY**
  - $4000
- **AIAT + AIAC CO-SPONSOR**
  - $3000*

GOLD

- **AIAT ONLY**
  - $2000
- **AIAT + AIAC CO-SPONSOR**
  - $1750*

SILVER

- **AIAT ONLY**
  - $1500
- **AIAT + AIAC CO-SPONSOR**
  - $1000

BRONZE

- **AIAT ONLY**
  - $1000

Platinum partners are considered signature sponsors of any additional special events and programs (with the exception of Golf Tournament and CANstruction).

Additional opportunities to sponsor programs and activities will be available throughout the year. Additional details will be shared once they become available.

FRIDAY FACTS SPONSOR $3000

*Co-sponsors must commit to both AIA Triangle and AIA Charlotte and will be invoiced separately. Price reflects cost of each chapter.

Please ensure company name is listed exactly as it should appear on promotional material.

**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:** ______________________________________________________________

Please provide name and email for any other individuals you would like to receive event and program notifications:

**Name/Title:** ___________________________________________ **Email:** ________________

**Name/Title:** ___________________________________________ **Email:** ________________

By signing below, I am confirming our company’s AIA Triangle Partner Membership for twelve months at the above indicated sponsorship level. I also understand that a payment is required to be made by check or credit card before benefits can begin. Please sign as an authorized representative of your company:

**Signature:** ___________________________________________ **Date:** ________________

**TOTAL AMOUNT DUE:** $____________

- Check made payable to AIA Triangle enclosed
- Credit Card: Return signed application and we will provide an invoice and link via email to pay online by credit card. Benefits begin upon payment.
- Pay online at www.AIATriangle.org

**BY MAIL:**
AIA Triangle
Post Office Box 10373
Raleigh, NC 27605

**BY EMAIL:**
info@aiatriangle.org

**QUESTIONS?**
Contact AIA Triangle at 919.463.0333 or info@aiatriangle.org

THANK YOU FOR YOUR SUPPORT!

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