

the PARTNER PROGRAM

Partner with AIA Triangle and build relationships, strengthen brand recognition, and position your company in front of architects, designers and decision makers.

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 increasingly 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, events and networking activities which offer unique opportunities to promote your business directly to the local architectural community and the large contingent of industry leaders that participate in these events.

MISSION:

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

WWW.AIATRIANGLE.ORG



WHY PARTNER WITH AIA TRIANGLE?

We strive
to ensure you
receive the
most value from
your annual
partnership.

As a partner,
we consider you
a member.

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 task forces and event committees (with the exception of Design Awards)
- ▶ Complementary posting on our online job board
- ▶ Company programs and events included in our weekly e-newsletter (\$100 per posting/per week value)

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.

AIA Triangle architects spend millions of dollars 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.



SIGNATURE EVENTS

In addition to partnership with AIA Triangle, we host several Signature Events each year, giving you even more opportunities for face-to-face time with potential clients.



DESIGN AWARDS PROGRAM

The annual AIA Triangle Design Awards Program recognizes excellence in architectural design throughout the Triangle. All awards are announced and presented at the Design Awards Reception held in the spring. Honor and Merit awards recognize area architects for overall design excellence as well as individuals who make a significant contribution to the design industry.



AIA TRIANGLE EDUCATIONAL PROGRAMS

Each year, AIA Triangle offers several educational programs to give individuals the opportunity to dive deeply into topics of interest. These programs are geared toward educating attendees on important topics and emerging issues and are available for members as well as those who work in related industries.



GOLF TOURNAMENT

Each May, the AIA Triangle fundraising Golf Tournament brings architects and design professionals together with A/E/C industry partners. Proceeds from the annual golf tournament benefit Triangle area students studying architecture. Due to the popularity of the tournament, partnerships and player spots sell out quickly. Be on the lookout for May tournament partnership opportunities starting 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.



BARKITECTURE

Triangle Barkitecture is a one-of-a-kind pet architecture and design competition to raise money for pets in need by supporting local foster and pet rescue organizations. Local architects, engineers and designers compete to create the best custom pet architecture that is then auctioned off at the event with 100% of profits going to pets in need.

2023 PARTNER PROGRAM

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
2023 AIAT only prices	\$4,000	\$2,000	\$1,500	\$1,000
2023 AIAT & AIAC Co-Partnership prices	\$3,000*	\$1,750*	N/A	N/A
Corporate Membership (Value: \$300 per rep)	4 reps	3 reps	2 reps	1 rep
Signature event and program admittance (Value: \$200 min per rep)	4 reps	3 reps	2 reps	1 rep
Invitation to network with the AIA Triangle Board of Directors	4 reps	3 reps	2 reps	1 rep
Invitation to Annual Partner Recognition/Member Networking Event	4 reps	3 reps	2 reps	1 rep
Company showcased at AIA Triangle programs, events and meetings	●	●	●	●
Recognition on AIA Triangle website	logo, link, and description	logo and link	logo	company name
Opportunity to host Lunch & Learn program(s) (NOTE: For in-person programs, partner provides lunch. Opportunities are confirmed on a first-come, first-served basis upon receipt of completed paperwork. Early commitments receive increased marketing frequency.)	(4) one-hour programs or (1) four-hour program	(2) one-hour programs or (1) two-hour program	(1) one-hour program	(1) one-hour program
Recognition of Partnership at Annual Membership Meeting (estimated attendance 200+)	logo	logo	logo	company name
Partnership recognition on Design Awards, Residential Tour, CANstruction and Barkitecture webpages and in program booklet (where applicable) (Value: \$500 for each event)	logo and link			
Social Media Shoutouts by Partnership Level	quarterly	twice /year	once/year	once/year
Special Social Media Recognition including Logo and Link	●			
Company profiled in Friday Facts (2,000+ subscribers)	●			
Opportunity to contribute an article for publication in Friday Facts and posted on AIA Triangle website	●			
Logo included in weekly Friday Facts eblasts	●			

DOUBLE YOUR EXPOSURE: AIA TRIANGLE & AIA CHARLOTTE CO-PARTNERSHIP

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

the FACTS

942

members within a ten-county region

3RD

largest local chapter in South Atlantic Region

38%

of the total members in North Carolina

150+

2022 Design Awards attendance

24.6%

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

2,000+

subscribers to Friday Facts and weekly e-blasts

58

events featured on the website + Friday Facts the past 12 months

79

hrs CE credits offered (42 HSW/37 LU)

*Reflects cost of each chapter

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

WWW.AIATRIANGLE.ORG



2023 PARTNER PROGRAM APPLICATION

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

PLATINUM

**AIAT ONLY
\$4,000**

**AIAT + AIAC
CO-PARTNER
\$3,000***

GOLD

**AIAT ONLY
\$2,000**

**AIAT + AIAC
CO-PARTNER
\$1,750***

SILVER

**AIAT ONLY
\$1,500**

BRONZE

**AIAT ONLY
\$1,000**

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

*Co-partners 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 materials.

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 typing my name on the signature line below, as an authorized representative of the company, I am confirming the company's AIA Triangle Partnership until December 31, 2023 at the above partnership level. I also understand that a payment is required to be made by check or credit card before benefits can begin.

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

SUBMIT BY MAIL:

AIA Triangle
Post Office Box 10373
Raleigh, NC 27605

SUBMIT BY EMAIL:

info@aiatriangle.org



QUESTIONS?

Contact Mia Xavier
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919.971.4898