

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 with Honor and Merit awards announced and presented at the Design Awards Reception in the Spring.

► AIA TRIANGLE EDUCATIONAL PROGRAMS

Each year, AIA Triangle offers several educational programs to give individuals the opportunity to dive deeply into topics of interest and emerging issues. Available for members as well as those who work in related industries.

► GOLF TOURNAMENT

The AIA Triangle fundraising Golf Tournament brings architects and design professionals together with A/E/C industry partners to benefit area students studying architecture. Over \$125,000 in scholarships have been awarded to date.

► CANSTRUCTION

Participating teams of architects, engineers, contractors, designers, and students attending schools of architecture, engineering, and design showcase their design/build skills with canned food for ultimate distribution to local food banks.

► BARKITECTURE

A family-friendly day with local architects, engineers and designers competing to create the best custom pet architecture that is then auctioned off with 100% of profits going to local foster and pet rescue organizations to support pets in need.

► WOMEN IN ARCHITECTURE BREAKFAST

An inspiring annual event for women of all stages in their architecture career supporting each other through unique challenges, opportunities, and successes.

► ANNUAL MEMBERSHIP MEETING

A celebration of our members, partners, and volunteers who work tirelessly in dedication to the architecture profession and the AIA Triangle Section.

2024 PARTNER PROGRAM

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
2024 AIAT only prices	\$4,000	\$2,000	\$1,500	\$1,000
2024 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.)	(2) one-hour programs or (1) two-hour program	(1) one-hour program		
Opportunity to host a hard hat or other CE eligible tour. (Opportunities are confirmed on a first-come, first-served basis upon receipt of completed paperwork. Early commitments receive increased marketing frequency.)	●	●	●	●
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	3 RD 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



2024 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, 2024 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 AIA Triangle
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919-463-0333