

## SPONSORSHIP OPPORTUNITIES

Nov-23

Our members are your audience. Industry organizations benefit from AIA Long Beach / South Bay (AIA LBSB) sponsorship with increased visibility, targeted networking, industry influence, improved brand image, and market insights. It can facilitate tailored marketing, provide a competitive edge, and allow opportunities to directly engage with chapter members and other industry professionals.

<b>AIA LBSB SPONSORSHIP OPPORTUNITIES At-A-Glance</b>	<b>General Sponsor</b>	<b>Gold Sponsor</b>	<b>Platinum Sponsor</b>	<b>Sustaining Partner</b>
Sponsor logo listed on AIA LBSB website with link to Sponsor website	✓	✓	✓	✓
Recognition in e-blast	✓	✓	✓	✓
Recognition at Holiday Party	✓	✓	✓	✓
Chapter member pricing at events	1	2	2	2
Complimentary tickets to Holiday Party (\$50 value ea)		1	2	2
Opportunity to present a Weekday Online Webinar		✓	✓	✓
Opportunity to secure Primary Sponsorship of an additional AIA LBSB program		✓	✓	✓
Social media acknowledgement post		✓	✓	✓
Advertisement of Sponsor's own events or timely service offering (\$250 value ea)		1	2	2
Allied memberships (\$250 value ea)			1	2
Quarterly payments available			✓	✓

# SPONSORSHIP OPPORTUNITIES

## IN DETAIL

### **General Sponsor \$500**

#### Benefits:

- Sponsor logo listed on AIA LBSB website with link to Sponsor website.
- Sponsor logo with link to Sponsor website included in weekly *Chapter Happenings* e-blast sent to full distribution list.
- Recognition of Sponsor at Annual Meeting/Holiday Party.
- Chapter member pricing at all events for one member of sponsor organization.

### **Gold Sponsor \$1,000**

#### Benefits:

All the benefits outlined above, plus:

- Opportunity to provide a [Weekday Online Webinar \(WOW\)](#) and marketing of program.
- Advertisement of one Sponsor event (separate from AIA LBSB collaborative program/event) or timely service offering on our website calendar and in two weekly *Chapter Happenings* e-blasts. (\$250 value)
- Sponsor logo featured on sponsor display board\* exhibited at chapter programs and events.\*\*
- Opportunity to secure Primary Sponsorship of an additional AIA LBSB education program, tour, community, or social event, and acknowledged as such in all marketing\*\*\* of program/event.
- Acknowledgment of sponsorship level on AIA LBSB social media platforms (Instagram, LinkedIn, Facebook, and Twitter).
- Recognition of Sponsor at Holiday Party and one complimentary ticket to attend. (\$50 value)
- Chapter member pricing at all events for two members of sponsor organization.

### **Platinum Sponsor \$2,000**

#### Benefits:

All the benefits outlined above, plus:

- Platinum Level Sponsors may spread out their commitment over four quarterly payments.
- One Allied Membership listing for a representative of Sponsor's organization (includes profile in Allied Member directory and chapter member pricing for all events). (\$250 value)
- Opportunity to provide a [Weekday Online Webinar \(WOW\)](#) or in-person learning-unit program or event and marketing\*\*\* of program/event.

- Advertisement of two Sponsor events (separate from AIA LBSB collaborative program/event) or timely service offering on our website calendar and in two weekly *Chapter Happenings* e-blasts. (\$500 value)
- Recognition of Sponsor at Holiday Party and two complimentary tickets to attend. (\$100 value)
- Chapter member pricing at all events for two members of sponsor organization.

## **Sustaining Partner \$4,000**

AIA Long Beach / South Bay’s Committees and Knowledge Communities are the backbone of our Strategic Plan and create and develop a majority of our most popular programs.

**Committee On The Environment (COTE)**  
**Coastal Custom Residential Architects Network (Coastal-CRAN)**  
**Design Awards**  
**Architectural Photography**  
**Advocacy Committee**  
**Equity, Diversity & Inclusion (EDI)**  
**Architecture School Scholarships**  
**Emerging Professionals / A.R.E. and C.S.E. Scholarships**  
**Kids Draw Architecture**

Benefits:

All the benefits outlined above, plus:

- Sustaining Partners may spread out their commitment over four quarterly payments.
- Sponsor logo featured on Committee or Knowledge Community’s dedicated webpage with link to Sponsor website and listed as Sustaining Partner for each of the selected Committee or Knowledge Community’s programs.
- Two Allied Membership listings for representatives of Sponsor’s organization (includes profile in Allied Member directory and chapter member pricing for all events). (\$500 value)

\* Updated quarterly

\*\* Where allowable by venue and weather permitting

\*\*\* The term “marketing” in relation to collaborative programs and events with Sponsors consists of posting on AIA LBSB calendar of events, AIA California chapters’ calendar of events, minimum of two weekly *Chapter Happenings* e-blasts to full distribution list, Facebook, LinkedIn, and Google Events, social media posts (Instagram, Facebook, LinkedIn, X), and ‘Upcoming Events’ signage at in-person events.

Please contact our Executive Director, Kristine Hammond, with any questions: (562) 989-1399; [Kristine@aialb-sb.org](mailto:Kristine@aialb-sb.org)