

Sponsorship Benefits



Why should you consider an annual sponsorship for AIANEI?

Our Chapter offers a perfect opportunity to reach decision making leaders in the Construction Industry.

In today's value driven business atmosphere, every expenditure must meet your objectives to promote your product or service to your target market. Before creating the AIANEI Sponsorship program, we conducted a focus group with Service Providers, Vendors, Professional Affiliates, and Constructors to ask them about their objectives. The participants desired to reinforce the "**Branding**" of their name, to achieve **consistent and widespread exposure** of their product. Some put a higher value on **one-on-one personal contact** with decision makers. Others expressed a desire to **sponsor specific events** that might relate to their product or service. We learned from this group that our sponsorship program needed to be **flexible** and needed to represent **significant added value**.

With these objectives in mind, we offer a program that allows you to choose the sponsorship level that meets your objectives. The **Platinum Level** includes an **Affiliate Membership in AIANEI, Sponsorship of all of our major events, recognition at every Chapter meeting, and advertising in our monthly newsletter and Chapter web site.** **Gold and Silver** levels offer packages that include some of the opportunities listed above. **Contributor** level offers sponsorship of our two major annual events. Each level offers a **significant reduction in the a la carte cost** of the package with some benefits only available to Annual Sponsors.

Please review the complete matrix of options contained inside our *Invitation to Sponsorship* for all of the details; we're sure that you will find a package that fits your marketing objectives.

Chapter Major Events



These major programs are our largest and most prestigious events. They are typically attended by members, related professionals, clients and vendors.

GOLF OUTING

AIANEI's annual Golf Outing is a best ball scramble event with a shotgun start. Following the day of golf, a dinner is held and prizes are distributed. Proceeds of the event fund the AIANEI Scholarship program.

The Golf Outing is held annually in September.



DESIGN AWARDS

The Design Awards event is devoted to the enhancement of Architecture as an art and Architecture as a practice. This black tie optional event recognizes the outstanding ability of AIANEI members and proclaims to the public that Architecture is a significant form of art that enhances the quality of our lives.



AIA Northeast Illinois
Design Awards 2011

Attendance for the Honor Awards ranges from 90 – 120. The event is typically held biennially.

EXHIBITIONS/AWARDS

A themed exhibition / award event or Service Awards is held on alternate years from the Design Awards. The exhibition or award event will focus on design and highlight the architects' role as a solution-oriented leader in the development, care, or redevelopment of projects that affect individuals and/or communities. The Service Awards highlight outstanding individuals and firms who lend their resources and talents to the profession and community.

Chapter Programs/Events



Below is a list of typical AIANEI events and programs.

Regular Chapter Programs

Description: Wide variety of continuing education seminars (approximately 1 hour long) presented after work.

Date: Approximately 7 times per year. Generally held on the 2nd Thursday of the month. See program calendar on our web site (www.aiane.org).

Demographics: Architects, principals, associates, intern architects and technical affiliates. Program driven, generally 40 to 80 attendees.

Building Tour

Description: Tour of an architecturally significant building or area.

Date: Generally occurs in the summer.

Demographics: Past tours: Morton Arboretum Children's Garden, Chicago River Boat Tour, Unity Temple, Milwaukee Art Museum, Wingspread, Ford House by Bruce Goff

Workshops/Seminars

Description: Workshops of a few hours to all day designed to help professionals add to their knowledge base and fulfill continuing education requirements.

Date: Two or three workshops per year. Date varies.

Demographics: Architects, principals, associates, intern architects, students. Typically 40 to 80 attendees, depending on topic, location, time, date and room size.

SPACES (Small Practice Architectural Continuing Education Seminars)

Description: Lunchtime series of educational seminars presented by NEI Affiliates and Platinum or Gold Annual Sponsors.

Date: SPACES seminars are held quarterly. Each presentation is repeated in a second location to accommodate travel distances.

Demographics: Small firm practitioners and architectural staff, although anyone is welcome to attend. Maximum reservations are 20 people at each site.

Golf Outing / Awards Programs

Please see "Chapter Major Events" for details on these popular events.

Chapter Background



The American Institute of Architects is the voice of the architecture profession dedicated to **Serving its members, Advancing their value and Improving the quality of the built environment.** The AIA has National, State and Local levels. AIA Northeast Illinois, one of six local Chapters in Illinois, was chartered by The American Institute of Architects in 1978. The Chapter is comprised of **approximately 500 members**, including 63% licensed architects, 15% associate members, 9% emeritus members and 13% affiliate members. The AIANEI Chapter encompasses DuPage County, Kane County, Kendall County, and suburban Cook County. ARCHITALK, a monthly newsletter, and an active web site (www.aiane.org) facilitate communication among members.

The AIANEI mission is **"To celebrate and promote the profession of architecture, provide opportunities for professional growth, and improve the built environment."** The Chapter and its Committees fulfill this mission by providing Chapter events, programs, workshops, and continuing education opportunities on the **following interest areas:**

Professional Development

Design
Sustainable Design / Green Initiatives
Information Technology
Small Practice Management
Emerging Professionals

Built Environment

Committee on the Environment
Design
Housing

Education

Liaisons with accredited schools of architecture and supporting colleges

Continuing Education

Offering opportunities to fulfill AIA and state continuing education professional requirements

Social / Fellowship

Awards Programs
Golf Outing

Visibility / Public Relations

Communications promoting the achievements and activities of our members
Architecture Week

Empowerment and Advocacy

Government Affairs
Pro Bono Services

