



## PARTNERSHIP OPPORTUNITIES

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### PROMOTION:

Hosting an event that is of interest to architects? AIA Seattle is happy to include a listing in our weekly enews for the following partners:

- Local design-interested non-profits
- Current AIA Seattle members and member firms
- Current AIA Seattle Corporate Allied Partners and Allied members

Your event must be:

- Open to our members and/or the general public
- Public service or educational content (not advertising or promotion)

We will list your event in two consecutive enews editions in the two weeks directly prior to the event. We are not able to send a stand-alone email to our members.

Due to our tax status as a non-profit, we are only able to list events that are public-focused; we cannot provide promotion or advertising for products or services. For listing guidelines and submission visit [aiaseattle.org/get-engaged/connect-online](http://aiaseattle.org/get-engaged/connect-online).

### CO-PRESENT:

AIA Seattle often Co-Presents events that are of interest to our members with other local non-profit partners. Co-Presenter relationships provide significant marketing and recognition benefits to both organizations, without any direct financial obligation. AIA Seattle does not provide continuing education credits for events that are Co-Presented.

**As a Co-Presenter, AIA Seattle will promote your event as an AIA Seattle-sponsored event in the following ways:**

- Listing on AIA Seattle's online calendar
- Poster in AIA Seattle's window (if provided by you)
- Inclusion in the AIA Seattle events section of our weekly enews, which reaches over 3,300 members of the design community and the design-interested public
- Social media posts on AIA Seattle's platforms with your organization tagged (if handles are provided by you)
- As appropriate, we may send direct email to *targeted* lists of members (sorry, no stand-alone emails to our entire member list)

**In return, your organization will:**

- List AIA Seattle as a Co-Presenter in all of your related promotional materials
- Use AIA Seattle's logo on event materials and at the event
- Link your website to AIA Seattle's website

- Tag AIA Seattle in social media posts about the event (Facebook: AIA Seattle, Twitter and Instagram: @AIASeattle, Google+:+AIA Seattle)
- Provide one complimentary ticket to the event
- Offer AIA Seattle members discounted pricing (if appropriate)
- Provide space for AIA Seattle to display materials (if appropriate)

AIA Seattle's staff evaluates Co-Presenter proposals. We give preference to free or low-cost events that offer accessible opportunities for our members and do not directly compete (same date or content) with our own program offerings.

As a Co-Presenter, AIA Seattle will not provide AIA learning units, staff the event, share costs or profits, or have an obligation to meet attendance goals. An AIA Seattle staff member or architect member may attend the event, dependent on availability.

If interested, contact a member of our Communications team.

### **PRODUCING PARTNER:**

AIA Seattle values collaboration with other local non-profits. Some of our programs each year are Co-Produced by AIA Seattle and one or more partnering organizations. Producing Partnership is generally most appropriate for major events or series, and involves collaborative planning and implementation, as well as cost and profit sharing.

AIA Seattle considers each potential partnership on a case-by-case basis based on capacity and relatedness, and develops a Memorandum of Understanding with Producing Partners outlining respective roles and responsibilities. If you have a program or event that you think would make a great partnership with AIA Seattle, please contact a member of our Programs team to inquire about possibilities.

#### **In general, as a Producing Partner, AIA Seattle will:**

- Dedicate staff time to event planning and implementation
- Share in the costs of producing the event, as defined by a Memorandum of Understanding
- Share event revenue
- Secure AIA continuing education credits
- Promote the event to our members through appropriate marketing channels
- Accept and manage online registration (if needed)
- Staff the event in partnership with Producing Partner(s)

#### **In return, your organization will:**

- Dedicate staff time to event planning and implementation
- Share in the costs of producing the event, as defined by a Memorandum of Understanding
- Work with AIA Seattle to ensure that the event meets content, audience and revenue goals established by the AIA Seattle Board of Directors
- Share event revenue
- Secure continuing education credits from your professional organization (if applicable)
- Advertise the event at a level commensurate with AIA Seattle's marketing efforts
- Staff the event in partnership with AIA Seattle

## NON-PROFITS:

As a non-profit, AIA Seattle generally cannot provide funding to other non-profit organizations. However, as a professional organization, we do consider proposals to fund specific opportunities for our members and the design community, as well as opportunities to sponsor major events related to our advocacy goals. Funding is limited, and decisions are made by AIA Seattle's Board of Directors. If you would like to submit a proposal for funding, please contact our Executive Director.

## FOR-PROFITS:

If you are a for-profit company that provides continuing education or services for architects, please consider these opportunities:

- **Become a Corporate Allied Partner (CAP):** Our Corporate Allied Partners receive enhanced marketing benefits and visibility, in addition to an opportunity to present 1- or 2-hour education programs to our members. More info: [aiaseattle.org/membership/sponsor](http://aiaseattle.org/membership/sponsor)
- **Become a Small Business Allied member:** Our Small Business Allied members receive a condensed version of our sponsorship benefits, providing your company with enhanced marketing benefits and visibility opportunities within your budget. More info: [aiaseattle.org/membership/allied-professional](http://aiaseattle.org/membership/allied-professional)
- **Advertise on AIA Seattle's website and/or weekly enews:** Advertising on AIA Seattle's website and/or weekly enews is the perfect way to reach thousands of member and non-member visitors to reinforce your marketing message. Sponsors and Allied members are eligible for a discounted rate.
- **Rent our mailing list:** We rent our physical mailing list for a one-time use. Sponsors and allied members are eligible for a discounted rate.

If you are a for-profit company, but not an AIA Seattle Corporate Allied Partner or Small Business Allied member, AIA Seattle cannot list your events in our enews, provide learning units, or otherwise endorse your program or event.