



Your **2023** Sponsorship Opportunities



Seattle

Corporate Allied Partner

2023 Sponsorship Opportunities



Dear Business Leader,

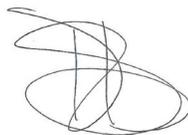
I write to you in gratitude. As an AIA member of 9 years, I have personally and professionally benefitted from the work of our local AIA Seattle chapter. In my work in all facets of the built environment, I have seen many colleagues and peers throughout the AEC professions advance their careers with help from AIA Seattle's deep network and diverse calendar of educational and awards programs year after year. On the Board of Directors, I see firsthand the vital role that financial support from businesses like yours plays in maintaining the health of our shared ecosystem. Architects depend on these programs to stay current, competitive, and connected, and your support makes that possible.

AIA Seattle's Corporate Allied Partner (CAP) program is specifically focused on supporting the development of strategic relationships between our members, our sponsors, design and construction professionals and our community.

As we get reacquainted in person, stretch our social skills, and remember how to account for travel time, this next year will be a reflection of what we have learned these last two and a half years about the benefits and tradeoffs of virtual and in-person programming. We are acutely aware of sponsors' and members' desire for face-to-face networking and look forward to delivering engaging in person programming this year, with your support and partnership. Through virtual programming, we have also gained appreciation and experience expanding the reach of our programming to a broader audience. We look forward to continuing to acknowledge your critical work through our portfolio of platforms, not only during live programming but also with coverage in weekly e-news, blog posts, and state and national-level broadcasts via our expansive chapter network.

Thank you for your consideration this year as there are many demands for your time, attention, and financial support. Take this opportunity to differentiate your firm from your competition with a captive audience who can make a difference.

I look forward to collaborating with you.



Heather Skeehan AIA

Head of Strategic Design Implementation, CitizenM Hotels
2022-2023 President, AIA Seattle Board of Directors



Our 2022 Corporate Allied Partners

Our gratitude to the following organizations whose vital contributions were felt through the strength and quality of our 2022 continuing education programs and events.

Gold



Silver

- | | | |
|--------------------------|---------------------------------|------------------------------|
| Aldrich + Associates | Hargis | Prosoco |
| Allana Buick and Bers | Kolbe Gallery Seattle | Puget Sound Energy |
| Beacon Building Products | KPFF Consulting Engineers | Quantum Consulting Engineers |
| Berger Partnership | Lane Powell | Schuchart |
| BNBuilders | Lease Crutcher Lewis | Schultz Miller |
| Cascadia Windows & Doors | Magnusson Klemencic Associates | Swenson Say Fagét |
| Code Unlimited | PAE | Vitro Glass |
| Degenkolb Engineers | PCS Structural Solutions | Windows, Doors & More |
| Greenhome Solutions | Precision Property Measurements | WoodWorks |

Bronze

- Cairncross & Hempelmann
- DCI Engineers
- Lockhart Suver
- LPD Engineering
- TFWB Engineers

Single Event Sponsors

- BRC Acoustics & Audiovisual Design
- Parker Smith & Feek
- Salter
- Wood Harbinger

In-Kind

- Abracadabra Printing
- Fremont Brewing
- GRAY
- Inform Interiors
- Green Latrines
- Ted Sive Consulting



Corporate Allied Partner benefits in action

MORE EXPOSURE

- Recognition in print and online materials reaching over 2,800 AIA Seattle members
- Display of your name or logo on event marketing materials and at sponsored event
- Display of your name or logo on AIA Seattle's website and/or weekly e-newsletter
- Advertising discount on AIA Seattle's website

MORE POSITIONING

- Opportunity to participate on AIA Seattle's member committees

MORE RELATIONSHIP-BUILDING

- Registration for all of AIA Seattle's events and education opportunities at the member rate, and complimentary tickets to sponsored forums and events
- Open invitation to AIA Seattle's social events
- Networking opportunities with AIA Seattle's members throughout the year

Please refer to page 17 of this prospectus to review the full range of 2023 Corporate Allied Partner organizational-wide benefits.

Your company will be visible on the following platforms:



Weekly E-news

8,900+ distribution list (architect members, allied members and beyond)



Website

140,000+ visitors per year



Programming

10,000 average impressions (media, e-news, social media, website and print collateral)



Networking

75+ annual events
3,000+ annual attendees (members, allied members and emerging professionals)



Social Media

6,200+ Twitter followers
4,000+ Facebook followers
3,500+ Instagram followers
1,200+ LinkedIn followers
20+ weekly posts

Become a Corporate Allied Partner

Step

1

Identify Your Budget

AIA Seattle offers a robust sponsorship program that will help you connect with your audience and facilitate relationship-building that leads to success. Our sponsorship program works within your budget, whether that's \$1,500 or \$20,000.

Step

2

Select Your Program(s)

Select one or more educational programs or events that you would like to sponsor, and determine the level of benefits you would like to receive for each program.

Step

3

Determine Total Sponsorship

Your selection(s) will determine your total sponsorship level, giving you either **Single Event** or **Organization-Wide** benefits, which include promotion of your services or events, deep discounts on targeted advertising, brand visibility, and special access to AIA Seattle members throughout the year.

Step

4

Return Commitment Form + Logos

Submit your commitment form by mail, email, or online, and send us your updated logos. The commitment form ensures that we have your updated information on file and provides payment options. You can pay with a credit card, check, or request an invoice.

Step

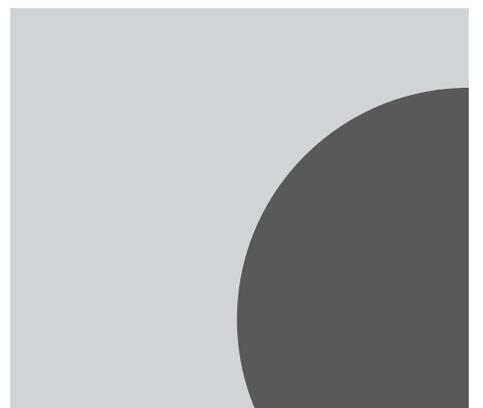
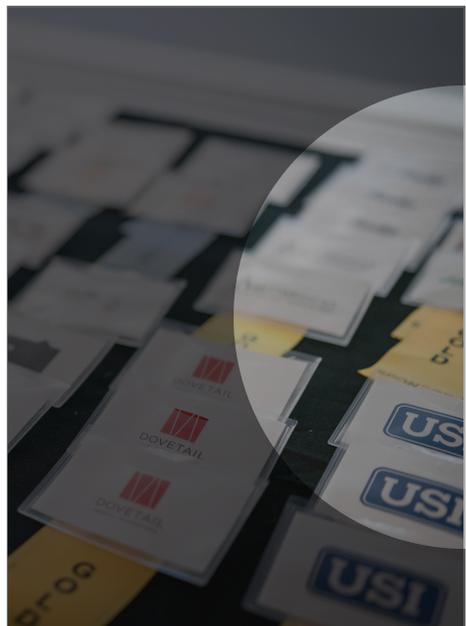
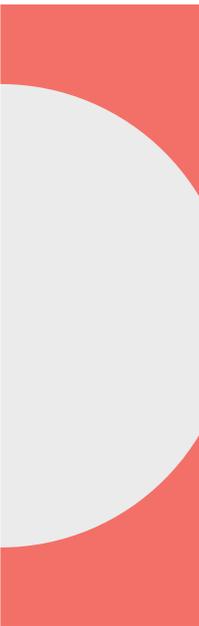
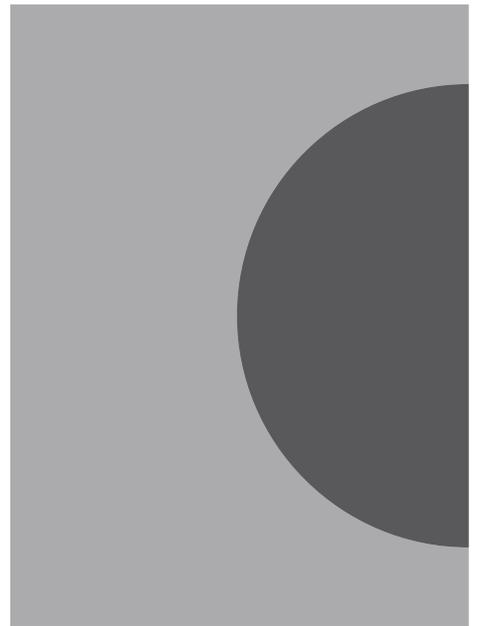
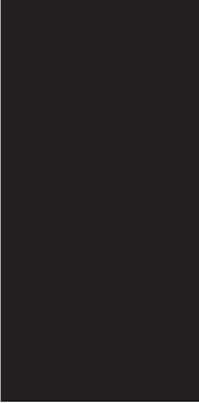
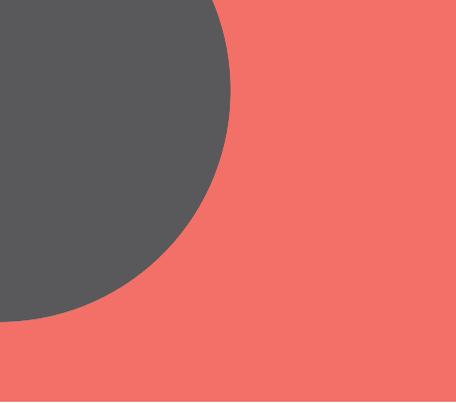
5

Get Involved

AIA Seattle will be in touch throughout the year about your benefits. Make sure that you connect with us on LinkedIn, Facebook, Twitter, and Instagram and sign up to receive our enews for information on all of the opportunities that we offer.

Become a Marquee Sponsor for \$20,000 and be promoted on all events throughout the year.

This exclusive opportunity is **only available to one sponsor** each year. You will be recognized on the website and in enews as a Marquee Sponsor, at the \$6,000 level for one program of your choice and at the \$3,000 level for all other 2023 programs and events.



2

Select Your Programs

Select one or more educational programs or events that you would like to sponsor, and determine the level of benefits you would like to receive for each program.

EDUCATION

Building Code Series

Quarterly 2023 // Online

Audience profile // Architects, Contractors, Construction Managers, Owner Representatives, Engineers, Developers, Subcontractors, Urban Planner, and City/County/State Government Employees

Attendance // 80-120 per session

Sponsor profile // Engineers, Contractors, Developers, Owners, and Subcontractors

Description // This year's series includes four sessions that explore a variety of building code-related topics. Each year, experts from the AIA Seattle Codes Committee (representing the public and private sector) determine the most relevant topics to focus on, including recent local code updates, existing building requirements, accessibility, and compliance issues and implications.



\$1,500

Name recognition on event marketing materials and at the events
One complimentary ticket to events
List of event attendees and affiliations (does not include emails)

\$2,000

All of the benefits listed in the \$1,500 level, plus:
Organization-wide benefits (see page 17)

\$3,000

All of the benefits listed in the \$2,000 level, plus:
Logo recognition on event marketing and at the events
An additional complimentary ticket to events (2 total)
One relevant educational resource shared via the attendee resources page

\$6,000

All of the benefits listed in the \$3,000 level, plus:
An additional complimentary ticket to events (3 total)
Increased visibility and name recognition during event
2-minute welcome message opportunity
An additional relevant educational resource shared via the attendee resources page (2 total)

\$10,000

All of the benefits listed in the \$6,000 level, plus:
An additional complimentary ticket to events (4 total)
Opportunity to partner with AIA Seattle to host an engagement

EDUCATION

Climate Leadership Summit

Early Spring 2023 // Online

Audience profile // Architects, Contractors, Engineers, Urban Designers and Planners, Policymakers, Elected Officials, Landscape Architects, and Advocates

Attendance // 100-200

Sponsor profile // Engineering Firms, Landscape and Planning Firms, Contractors, Vendors and Manufacturers, and Consultants

Description // What opportunities exist for architects to make actionable impact on climate right now? What are the technical skills, research, tools and policies we need today to accelerate a more sustainable, decarbonized, equitable and resilient built environment tomorrow? Our annual Climate Leadership Summit advances research and knowledge, bringing together interdisciplinary leaders and design professionals to amplify the role of the profession in climate and sustainability at varying scales. This year's Summit will continue the evolution of previous topics explored in local, regional, and national contexts, such as resilience thinking, rapid decarbonization, and a just transition, and consider conditions that allow future generations and ecosystems to thrive.

\$1,500

Name recognition on event marketing materials and at the event
One complimentary ticket to event
List of event attendees and affiliations (does not include emails)

\$2,000

All of the benefits listed in the \$1,500 level, plus:
Organization-wide benefits (see page 17)

\$3,000

All of the benefits listed in the \$2,000 level, plus:
Logo recognition on event marketing and at the event
An additional complimentary ticket to the event (2 total)
One relevant educational resource shared via the attendee resources page

\$6,000

All of the benefits listed in the \$3,000 level, plus:
An additional complimentary ticket to event (3 total)
Increased visibility and name recognition during event
2-minute welcome message opportunity
An additional relevant educational resource shared via the attendee resources page (2 total)

\$10,000

All of the benefits listed in the \$6,000 level, plus:
An additional complimentary ticket to event (4 total)
Opportunity to partner with AIA Seattle to host an engagement



EDUCATION



Safety Assessment Program (SAP)

Early Spring 2023 // Anticipated Online

Audience profile // Architects, Engineers, Building/Facilities Managers, Inspectors/Building Officials

Attendance // Up to 70

Sponsor profile // Insurance Companies, Hospitals and other Healthcare Providers, Policymakers and Government, Property Managers/Owners

Description // Post-Disaster Safety Assessment Training Program (SAP) Training provides architects, engineers, building officials, and inspectors with the knowledge to provide evaluation of buildings and larger infrastructure in the aftermath of a disastrous event. This all-hazards training course will train architects to be first-responders to help folks transition to safely reoccupying, clearing, or demolishing buildings after a major event.

\$1,500

Name recognition on event marketing materials and at the event
One complimentary ticket to event
List of event attendees and affiliations (does not include emails)

\$2,000

All of the benefits listed in the \$1,500 level, plus:
Organization-wide benefits (see page 17)

\$3,000

All of the benefits listed in the \$2,000 level, plus:
Logo recognition on event marketing and at the event
An additional complimentary ticket to event (2 total)
One relevant educational resource shared via the attendee resources page

\$6,000

All of the benefits listed in the \$3,000 level, plus:
An additional complimentary ticket to event (3 total)
Increased visibility and name recognition during event
2-minute welcome message opportunity
An additional relevant educational resource shared via the attendee resources page (2 total)

\$10,000

All of the benefits listed in the \$6,000 level, plus:
An additional complimentary ticket to event (4 total)
Opportunity to partner with AIA Seattle to host an engagement

EDUCATION

Housing Design Forum

Late Spring 2023 // Anticipated In-person

Audience profile // Architects, Interior Designers, Contractors and Subcontractors, Construction Managers, Owner Representatives, Homeowners, Developers, Urban Designers and Planners, Policymakers, Elected Officials, Landscape Architects, and Advocates

Attendance // 100-200

Sponsor profile // Contractors, Developers and Homebuilders, Landscape and Interior, Design Firms, Engineers, Trade Groups, and Product Vendors and Manufacturers

Description // The annual Housing Design Forum explores design trends, regulations, practice innovations, and demographic changes that impact professionals designing homes in the Pacific Northwest. This year's forum will investigate current trends in housing of all types, highlighting multi-family design case studies that support plentiful, thoughtful, diverse, and sustainable housing options for current and future residents alike. The program elevates projects with a focus on regional contexts, sustainable strategies, and advocacy efforts.

\$1,500

Name recognition on event marketing materials and at the event
One complimentary ticket to event
List of event attendees and affiliations (does not include emails)

\$2,000

All of the benefits listed in the \$1,500 level, plus:
Organization-wide benefits (see page 17)

\$3,000

All of the benefits listed in the \$2,000 level, plus:
Logo recognition on event marketing and at the event
An additional complimentary ticket to event (2 total)
Table opportunity at event to display promotional materials

\$6,000

All of the benefits listed in the \$3,000 level, plus:
An additional complimentary ticket to event (3 total)
Increased visibility and name recognition during event
2-minute welcome message opportunity

\$10,000

All of the benefits listed in the \$6,000 level, plus:
An additional complimentary ticket to event (4 total)
Opportunity to partner with AIA Seattle to host an engagement

EDUCATION



AHC Spring/Fall Conferences

April & November 2023 // Anticipated In-person

Audience profile // Architects, Interior Designers, Engineers, Contractors, Hospital and other Healthcare Providers, Healthcare Practitioners and Policymakers, Facility Managers/Owners, Urban Designers and Planners, Public Health Professionals

Attendance // 80-100 per event

Sponsor Profile // Hospitals and other Healthcare Providers, Policymakers and Government, Contractors, Engineers, Product Vendors and Manufacturers, Facility Managers/Owners

Description // For over 30 years, the Architecture for Health Committee (AHC) has provided vital networking and education programming for a regional audience spanning Washington and Oregon, dedicated to healthcare design, systems, and strategies. These programs are shaped by a team jointly based in Portland and Seattle, drawing a dedicated, congenial audience of highly-engaged professionals. Each program features a keynote speaker, project tour, and an array of panel discussions and lightning talks focused on drawing emerging professionals. The sessions represent a comprehensive look at the innovations, codes, and adaptations of the region's healthcare systems, and their interactions with our broader built environment.

\$1,500

Name recognition on event marketing materials and at the events
One complimentary ticket to events
List of event attendees and affiliations (does not include emails)

\$2,000

All of the benefits listed in the \$1,500 level, plus:
Organization-wide benefits (see page 17)

\$3,000

All of the benefits listed in the \$2,000 level, plus:
Logo recognition on event marketing and at the events
An additional complimentary ticket to events (2 total)
Table opportunity at event to display promotional materials

\$6,000

All of the benefits listed in the \$3,000 level, plus:
An additional complimentary ticket to events (3 total)
Increased visibility and name recognition during events
2-minute welcome message opportunity

\$10,000

All of the benefits listed in the \$6,000 level, plus:
An additional complimentary ticket to events (4 total)
Opportunity to partner with AIA Seattle to host an engagement

EDUCATION



Firm Leadership Training – Justice & Equity Cohort Series

Fall 2023 // Online

Audience profile // Architects and Allied Professionals in Firm Leadership

Attendance // 20 per session (same attendees at each session)

Sponsor profile // Architecture and Allied Profession Firms, Contractors, Product Vendors and Manufacturers, Consultants, and others invested in the work of justice, equity, diversity, and inclusion in the built environment.

Description // This multi-session professional development series is the continuation of our Culture Change in Practice cohort series and informed by the work of our Racial Justice Working Group and AIA Seattle's Justice and Equity for Diversity and Inclusion (JE:DI) Task Force. With the goal of building a more equitable profession and built environment, this series will offer firm leaders a framework for critical dialogue, self-assessment, deep engagement, and ongoing action and accountability in facilitating broader impact within their firms and industry.

\$1,500

Name recognition on event marketing materials and at the events
One complimentary ticket to events
List of event attendees and affiliations (does not include emails)

\$2,000

All of the benefits listed in the \$1,500 level, plus:
Organization-wide benefits (see page 17)

\$3,000

All of the benefits listed in the \$2,000 level, plus:
Logo recognition on event marketing and at the events
An additional complimentary ticket to events (2 total)
One relevant educational resource shared via the attendee resources page

\$6,000

All of the benefits listed in the \$3,000 level, plus:
An additional complimentary ticket to events (3 total)
Increased visibility and name recognition during event
2-minute welcome message opportunity
An additional relevant educational resource shared via the attendee resources page (2 total)

\$10,000

All of the benefits listed in the \$6,000 level, plus:
An additional complimentary ticket to events (4 total)
Opportunity to partner with AIA Seattle to host an engagement

In Partnership with:



NOMA | nw +



EVENT



Honor Awards for Washington Architecture

November 2023 // Anticipated In-person

Audience profile // Architects, Engineers, Contractors, and Greater Design Community

Attendance // 800

Sponsor profile // Engineers, Contractors, Subcontractors, Interior Design Firms, Product Vendors and Manufacturers

Description // AIA Seattle's signature program, the nationally-recognized Honor Awards for Washington Architecture, explores our state's best design projects in an event of unique rigor and breadth. This prestigious program provides an important opportunity for the design community to consider the state of architectural design and share its achievements with practitioners and the community-at-large. The program features a national and often international jury.

\$3,000

Logo recognition on event marketing and at the event
Two complimentary tickets to event
Organization-wide benefits (see page 17)

\$6,000

All of the benefits listed in the \$3,000 level, plus:
Two additional complimentary tickets to event (4 total)
Increased visibility and name recognition during event

\$10,000

All of the benefits listed in the \$6,000 level, plus:
Two additional complimentary tickets to event (6 total)
Opportunity to partner with AIA Seattle to host a celebratory engagement (*additional expense may be required*)

EVENT



Parti

December 2023 // Anticipated In-person

Audience profile // AIA Members, Corporate Allied Partners, and Allied Members

Attendance // 200–250

Sponsor profile // Architecture Firms, Contractors, Engineers, Product Vendors and Manufacturers, and Consultants

Description // This awards program recognizes individual leadership and achievement in design and the built environment at the local, state, and national level. Honorees are nominated by their peers and selected by the Fellows & Honors committee each spring to acknowledge excellence and strengthen ties between architects and the many professions that partner with them to make a difference through design. This program also celebrates newly-licensed architects and honors the high-achieving volunteers for AIA Seattle and Seattle Design Festival and the committees they support.

\$3,000

Logo recognition on event marketing and at the event
Two complimentary tickets to event
Organization-wide benefits (see page 17)

\$6,000

All of the benefits listed in the \$3,000 level, plus:
Two additional complimentary tickets to event (4 total)
Increased visibility and name recognition during event

\$10,000

All of the benefits listed in the \$6,000 level, plus:
Two additional complimentary tickets to event (6 total)
Opportunity to partner with AIA Seattle to host a celebratory engagement (*additional expense may be required*)

3

Determine Total Sponsorship

Select the program(s) you are sponsoring and the level(s)

All AIA Seattle Programs – Marquee Sponsor

\$20,000

Building Code Series

\$1,500 \$2,000 \$3,000 \$6,000 \$10,000

Climate Leadership Summit

\$1,500 \$2,000 \$3,000 \$6,000 \$10,000

Safety Assessment Program (SAP)

\$1,500 \$2,000 \$3,000 \$6,000 \$10,000

Innovation in Housing Design Forum

\$1,500 \$2,000 \$3,000 \$6,000 \$10,000

AHC Spring/Fall Conference

\$1,500 \$2,000 \$3,000 \$6,000 \$10,000

Firm Leadership Training – Justice & Equity Series

\$1,500 \$2,000 \$3,000 \$6,000 \$10,000

Honor Awards

\$3,000 \$6,000 \$10,000

Parti

\$3,000 \$6,000 \$10,000

If you pledge for three years, you will receive a 10% discount!

We will send you an invoice for years two and three for the level you committed to and at that time you will have the opportunity to select your program(s) for that year.

Annual Sponsorship Level	Three-Year Pledge Discounted Rate	Savings Over Three Years
Bronze	<input type="radio"/> \$1,800 <i>(\$2,000 for One Year Pledge)</i>	\$600
Silver	<input type="radio"/> \$2,700 <i>(\$3,000 for One Year Only Pledge)</i>	\$900
Gold	<input type="radio"/> \$5,400 <i>(\$6,000 for One Year Pledge)</i>	\$1,800
Platinum	<input type="radio"/> \$9,000 <i>(\$10,000 for One Year Pledge)</i>	\$3,000

AIA Seattle Sponsorship Total \$ _____

3

Organization-Wide Benefits

In addition to individual program benefits you've selected, you will receive year-round organization-wide benefits, based on your **total sponsorship level** calculated on the previous page. For example, two programs sponsored at \$3,000 each would total \$6,000 and position your company as an AIA Seattle Gold Sponsor.

Marquee \$20,000	Platinum \$10,000 - \$19,999	Gold \$6,000 - \$9,999	Silver \$3,000 - \$5,999	Bronze \$2,000 - \$2,999	Year-Round Benefits
TOTAL SPONSORSHIP LEVEL					
					Recognition at silver level or higher for all programs included in this prospectus
	•	•	•		'Sponsor Spotlight' in an AIA Seattle's enews <i>(requires approval)</i>
	•	•	•		Featured 'I AM AIA' profile on AIA Seattle's website <i>(requires approval)</i>
L	L	L			Display of your logo (L) in AIA Seattle's weekly enews
	•	•	•	•	Rental of member physical mailing list for one mailing
	•	•	•	•	Recognition on AIA Seattle's social media platforms <i>(requires approval)</i>
	•	•	•	•	Promotion of your educational events in enews
	•	•	•	•	Center for Architecture & Design facilities rental discount
L	L	L	L	N	Display of your logo (L) or firm name (N) on AIA Seattle's website
	•	•	•	•	Postings on AIA Seattle's Job Board at the 66% discounted member rate
	•	•	•	•	Advertising discount on AIA Seattle's website
	•	•	•	•	Promotional use of AIA Seattle's Corporate Allied Partner logo
	•	•	•	•	Discounted member rate for your team to attend AIA Seattle programs
	•	•	•	•	Access to group health insurance pool through the MBA health trust

4

Return Commitment Form + Logos

Organization Information

Organization Name _____
(exactly as you would like it to appear on marketing materials)

Mailing Address _____

City _____ State _____ ZIP _____

Contact information

Primary Contact _____

Phone _____ E-mail _____

Marketing Contact _____

Phone _____ E-mail _____

Billing Contact _____

Phone _____ E-mail _____

Billing Address _____

City _____ State _____ ZIP _____

Payment

Online Payment Option available at aiaseattle.org/sponsorship-commitment-form

Check payable to AIA Seattle (enclosed)

Please send an invoice to the Primary Contact Marketing Contact Billing Contact

Credit card payment Visa MasterCard AMEX **Total Payment \$** _____

Credit Card Number _____

Expiration Date _____ CVV Number _____

Name as it appears on the card _____

Authorized Signature _____

Payment is required for sponsorship recognition. AIA Seattle decides program content. Benefits are subject to change. AIA Seattle reserves the right to accept or reject partnership with any Corporate Allied Partner (CAP). AIA Seattle does not, solely by virtue of its partnership with AIA Seattle CAPs, endorse or support the opinions, platforms, products, work or missions of AIA Seattle CAPs. In the event AIA Seattle determines that partnership with any CAP is no longer mutually beneficial, it reserves the right to terminate that partnership immediately and without cause. Contributions to section 501(c)(6) organizations are not deductible as charitable contributions on the donor's federal income tax return but may be deductible as trade or business expenses.

Check to acknowledge

Logos

AIA Seattle keeps all sponsor logos on file. Please email the **latest version of your color and black and white logo (300 dpi EPS & JPG, at least 6" on long side)** to melissan@aiaseattle.org.

Return to

Melissa K. Neher Executive Director | AIA Seattle
Center for Architecture & Design
1010 Western Avenue | Seattle, WA 98104
melissan@aiaseattle.org
206.957.1910

FAQs

Is my sponsorship event-specific or organizational-wide?

It can be both! When you sponsor an event at the Bronze level or above, you also become an AIA Seattle Corporate Allied Partner. In addition to being recognized at the program(s) you choose from the list, you are also recognized as a sponsor on our website and receive organization-wide benefits.

How do I determine my total sponsorship level and benefits?

Each educational program or event has sponsorship dollars amount associated with it. When you choose more than one event to sponsor, you add those amounts together and that adds up to your total sponsorship with AIA Seattle. Refer to pages 16-17 for more information.

I have materials I would like to share with architects. Does AIA Seattle have a trade show?

We do not have a trade show, but for in person events, Silver+ sponsors are welcome to display materials via a display table at the educational program that you are sponsoring. For virtual events, Silver+ sponsors are welcome to share a relevant educational resource via that program's attendee resource page.

I have a Continuing Education class or product/service demonstration. How can I present this to your members?

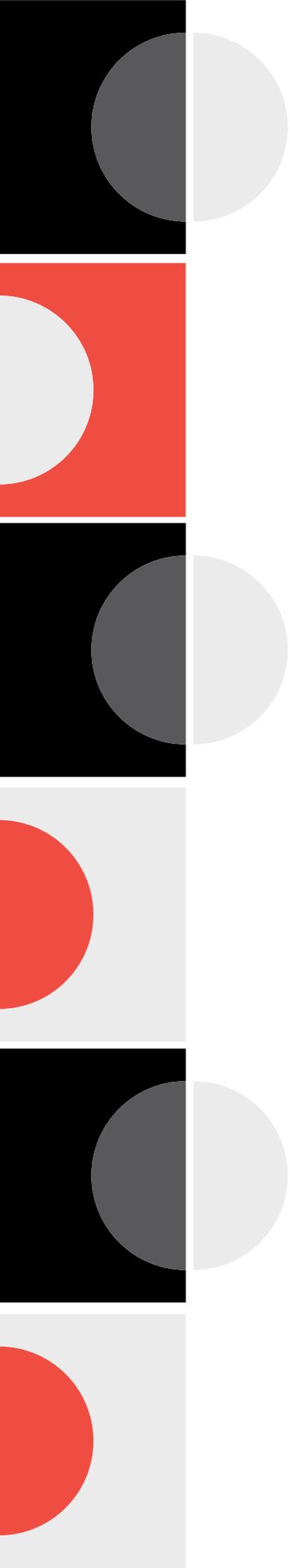
Delivery of your programming is not a sponsor benefit. However, it is a sponsor benefit for us to promote your events hosted elsewhere in our enews for Silver+ level sponsors and we do encourage sponsors to engage with our Member Committees as a way to propose continuing education programs. Member Committees may decide to partner with sponsors who propose programs that complement the ongoing work of the committee.

Do I get to speak or present at the event I am sponsoring?

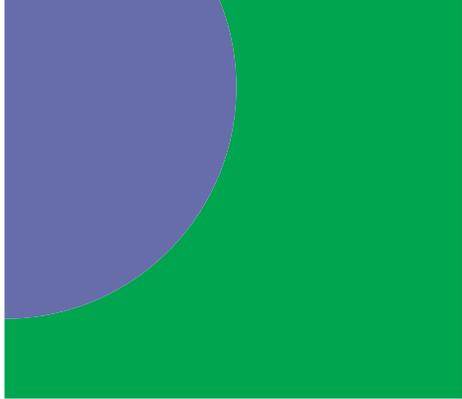
A brief 2-minute welcome message opportunity is provided to Gold level sponsors and above during most programs and events. We invite you to actively participate as attendees at all events you sponsor!

Is my sponsorship tax-deductible?

AIA Seattle is 501(c)6 and, as such, sponsorships may be deductible as a business expense. If your firm would like to make a tax-deductible contribution, please also consider supporting our 501(c)3 initiative, the Seattle Design Festival. Consult your tax advisor.



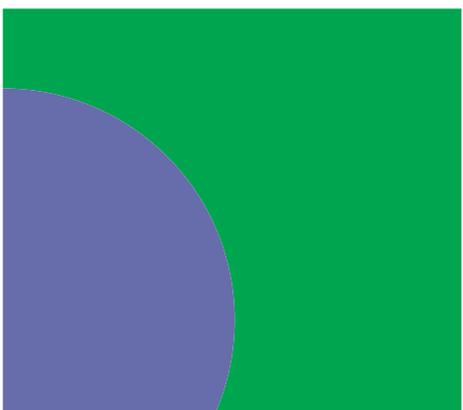
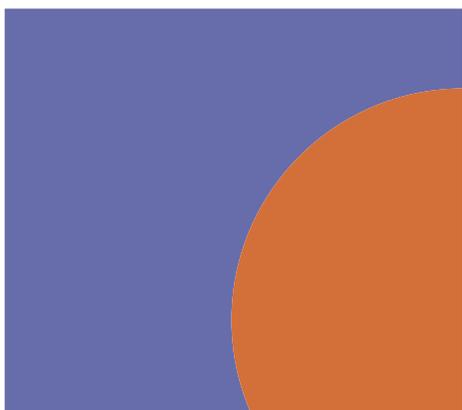
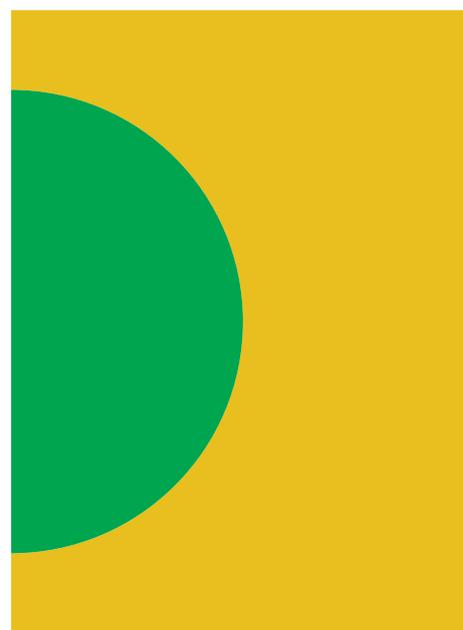
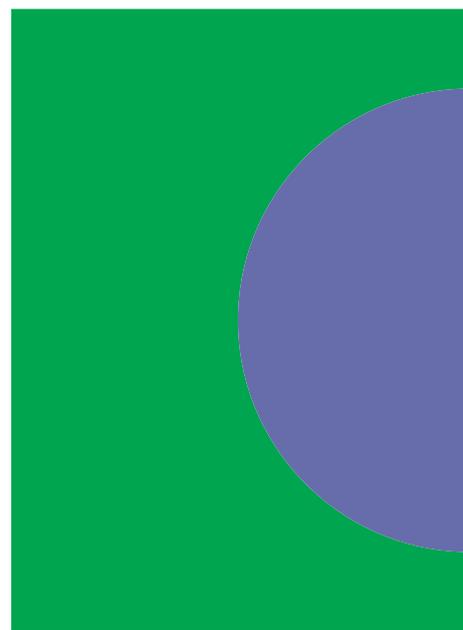
aiaseattle.org



Seattle Design Festival

We unleash the design thinker in everyone to illuminate Seattle's challenges and ignite action.

2023 Sponsorship





Dear Design Leader,

I am excited to invite you to support Seattle Design Festival (SDF) as a celebration of the transformative power of design. Far beyond the idea that design is about how something looks, SDF programs showcase the ways that design can change how we think, how we live, and how we interact with our world.

Your partnership as a sponsor sustains SDF as one of the most impactful publicly created design festivals in the world and ensures our programs remain 99% free to attend. Sponsors make the festival possible, and allow SDF to provide participation funding to community organizations and nonprofits. In 2022 the festival welcomed nearly 11,000 visitors, and hosted 463 designers, 136 Festival partners, 13 virtual experiences, and 57 community spotlight programs representing 21 distinct design disciplines.

Supporting SDF offers sponsors an opportunity to align with our festival goals:

- **Demonstrate the relevance of design thinking**
- **Empower communities to leverage design**
- **Promote a culture of collaboration**

Supporting SDF through sponsorship will bring visibility to your organization with design-engaged audiences including families, youth, NGO's, and professionals working in disciplines such as environmental design, visual communications, industrial design, interactive and information design, interiors, and fashion. SDF will help your organization create relationships with other leaders and innovators who make great design happen in our city.

In 2022, festival attendance nearly doubled above 2021 levels, and the year ahead promises to bring forward the thriving festival spirit that centers around community engagement. I would so welcome your partnership to support Seattle Design Festival as a sponsor in 2023, and help us empower our community to find the path to change-making through design.

In partnership,

A handwritten signature in blue ink, appearing to read "Vicki Ha".

Vicki Ha
Senior Concepts Architect - Amazon
2022 SDF Council Chair

Your support of SDF allows us all to promote a culture of design excellence, innovation, accessibility, inclusion, foresight, and collaboration.



Our 2022 SDF Supporters

Thank you to the following organizations whose vital contributions made the 2022 Seattle Design Festival possible.

- Headline**
 - Amazon
- Platinum**
 - Google

- Silver**
 - Bassetti Architects
 - CallisonRTKL
 - Cushing Terrell
 - Encore Architects
 - GGLO
 - Mahlum

- Bronze**
 - BRR Architecture
 - DLR Group
 - Dowbuilt
 - Graphite Design Group
 - NBBJ
 - ScharrerAD
 - Weber Thompson
 - Windows, Doors & More
 - ZGF Architects

- Funders**
 - 4Culture
 - Lynn & Bruce Gibson Family Foundation
 - National Endowment for the Arts
 - Office of Arts & Culture, Seattle

- Gold**
 - LMN
 - MG2
 - Teague
- In-Kind**
 - The Miller Hull Partnership
 - Mithun
 - Skidmore, Owings & Merrill
 - Substantial
 - Swenson Say Faget
 - VIA – A Perkins Eastman Studio



SDF 2022 at a Glance

In 2022, SDF hosted an exhibition at the Center for Architecture and Design, produced a celebration for 200+ members of our community, and returned to a full 7-day Festival program in August which saw a 70% increase in attendance compared to 2021.

10,838* Attendees

*These numbers do not capture self-facilitated experiences including public art, or continuing impressions of virtual programming

From 21 design disciplines:

Interdisciplinary Design
AI Design
Architecture
Audio Design
Civic Design
Community Design
Creative Placemaking
Furniture Design
Gaming
Graphic Design
Industrial Design
Interior Design
Land Use
Landscape Architecture
Multidisciplinary Design
Performance
Social Innovation
Sustainable Design
Urban Planning
UI/UX Design
Visual Art

Participation

38 Festival Sponsors
136 Festival Partners
463 Designers engaged as Festival Partners
19 Design disciplines
13 Virtual Experiences for remote/global attendees
57 Community Spotlight Programs
4 Neighborhoods engaged



Social Media

Twitter **87.2k+** impressions
Facebook **46.1k+** reach
Instagram **4,157** followers



Press Reach

25,263,359 Impressions
from **30** press mentions
in **17** media outlets



Enews

6000+ newsletter subscribers
from the design-interested public
and profession. Our enews receives
an average of 160,000 impressions
annually.



Web Reach

seadesignfest.org

65,017 Pageviews
54,994 Unique Pageviews
31,632 Sessions
22,706 Users

**Seattle
Design
Festival**

Why Support SDF?

+ **Boost Your Visibility:**

Your organization profile will be boosted with a diverse spectrum of members of the public, designers, creatives, and enthusiasts through high engagement channels and spaces, including web, print, social media, and Festival events and celebrations.

+ **Demonstrate Your Values:**

Supporting the Festival shows your employees, customers, clients, and partners that your organization believes that design is for everyone and that inclusive co-design practices are essential to shaping an equitable Seattle.

+ **Show Care for Your Community:**

Sponsorship support provides funding to keep the Festival accessible and 99% free to the public. Your support empowers underserved communities to leverage design and get actively involved in the design process.

SDF 2023 TIMELINE

February

● **Festival Theme Announcement**

April

● **Call for Proposals Opens**

May

● **Call for Proposals Closes**

June

● **Festival Website Launch**

August

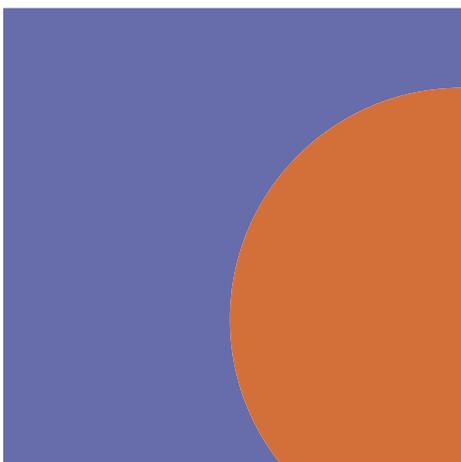
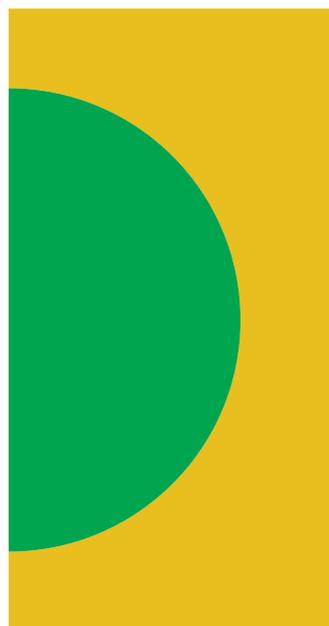
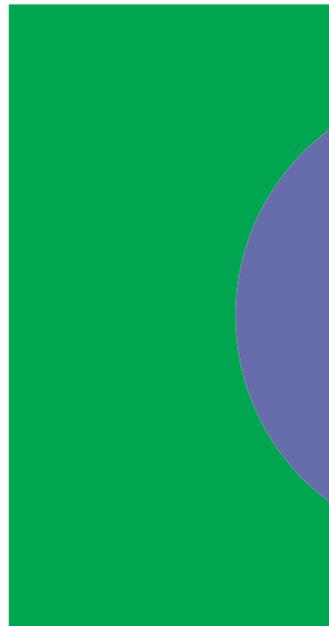
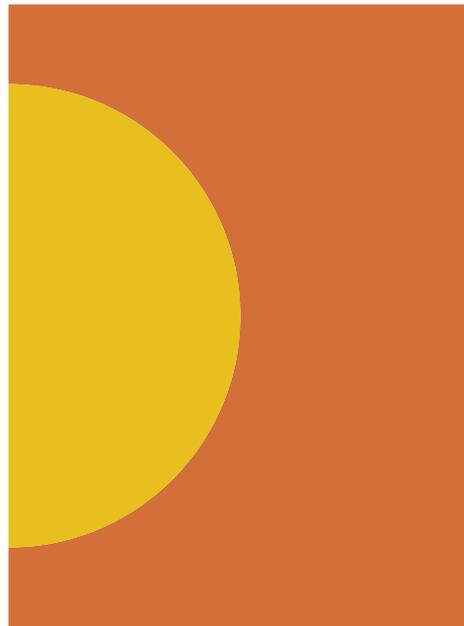
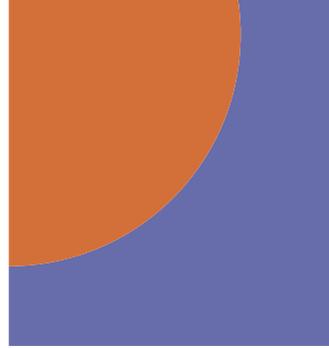
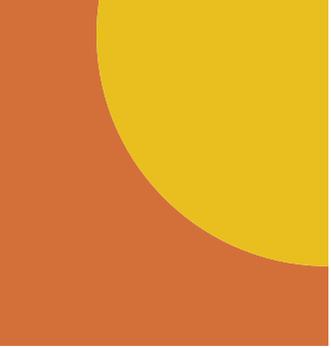
● **Seattle Design Festival!**



Make the Most of Your Benefits

Get Engaged! Participate as a Program Partner.

Connect directly with the SDF community by proposing a unique installation, program, or event for the 2023 Festival! **Proposal fees are waived as a benefit of sponsorship.** Respond to our Call for Proposals, which will launch in April, and join designers, makers, and activists to empower and inspire Seattle's creative problem solvers.



SDF 2023 Sponsorship Benefits

Your sponsorship underpins a socially engaged design ecosystem that fosters civic engagement and bold design content. It also keeps much of the festival free and open TO ALL.

COMMIT BY **FEBRUARY 14, 2023** TO BE INCLUDED IN ALL FESTIVAL MARKETING MATERIALS

Headline \$25,000	Titanium \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Seattle Design Festival Year-Round Benefits
SPONSORSHIP LEVELS						
•						Presenting partner of annual SDF Party
•	•					Elevated logo recognition on Festival flags and lanyards
•	•	•				Website homepage recognition on Festival calendar
•	•	•				Opportunity to host an official Festival happy hour at your venue <i>(additional expense may be required)</i>
12 mos	6 mos	3 mos				Complimentary ad placement in newsletter
•	•	•	•			Logo recognition on print collateral and ads
•	•	•	•			Logo recognition in printed program or schedule
•	•	•	•	•		Featured interview of one of your designers on our Design Blog
•	•	•	•	•	•	Propose a unique program or installation at the Festival
L	L	L	L	L	N	Annual SDF Party recognition with your logo (L) or name (N)
L	L	L	L	L	N	Year-round website recognition with your logo (L) or name (N)
Up to 6 posts	Up to 5 posts	Up to 4 posts	Up to 3 posts	Up to 2 posts	1 post	Social Media recognition
12 tickets	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets	Complimentary admission to annual SDF Party

SDF 2023 Sponsorship Commitment

Organization Information

Organization Name _____

(exactly as you would like it to appear on marketing materials)

Mailing Address _____

City _____ State _____ ZIP _____

Contact information

Primary Contact _____

Phone _____ E-mail _____

Marketing Contact _____

Phone _____ E-mail _____

Billing Contact _____

Phone _____ E-mail _____

Billing Address _____

City _____ State _____ ZIP _____

.....
SDF Sponsorship Total \$ _____

Payment

Online Payment Option available at seadesignfest.org/sponsorship

Check payable to Seattle Design Festival (enclosed)

Please send an invoice to the Primary Contact Marketing Contact Billing Contact

Credit card payment Visa MasterCard AMEX **Total Payment \$** _____

Credit Card Number _____

Expiration Date _____ CVV Number _____

Name as it appears on the card _____

Authorized Signature _____

Payment is required for sponsorship recognition. Benefits are subject to change. SDF reserves the right to accept or reject partnership with any sponsor. SDF does not endorse or support the opinions, platforms, products, work or missions of SDF sponsors. In the event SDF determines partnership with any sponsor is no longer mutually beneficial, partnership can be terminated immediately and without cause. SDF is a 501c(3) organization and your contribution is eligible to be tax-deductible. Please consult your tax advisor. EIN: 27-4569299

Check to acknowledge

.....

Logos

Seattle Design Festival keeps all sponsor logos on file. Please email the **latest version of your color and black and white logo (300 dpi EPS & JPG, at least 6" on long side)** to melissan@aiaseattle.org.

Return to

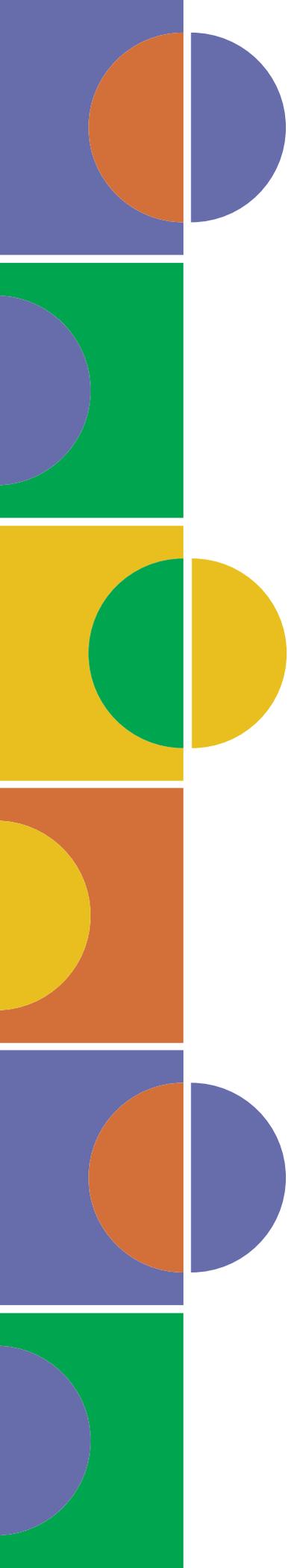
Melissa K. Neher Executive Director | AIA Seattle + Seattle Design Festival

Center for Architecture & Design

1010 Western Avenue | Seattle, WA 98104

melissan@aiaseattle.org

206.957.1910



FAQs

Can I propose a project/installation without committing to a sponsorship?

Yes! For-profit businesses will be required to pay a proposal fee, but participation is not contingent on a paid sponsorship. We will be in touch in early April to share the 2023 Call For Proposals.

I have products I would like to market to architects. Does Seattle Design Festival have a trade show?

No. While Sponsors are eligible to propose a unique festival installation, program or event, product marketing is discouraged. Proposals should: 1) highlight the value of your creative process; 2) provide an opportunity for community members to participate in design processes and for the public to influence design outcomes; 3) address or support work around urgent community problems; 4) inspire action and engage others; 5) showcase and celebrate design and our greater design community.

Do I get to present at a program?

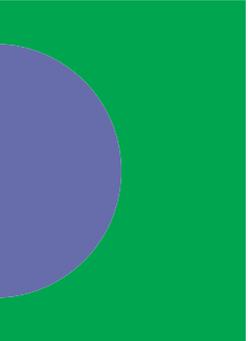
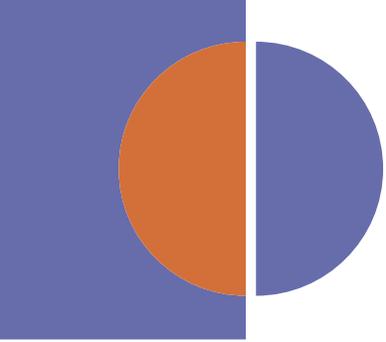
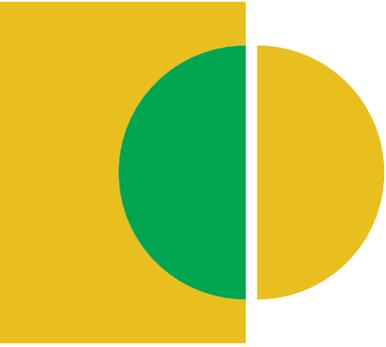
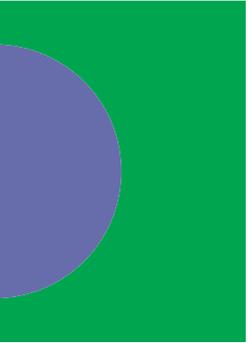
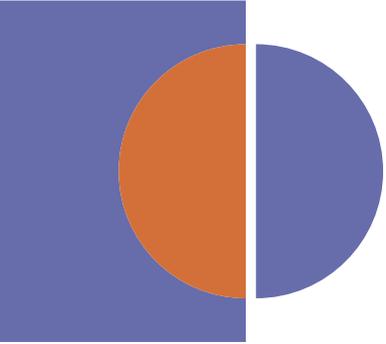
All SDF Sponsors are encouraged to submit a program for the Festival! Showcase your team's creativity and demonstrate the relevance of your organization's work to a large public audience. As a benefit of sponsorship, your submission fee will be waived! (\$100-\$500 value).

My company is sponsoring an AIA Seattle program. Can we sponsor SDF, too?

Yes! However, AIA Seattle and SDF are separate entities with separate tax statuses. We request that commitments and payments to both organizations remain separate. You will receive a separate acknowledgment letter from each organization for your contribution.

Is my sponsorship tax-deductible?

Yes. SDF is a not for profit 501(c)3 and, as such, sponsorships are considered a charitable contribution. EIN: 27-4569299. Consult your tax advisor.



seadesignfest.org