

# SPONSORSHIP 2024



## **WELCOME TO THE 2024 AIASC SPONSORSHIP PROSPECTUS**

Here you'll see many opportunities to engage with South Carolina's architects and design professionals throughout the year. Join us as an AIASC Annual Corporate Sponsor at whichever level works for you. Or select from the opportunities listed in these pages to create your own sponsorship package. Sponsor packages of \$1,500 or more will be recognized at the appropriate Corporate Sponsor level (see page 5 for details and a list of benefits for each level).

VISIBILITY / POSITIONING / RELATIONSHIPS / COLLABORATION

# SPONSORSHIP 2024

AIASC has 1000+ members throughout South Carolina. Your sponsorship supports AIA's mission of **ADVOCACY, KNOWLEDGE, and COMMUNITY**. Join us in 2024 as an Annual Corporate Sponsor or by purchasing any of the a la carte opportunities listed below.

## ANNUAL CORPORATE SPONSORSHIPS

|                             |          |
|-----------------------------|----------|
| Premier Sponsor (12 months) | \$3,500+ |
| Partner (12 months)         | \$2,500+ |
| Friend (12 months)          | \$1,500+ |

## A LA CARTE OPPORTUNITIES

### VIRTUAL CONTINUING EDUCATION SPONSOR (1.0 LU/HSW) **ONGOING**

Event Sponsor (**1 SOLD**, only 5 available) \$1,500

- HSW credit preferred.
- AIASC will submit course for credit approval.
- AIASC will advertise the session to members and host it via Zoom Webinar.
- Sponsor will provide pertinent information for acquiring credit approval and speaker information for advertising purposes.

### EXHIBIT SPONSORS **ONGOING**

Community Outreach Sponsor – “First Thursday on Main” (12 available) \$1,000

- Monthly Open House at the Center for Architecture in Columbia on each first Thursday of the month.
- Recognition as that month's Community Outreach Sponsor.
- Opportunity to greet the public and highlight your work through printed materials, an exhibition or video.

Say It Loud – Friend Sponsor (12 available) \$1,500

- AIASC is hosting an exhibition and public programming during the month of February celebrating the work of South Carolina's minority architects and designers.
- Contact AIASC's Equity Director, Catherine Knight, AIA at [catherine.pucci@gmail.com](mailto:catherine.pucci@gmail.com) for more information on supporting this historic event.

### NEW ARCHITECTS LUNCHEON **FEBRUARY 2024**

Lunch Sponsor \$2,500

Recognition Brochure Sponsor \$1,500

### RESILIENCE BY DESIGN CONFERENCE **MARCH 8, 2024**

Join us at the Center for Architecture in Columbia for the 2024 Resilience by Design one-day conference. Guest speakers include experts in resilient design and planning, and staff from the State Resilience Office. Your support of this event enables AIASC to provide design professionals throughout South Carolina with essential tools they need to incorporate resilient design strategies into their practice.

Resilience Partner (6 available) \$1,000

- (2) complimentary conference registrations (\$400 value)
- Opportunity to address all attendees (90 second intro) at conference and display printed materials on a shared Resilience Partner table
- Recognition on all conference communications, media, and printed program
- Free listing with logo and photo in our new online AIASC Directory (\$350 value)
- AIASC Allied Membership with year-round member benefits (\$500 value)

# SPONSORSHIP 2024

## ANNUAL MEETING & AWARDS CELEBRATION

2024

### ANNUAL MEETING

|   |         |
|---|---------|
| Premier Annual Meeting Event Sponsor*               | \$3,500 |
| Art on the Fly <b>SOLD</b>                          | \$2,500 |
| Welcome Party Sponsor                               | \$2,500 |
| Keynote Sponsor                                     | \$1,500 |
| Small Firm Exchange Pre-Conference Workshop Sponsor | \$1,500 |
| Local Design Tour Sponsor                           | \$1,000 |
| Past Presidents Breakfast Sponsor                   | \$750   |

### AWARDS CELEBRATION

|   |         |
|---|---------|
| Premier Design Awards Event Sponsor* <b>SOLD</b>  | \$3,500 |
| President's Reception                             | \$1,500 |
| Design Awards Category Sponsorships**:            |         |
| New Construction                                  | \$1,250 |
| Robert Mills Residential Design Award <b>SOLD</b> | \$1,250 |
| Adaptive Reuse/Preservation Award                 | \$1,250 |
| Interior Architecture Award                       | \$1,250 |

\* Premier Event Sponsorships include all benefits listed under Premier Sponsor on page 5 as well as a 3-5 minute welcome and introduction to your company and services prior to the event.

\*\* Design Award Category Sponsorships include choice of category and presentation of the award to the winners.



# SPONSORSHIP 2024

## SCA MAGAZINE OPPORTUNITIES

South Carolina Architecture (SCA) is the official publication of AIASC. Advertise your company and products to more than 4,500 members, friends, legislators and key business and policy decision makers. We've enhanced the design of our magazine to a new quarterly digital format that increases your exposure to your targeted market. Rates below include display ads in all issues published within 1 calendar year.



|                       |                |         |
|-----------------------|----------------|---------|
| Full Page (No Bleed)  | 8.75 x 11.25   | \$1,600 |
| 2/3 Page              | 7 x 2.67.5     | \$1,200 |
| 1/2 Page (Horizontal) | 7 x 4.45       | \$1,000 |
| 1/2 Page (Vertical)   | 3.275 x 9.5    | \$1,000 |
| 1/3 Page              | 1.6875 x 9.5   | \$800   |
| 2-Page Spread         | 17.25 x 11.125 | \$2,400 |
| Back Cover            | 8.75 x 11.25   | \$2,000 |
| Inside Front Cover    | 8.75 x 11.25   | \$1,800 |
| Inside Back Cover     | 8.75 x 11.25   | \$1,800 |
| 1/4 Page              | 3.275 x 4.45   | \$400   |
| 1/8 Page              | 3.275 x 2.25   | \$250   |

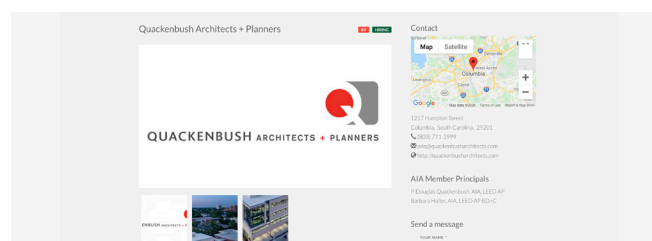
## DIGITAL ADVERTISING OPPORTUNITIES

The AIASC e-Newsletter, "News from the Center" is a monthly comprehensive newsletter which includes various reports from the Board of Directors, Legislative Updates, CE opportunities, news from Clemson, events, member news and much more.

|                           |       |   |         |
|---------------------------|-------|---|---------|
| Website Banner (3 months) | \$300 | Dedicated e-Newsletter (1 time)   | \$1,000 |
| e-Newsletter Ad (1 time)  | \$150 | One exclusive e-blast with content of your choice to our full mailing list. |         |

## FIRM PROFILE AND CONSULTANTS DIRECTORIES

We're excited to announce that AIA South Carolina has launched an online directory for Firm Profiles and Consultants (contractors, engineers, building product manufacturers and distributors, landscape architects, etc.). Your listing will be visible year-round and we're giving you the power to update your listing at any time. You can choose from logo only, or logo plus up to 5 images with an image slider. New features include no more limits to your descriptions, a google map for your main location, and increased visibility.



|                                  |       |
|----------------------------------|-------|
| Firm Profile (Logo only)         | \$200 |
| Firm Profile (With image slider) | \$300 |
| Consultants (Logo only)          | \$250 |
| Consultants (With image slider)  | \$350 |

# SPONSORSHIP 2024

## ALLIED MEMBERSHIP

Allied Membership is designed for professionals in architecture, design, and construction or allied fields, who are not architects or working toward licensure. Individual Allied Membership helps you connect with architects and other industry professionals in the state, and includes a complete profile in the new online AIASC Directory, a subscription to the weekly News from the Center e-blast, member pricing on all AIASC events and programs, and recognition as an "Allied Member of AIA South Carolina" for use in your marketing materials.

Annual Membership (12 months) \_\_\_\_\_ **\$500**

## 2024 ANNUAL CORPORATE SPONSOR LEVEL BENEFITS

Support AIASC as an Annual Corporate Sponsor – choosing the level that works best for you and your company. Or choose any of the A La Carte opportunities on pages 2-4 and total them to determine your Annual Sponsorship Level from the list below.

Premier Sponsor (12 months) \_\_\_\_\_ **\$3,500+**

- Prominent recognition for 2024 calendar year on all AIA South Carolina general communications, virtual events, website, News from the Center weekly newsletters and social media.
- 1 exclusive e-blast with content of your choice to our mailing list of 4000+ (\$1000 value)
- Free ½ page ad in all 2024 issues of SCA Magazine (\$1,000 value)
- 1 month free advertisement in weekly newsletter for your online HSW CE program (\$600 value)
- Free listing with logo and photo in our new online AIASC Directory (\$350 value)
- Use "AIA South Carolina Annual Corporate Sponsor" in your marketing materials
- 4 Allied Memberships (\$2,000 value)

Partner (12 months) \_\_\_\_\_ **\$2,500+**

- Recognized for 2024 calendar year on all AIA South Carolina general communications, virtual events, website, News from the Center weekly newsletters and social media.
- Free 1/4 page ad in all 2024 issues of SCA Magazine (\$400 value)
- 1 month free advertisement in weekly newsletter for your online HSW CE program (\$600 value)
- Free listing with logo and photo in our new online AIASC Directory (\$350 value)
- Use "AIA South Carolina Annual Corporate Sponsor" in your marketing materials
- 3 Allied Memberships (\$1,500 value)

Friend (12 months) \_\_\_\_\_ **\$1,500+**

- Recognized for 2024 calendar year on all AIA South Carolina general communications, virtual events, website, News from the Center weekly newsletters and social media.
- 1 month free advertisement in weekly newsletter for your online HSW CE program (\$600 value)
- Free listing with logo and photo in our new online AIASC Directory (\$350 value)
- Use "AIA South Carolina Annual Corporate Sponsor" in your marketing materials
- 2 Allied Memberships (\$1,000 value)