



**WOMEN'S
LEADERSHIP
SUMMIT 2019**

an **AIA** Leadership Event

September 12-14, 2019

Hyatt Regency Minneapolis

1300 Nicollet Mall

Minneapolis, MN 55403

Sponsorship deadline **June 1, 2019**

Contact **partnership@aia.org**



AIA Corporate sponsorship prospectus



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About

Engage one of architecture's fastest-growing demographics

Every two years, the American Institute of Architects hosts the Women's Leadership Summit (WLS), the largest event for women architects and designers in the country. After a sold-out event in 2017, AIA has expanded WLS to engage a larger and more diverse audience of women advancing their careers.

Join AIA as we support experienced and emerging women leaders.

- Women are one of the fastest-growing architect demographics.
- Women currently make up about 24 percent of AIA membership.
- Women are 47 percent of current architecture students.
- 1 in 3 new architects are women.

Where women lead

WLS is one of the only gatherings where women architects and designers are surrounded by other women in a professional setting. That creates a candid, comfortable environment where women can contribute their unique perspectives and facilitate conversations about challenges they face within the industry: Gaining respect on a construction site, negotiating, managing remote teams, getting promoted, and many others.

Session content addresses relevant topics within the industry and provides practical tools for attendees to implement at work right away. This year, AIA has combined continuing education with wellness activities, promoting the idea that health and professional development go hand in hand.

Although the architecture industry has historically struggled to retain women architects, more women today are finding ways to make the industry work for them. WLS exists to help them do just that.



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Corporate sponsorship benefits

As more women pursue careers in architecture and design, their contributions shape the future of the industry. Connect with this growing demographic of professionals in a place where they come to learn, seek opportunities, and become better leaders.

Level	Cost	Benefits
Platinum	\$15,000+	<ul style="list-style-type: none"> • Three tickets to WLS and Welcome Reception • Three-minute speaking opportunity in general session • Mention in summer press release announcing event • Company name on email marketing blasts, program, and app • Company name on signage related to sponsored opportunity • Ability to add one item to WLS bag for 600+ attendees • Your choice of one item from list of Platinum options, page 4, or comparable custom item
Gold	\$10,000	<ul style="list-style-type: none"> • Two tickets to WLS and Welcome Reception • Company name on email marketing blasts, program, and app • Company name on signage related to sponsored opportunity • Ability to add one item to WLS bag for 600+ attendees • Your choice of one item from list of Gold options, page 5, or comparable custom item
Silver	\$7,500	<ul style="list-style-type: none"> • One ticket to WLS and Welcome Reception • Company name visibility at hosted event • Ability to distribute swag at hosted event • Ability to add one item to WLS bag for 600+ attendees • Your choice of one item from list of Silver options, page 6, or comparable custom item
Bronze	\$5,000	<ul style="list-style-type: none"> • One ticket to WLS and Welcome Reception • Company name in program and signage during meals



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Corporate sponsorship options

Exclusive opportunities except where noted.

Platinum options

Platinum sponsors may choose one of the following to add to their package.

- Work lounge: Sponsor a quiet coworking space that includes charging stations.
- Social lounge: Help create a space where people gather, contribute ideas, and engage with a storytelling installation.
- Speaker sponsor: Introduce or interact with one of many speakers from the main stage in a way that reinforces the values of your brand and aligns with the message of the speaker (multiple opportunities).
- General attendee lunch: Introduce the networking lunch with short remarks to spark conversation (Friday and Saturday available).
- General attendee breakfast: Share how your brand supports women leaders as the first speaker of the day.
- Mimosa Toast: Toast to empowered women architects as attendees depart. Sponsor will be incorporated into closing plenary.





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Gold options

Gold sponsors may choose one of the following to add to their package.

- Mother's lounge: Sponsor a private and comfortable space for nursing mothers to conveniently step away from event programming when needed.
- Wi-Fi: Supply attendees with Wi-Fi access throughout the conference.
- Brunch and learns: Present a well-rated and on-trend HSW course for up to 50 attendees. Breakfast and lunch options available (multiple opportunities).
- Headshot sponsor: Leverage daily branding—on-site signage, plus mentions before and during the event, including in the attendee logistics email.
- Event Bags: Sponsor a reusable bag for each attendee to use during and after the Summit.
- Chargable lanyards: Feature your brand with AIA, or a quote on lanyards for all attendees.
- Coffee welcome: Provide coffee and giveaways at Thursday afternoon registration.
- Support a track: Place your logo in each room and address attendees during the first track session's introductory remarks (3 available).
- Pre- and post-event education: Distribute a CEU video with relevant leadership training or current HSW content to all attendees (multiple opportunities).





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Silver options

Silver sponsors may choose one of the following to add to their package.

- Notebook sponsor: Provide each attendee with a jointly branded notebook and pen that bear your company's logo.
- Water bottle sponsor: Provide each attendee with a jointly branded water bottle.
- Local MN product sponsor: Share all that Minnesota has to offer, by selecting a local product to distribute to all attendees.
- Cell phone portable charger: Help attendees stay connected and efficient between sessions with a portable charger (includes micro-USB cord).
- Wellness Activities: Sponsor wellness activities like yoga, walking, running, or biking around Minneapolis with an AIA-provided instructor—followed by a healthy breakfast—before sessions begin. Sponsor may attend, participate, and give up to two minutes of remarks about corporate support of a healthy lifestyle. Other activity options may be tied to project tours or mindfulness meditation during Summit breaks (multiple available).
- Project Tours: Thursday and Saturday afternoon project tours of local architecture may incorporate a wellness activity (multiple available).

