



WOMEN'S LEADERSHIP SUMMIT 2022

an **AIA** Leadership Event

September 28–October 1, 2022
San Jose Center for the Performing Arts

Sponsorship deadline: May 20, 2022

Contact: womeninarch@aia.org



Designing women into the code

Codes govern our daily lives—from ethics and behaviors, to technology and design. Codes are evolving, but equalizing the playing field—in academia and in practice—requires substantial institutional and cultural change. By supporting women in the profession, by working to reduce bias, we help close the gender gap and recode our world.

For the first time, the Women's Leadership Summit (WLS)—the largest event for women architects and designers in the country—will be held in Silicon Valley, the global center for technology and innovation.

Known for its spirit of collaboration, the region is the ideal background for a continually evolving, forward-looking event. Hosted by The American Institute of Architects, WLS 2022 will bring diverse women leaders together, with a focus on firm leadership, advancing business knowledge, targeted networking, proactive career management, and personal empowerment.

For women to rise in a profession that has not always risen to meet them, female support networks are paramount. WLS is

where broad networks are made, including partners across the building industry, national firms, and academia. All sponsors are active participants in WLS programming and will expand their connections with industry leaders.

Impactful programming for women leaders

From inspirational speakers on stage to career-changing conversations in the great outdoors, WLS balances world-class keynotes and panels with time for networking and wellness.

Speakers: Speakers include culture and equity leaders representing some of Silicon Valley's most impactful companies, a new generation of trailblazing women architects, and award winners in design and sustainability.

Networking: The overwhelming ask from 2019 attendees was for more focused networking. WLS 2022 brings:

- Lounge spaces to allow for organic conversations
- Breakout opportunities for small groups hosted around San Jose

- A balance of indoor/outdoor experiences to take advantage of the region's temperate climate and fresh air
- Small group tours of the area's iconic, privately owned buildings
- Group wellness activities

Place: Conversations build communities. At WLS, all sponsors and attendees are fully integrated with each other at every event. That makes WLS a place to meet not just peers, mentors, and industry leaders, but also potential business partners and clients. Together, the community will discover the natural beauty and unique built environment of the Bay Area. When attendees leave, they take the network that they've built with them.

When
women
lead, your
company
succeeds.





THE STATS

Women comprise **49%** of current architecture students and **25%** of AIA membership. The future of the profession is increasingly female.

Investing in women, investing in your future

A major study by McKinsey found that companies with diverse executive teams that included women were 21% more likely to be more profitable than the average company.

Companies with low gender and ethnic/cultural diversity were 29% less likely to achieve above-average profitability.

The profession is changing. Both the profile of the architect and the client are evolving to become more diverse. When

women architects and designers have your support, they become more committed to your company. That commitment results in less turnover, impassioned leadership, and a stronger, more resilient business.

Sponsorship opportunities

Silicon Valley represents a culture of risk-takers, where innovators and designers pushed the limit to inspire the growth of new industries. AIA has tapped into this spirit of place. WLS 2022 will focus on experiences instead of products, creating less waste and more meaningful exchanges. Join us as we set a new standard.

Platinum (SOLD OUT)

Premium visibility, opportunity to host a VIP breakfast, inclusion in a panel discussion, three complimentary tickets.

Gold

Strong visibility, opportunity to hold a focus group, cobranded merchandise, feature your firm at the Executive Women's Luncheon, or share expertise during a full-day tour; two complimentary tickets.

Silver

Strong visibility, opportunity for enhanced exposure during a half-day tour, wellness activity, or introduce a workshop that aligns with your company's mission; one complimentary ticket.

Bronze

Strong visibility, one complimentary ticket.

Luminary*

For architecture firms or universities only. Strong visibility, two complimentary tickets.



*To qualify for the Luminary program, at least one owner of a firm must be an AIA member. All NAAB-accredited, non-NAAB accredited, and community college architecture programs qualify for the Luminary program.

Sponsorship opportunities

Benefits	Platinum (SOLD OUT) \$25,000+	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Firm or University Luminary \$2,500+
Complimentary tickets to WLS and Welcome Reception	3	2	1	1	2
Inclusion in a main stage discussion on a thematic topic	x				
Mention in summer press release announcing event	x	x			
Company logo on email marketing blasts	x (all emails)	x (up to 3 emails)	x (1 email)		
Opportunity to host an intimate dinner with select attendees on Thursday night (cost of dinner is not included)	x	x			
Your choice from list of Gold or Silver options below		x (gold)	x (silver)		
Logo or company name on website, signage, and app	x (logo)	x (company name)	x (company name)	x (company name)	x (website and signage only)
Additional tickets can be purchased for \$1,250 (includes the full Summit and Welcome Reception)	x	x	x	x	x

Gold options (\$15,000)

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

1. Focus group **(SOLD OUT)**: Host a small focus group during breakfast or lunch on Thursday or Friday to discuss a specific topic related to women and your brand or product. Focus group is limited to 10 attendees and may require an off-site location.
2. Welcome Reception (2 available): Support the Welcome Reception and integrate your brand into the local experience. Sponsors may set up a table or casually mingle with attendees.
3. Wi-Fi **(SOLD OUT)**: Supply attendees with Wi-Fi access throughout the Center for Performing Arts. Signage and slides will acknowledge the sponsor. Sponsor has opportunity to select clever password.
4. Notebook sponsor **(SOLD OUT)**: Provide each attendee with a WLS cobranded notebook. A pen with your company's name may be included at an additional cost.
5. Full day tours (3 available): Network with a tour group for a full-day experience on Wednesday or Saturday. Sponsor contributions to projects may be enhanced via learning opportunities integrated into the tours or following as an additional CEU opportunity for attendees. Tours below are examples only and may evolve before the summit.
 - Arts-Driven 21st Century Development and Design: Urban and Grassroots
 - Compression and Expansion: Public Space, Public Protest
6. Executive Women's Luncheon (3 available). Have your company associated with firm and industry leaders at our Executive Women's Luncheon. Your company branding will be incorporated on all event print and digital media. Sponsors will be able to attend the event.

THE 2019 STATS

77%

of attendees are licensed architects, principals, or partners

37%

of attendees have been practicing architecture for 10-19 years

96%

of attendees rated their experience good or excellent

92%

of attendees believed the content met their personal and professional goals

Silver options (\$10,000)

- 1.** Half-day tour (4 available): Network with a tour group for a half-day experience on Wednesday or Saturday. Sponsor contributions to projects may be enhanced via learning opportunities integrated into the tours or following as additional CEU opportunities for attendees. Tours below are examples only and may evolve before the summit.
 - The Rise of Downtown Commercial Development
 - The Rise of Tech Campuses in Silicon Valley
- 2.** Wellness activities (4 available): Join a small group for a wellness activity to start the day and reinforce the need for physical and mental breaks when learning. Sponsor may attend, participate, and give up to two minutes of remarks connecting leadership and a healthy lifestyle. Activities below are examples only and may evolve before the summit.
 - Downtown Sculptures Running Tour
- 3.** Walking tours (5 available): Join the small group to explore the local sites of what Downtown San Jose has to offer. Below are some examples of what you can explore.
 - Downtown Arts Walking Tour
 - Downtown Historic Walking Tour
 - Civic Buildings Tour
- 4.** Workshops (2 available): Join and introduce a programmed lunch time workshop that aligns with your company goals. Topics include: sustainability and equity.



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2019 Sponsors

PLATINUM

ConstructConnect

Deltek+Avitru

HDR

JACOBS

Ryan Companies US, Inc.

Wold Architects & Engineers

GOLD

Engineered Tax Services

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SILVER

Acuity Brands Lighting, Inc.

CTA Architects Engineers

Cunningham Group
Architecture, Inc.

JE Dunn Construction

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& Design

BRONZE

Andersen Corporation

Benjamin Moore

Bentz Thompson Rietow

BWBR

DLR Group

IMEG Corp.

Leo A Daly

Pella Windows & Doors

“WLS is a platform where women support women. It is an opportunity to connect, share our experiences, and be powerful agents of change.

—Katia McClain, AIA