



# **From Sponsors to Partners:**

## **Designing sponsorship packages that create value, buzz, and financial predictability**

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CACE Annual Meeting 2023 | Atlanta

## Agenda

- Identifying *your* Component's strengths, assets, and current opportunities for sponsorship
- Our research, approach, and findings in evaluating existing sponsors
- AIA Chicago's partner program, the 1869 Circle
- Q/A and Discussion of your solutions

# Understanding your Component's Sponsorship

## OVERVIEW

**Let's discuss.**

Does your Component currently have...

- a partner program or an annual sponsorship program?
- advertising (website, magazine, etc) opportunities?
- a 501c3 Foundation?
- Robust Knowledge Communities/Affinity Groups?

## Worksheet – Thinking about your Component

Who are your  
key sponsors?

What are *their* motivations  
in sponsoring with you?

Which of *your*  
Component's assets  
are most valuable to  
*them*?

## OVERVIEW

# Defining “Partner Program”

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# Defining “Partner Program”

A member-only elevated **annual** sponsorship program with **unprecedented visibility** and a **celebration** of those who support AIA Chicago at the **highest level**.

**Our research, approach,  
and findings**



## Approach

- With fresh eyes – reviewed past three years of **advertising sales** from *Chicago Architect* magazine, eNews, eBlasts and website ads.
- Cross-referenced this info and mapped out our **sponsor and member data** (who, how much, which events).



- Used findings from data to inform the development of a strategic 2022 sponsorship and partnership program.

## Key Findings

- 80% of AIA Chicago sponsors and advertisers are suppliers, vendors, and consultants.
- 76% of those suppliers, vendors and consultants who sponsored are not Affiliate members.
- In 2021, only 30% of advertisers also sponsored AIA Chicago events.
- Two of our top 10 supporters of AIA Chicago were only investing in advertising and didn't attend or sponsor any events.

## Key Findings cont.

- Interviews with past sponsors revealed that they wanted more opportunities for networking and better distribution of events over the course of the year (most of our large events were in Q4).
- Vendors, suppliers, consultants wanted targeted sponsorship opportunities to their areas of focus/building types/practice areas.
- Between 2019–2021, 20 past sponsors had spent \$8,000 and up.

## Key Question

Could we inch up the bar to incentivize sponsors to consistently reach \$10,000 and qualify for the new Partner Program while also providing increased annual benefits?



## New Partner Program Objectives

- Increase number of Affiliate members
- Fortify *Chicago Architect* magazine ad sales
- Encourage and incentivize more diverse and robust marketing investment in Chapter events, programs and activities
- Increase engagement at events/programs with sponsors

## New Partner Program Objectives cont.

- Increase visibility for and CELEBRATE those supporting at the highest level.
- Encourage financial commitments for and awareness of the AIA Chicago Foundation
- Raise more in sponsorships while being able to better predict the Chapter's future revenue
- Give sponsors more predictability in budgeting for the next year

# Understanding Different Sponsor Motivations

## Architectural Firms

- Demonstrate commitment and/or leadership within the profession
- Support and fortify the local architecture community
- Amplify/celebrate an award or honor
- Support the next generation of architects

## Suppliers, Vendors, Consultants

- Marketing opportunities that target architects (they have budgeted for this)
- Network/Business development
- Demonstrate support of their customers (architectural firms)

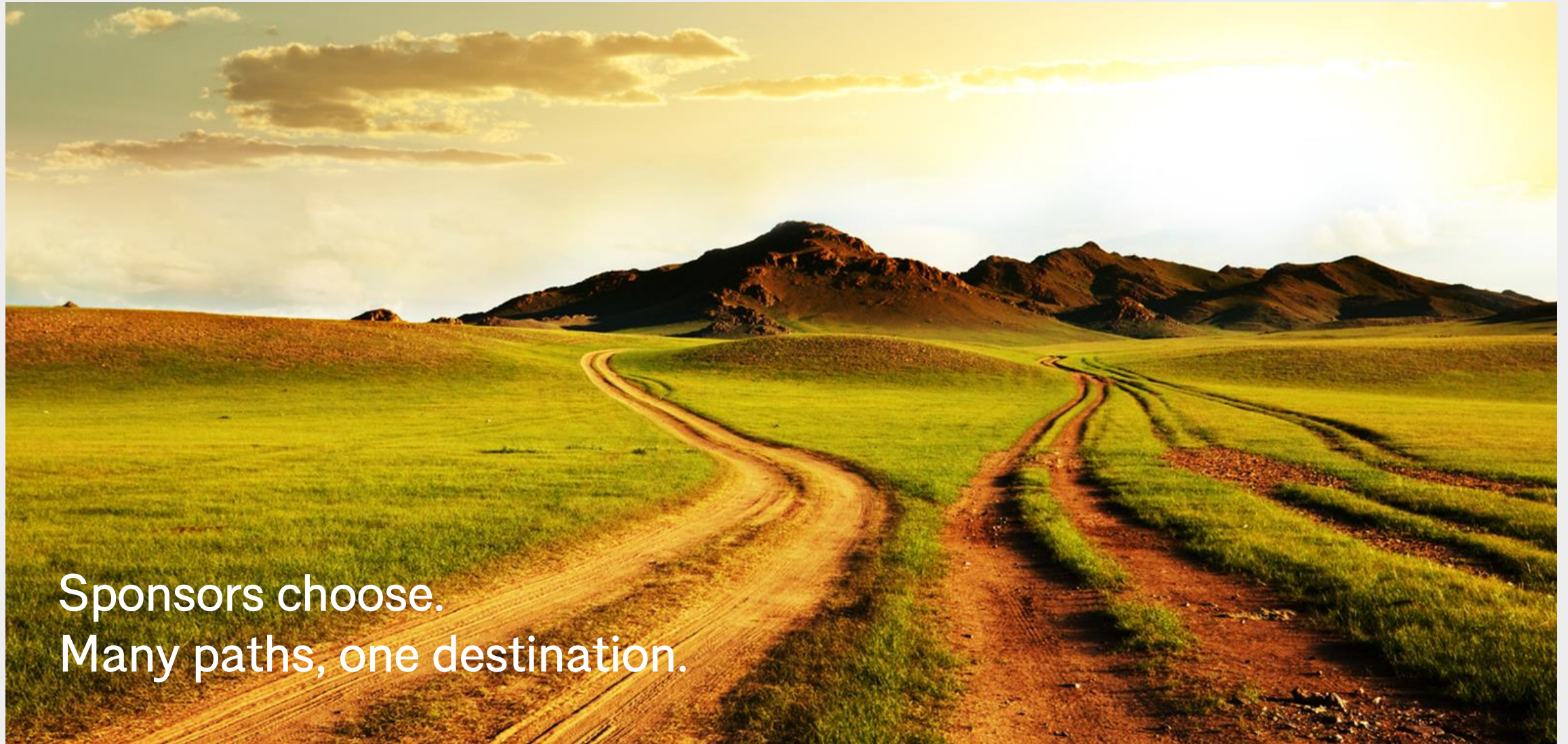
“Sponsors give for various reasons but at the heart of it is their belief that there’s value in association with and visibility through interaction with AIA Chicago architects.”

Chris Carpenter, Affiliate AIA Chicago  
Architectural Consultant  
Pella Windows & Doors Chicago



# **1869 Circle AIA Chicago's Partner Program**

**CUSTOMIZE MENU, DESIGN YOUR OWN PATH**



Sponsors choose.  
Many paths, one destination.

## 1869 Circle Program

### Qualifications for Architectural Firms

- AIA architect membership
- Sponsor a minimum of two events/programs through the year
- Support the AIA Chicago Foundation (minimum \$1,000)
- Minimum of \$10,000 investment to qualify

## 1869 Circle Program

### Qualifications for Suppliers, Vendors, Consultants

- Affiliate membership
- Sponsor a minimum of two events/programs through the year
- Advertise in *Chicago Architect* magazine
- Minimum of \$10,000 investment to qualify

## Annual Meeting and Holiday Party

The Annual Meeting is a members-only, virtual business meeting in December that recaps the accomplishments of the past year. The Holiday Party, co-hosted with the Chicago Architecture Center and numerous allied organizations, is an end-of-year celebration with nearly 500 architects and designers in attendance.

**1869Circle** Eligible.

Ready to chat with our Director of Development and Sales? [Submit an Interest Form](#) →



Friend	Supporter	Lead
\$1,000 ^	\$2,000 ^	\$3,000 ^
<ul style="list-style-type: none"><li>• Recognition in Annual Meeting and Holiday Party communications</li><li>• Verbal recognition during Annual Meeting</li><li>• Logo recognition during Annual Meeting and Holiday Party</li><li>• Recognition on designated event posts on AIA Chicago social media</li><li>• <b>1</b> ticket to the Holiday Party</li></ul>	<ul style="list-style-type: none"><li>• Recognition in Annual Meeting and Holiday Party communications</li><li>• Verbal recognition during Annual Meeting</li><li>• Logo recognition during Annual Meeting and Holiday Party</li><li>• Recognition on designated event posts on AIA Chicago social media</li><li>• <b>2</b> tickets to the Holiday Party</li><li>• <b>20 second<sup>1</sup></b> sponsor-produced commercial during the Annual Meeting</li></ul>	<ul style="list-style-type: none"><li>• Recognition in Annual Meeting and Holiday Party communications</li><li>• Verbal recognition during Annual Meeting</li><li>• Logo recognition during Annual Meeting and Holiday Party</li><li>• Recognition on designated event posts on AIA Chicago social media</li><li>• <b>4</b> tickets to the Holiday Party</li><li>• <b>40 second<sup>1</sup></b> sponsor-produced commercial during the Annual Meeting</li></ul>

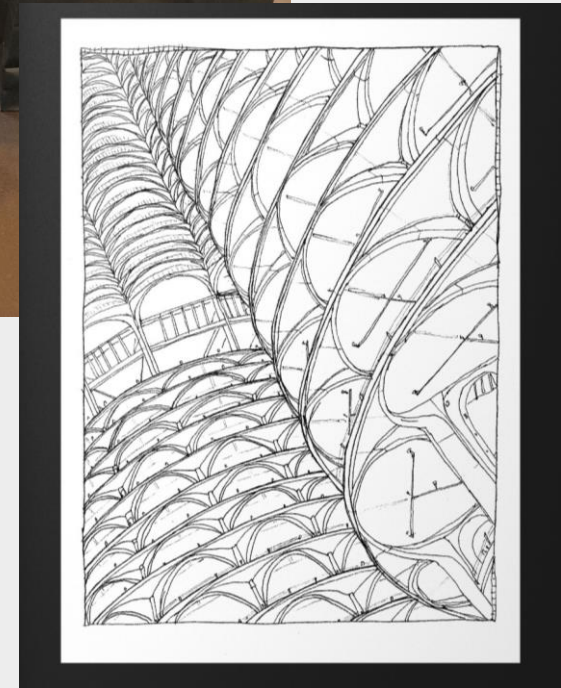
## 1869 Circle Program Benefits

- Recognition at **every** AIA Chicago event  
*(Awards, Annual Meeting, Holiday Party, every Knowledge Community/Affinity Group program and event)*
- Recognition in AIA Chicago's offices lobby
- Acknowledgement on AIA Chicago's website
- Year-end wrap up report (stats, event photos, leadership photos)
- Invitation to autumn thank you party and recognition item

## 1869 CIRCLE BENEFITS



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1869 CIRCLE BENEFITS

AIA Chicago

# 1869Circle Partner 2022 Summary for Gensler



Your Logo on Display



Share Architectural Knowledge Community Holiday Dinner



Bridge membership program



Young Architects Forum Portfolio Show



1869Circle Celebration

## Thank you to our 2022 1869Circle Partners

The **1869Circle**, named after the year AIA Chicago was founded, is a program of unprecedented recognition for partners who contribute annually to AIA Chicago and the AIA Chicago Foundation at the highest level.



AIA Chicago


Please scan this QR code for more information on the 1869Circle and to check your eligibility.



AIA Chicago @AIAChicago · 1/30/23

"Joining the 1869Circle was an easy choice as @LerchBates continues to grow from its deep Chicago roots. It allows us to give back to our professional peers and recognize their impactful contributions to the built environment."

Learn more:



lerchbates.com

**Q/A + Discussion**

# Thank you.

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