

MEDIA KIT 2024

**Multiple Channels to Help Your Business
Engage and Stay Connected with the
AIA Northern Virginia Architectural Community**

ENGAGE & EDUCATE:

- Annual Partnership Packages
- CE Presentation Opportunities
- Quarterly Happy Hour events
- Firm Leader Breakfast
- Building Tours
- Quarterly Lecture Series

SPONSOR:

- Spring Social
- Autumn Social
- Design Awards
- CRAN Meetings and Events
- Canstruction
- Committee on Architecture for Education
- Golf Mentoring Event
- Hard Hat Building Tours
- Women in Architecture
- Young Architects

ADVERTISING:

- NEW: AIANOVA.org
- PILLARS - Quarterly E-newsletter
- CONNECT / UPDATE - Monthly E-blasts
- Dedicated E-blast
- Social Media Push



Northern Virginia
PILLARS

On the Boards: ART Operations and Maintenance Facility
Rendering Created by Bestar Creations LTD., courtesy of Stantec Architecture

In This Issue

- A Message from the President
- Last Chance to Renew Membership
- Save the Date WIA Lecture Series
- Black History Month, Architect Q&A
- Construction Returns in 2023
- Reimagining Learning Spaces
- J.E.D | IRL Discussion with AIA Seattle
- 360 Mentoring Update
- NCARB Call for Committee Volunteers
- ARE® Prep Series: 5 Classes Remain
- Volunteer Tour Guides Needed
- 2023 Partners

Issue 1 | 2023

From the President: April C. Drake, AIA

Inspiring the Next Generation

During Black History Month, we celebrate the culture, accomplishments and contributions of the black community. These achievements are significant; however, many success stories would not be possible if not for those who stood up to injustice to champion a fair and more equitable future. This month, six Black Architects that are part of our chapter, share their journeys with us through a Q&A (part 1 below and part 2 coming next week) spotlighting their experiences and insights gained along their path to becoming architect. Acknowledging that Black History is still in the making, I am honored to be the first Black woman to serve as President of the AIA Northern Virginia Chapter. Next year, President-elect Kimberly Dowdell will become AIA's 100th President and the first Black woman to lead our national organization. These are

2023 Board of Directors

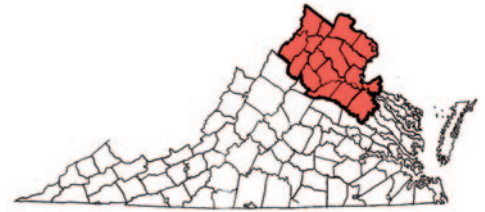
Executive Committee

April C. Drake, AIA
President

Braden L. Field, AIA
President-Elect

Christopher S. Kehde, AIA
Treasurer

Anh Tran, AIA
Secretary



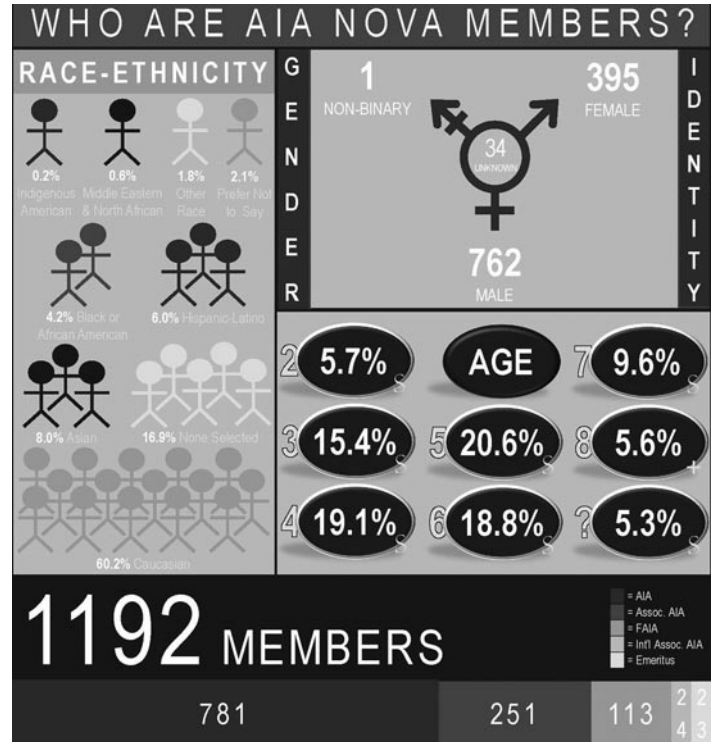
About AIA Northern Virginia

The American Institute of Architects Northern Virginia Chapter is a professional organization representing over 1,190 architects & designers.

AIA is dedicated to advancing the knowledge of architecture among professionals and expanding the awareness and appreciation of architecture among the general public.

1192+
Members

75+ Attend Spring/Autumn Socials	150+ Design Award Attendees
AVERAGE 40+ CE Webinar Attendees	28+ Participants per Building Tour
48% E-News Open Rates	2500+ Social Media Followers

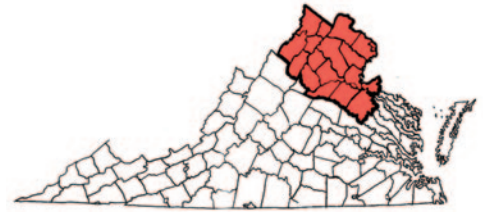


AIA Northern Virginia Corporate Allied Membership..... \$750

Corporate Allied Memberships are for companies interested in developing business opportunities and promoting their services and products to our AIA Northern Virginia architects and related professionals.

Corporate Allied Membership Benefits include:

- Listing in new, online searchable Allied Member Directory
- Two complimentary tickets to either the Spring or Autumn Social event
- Opportunity to network with Chapter members
- Invitation to Chapter events
- Individual Allied Membership
(Rights to use "Allied Member of the Northern Virginia Chapter of the American Institute of Architects" mark)
- Subscription to AIA Northern Virginia PILLARS, CONNECT and UPDATE
- Recognition as new member in an issue of PILLARS (with contact information)
- Member prices for events (where available)
- Ability to substitute event attendee with company member other than the designated allied member
- Participation in Chapter committees
- Discounted advertising rates
- Complementary postings on our online job board & discounted premium job board advertising
- A complementary listing of one education program that offers attendees AIA continuing education credits on our website; additional listings at a discounted rate.



Partnership Packages

AIA Northern Virginia is excited to help **bring consultants, suppliers and architects together** for the betterment of the industry. Our partnership packages provide consistent exposure for your brand and your representatives.

Each level offers benefits including consistent brand exposure during the year, live in-person engagement, casual networking, professional enrichment, plus opportunities to present continuing educational sessions, in addition to our Corporate Allied member benefits.

AIA Northern Virginia Annual Partnership Packages	VISIONARY \$7,500	PATRON \$5,000	SUPPORTER \$3,000	FRIEND \$1,500
	Package Value \$21,350	Package Value \$13,830	Package Value \$6,800	Package Value \$3,500
Corporate Allied Member	Yes	Yes	Yes	Yes

ANNUAL EVENTS BENEFITS: Build Relationships / Engage LIVE / Brand Exposure

	Gold Level 4 tickets plus top exposure	Silver Level 2 tickets and exposure	Bronze Level 1 Ticket and exposure	Bronze Level 1 Ticket and exposure
Spring Social - April	4 tickets plus top exposure	2 tickets and exposure	Bronze Level 1 Ticket and exposure	Bronze Level 1 Ticket and exposure
Autumn Social - October	4 tickets plus top exposure	2 tickets and exposure	Bronze Level 1 Ticket and exposure	Bronze Level 1 Ticket and exposure
Construction	4 tickets	2 tickets	1 ticket	
Design Awards - August	Silver Level 4 tickets plus top exposure	Bronze Level 2 tickets and exposure		

MEETINGS and HAPPY HOUR BENEFITS: Build Relationships / Engage LIVE / Brand Exposure

	Exposure and Invitations to ALL Events	Exposure and Invitations to Happy Hour Events, Firm Leadership Breakfast and Architecture Month Events	Exposure and Invitations to Happy Hour and Architecture Month Events to engage	Exposure and Invitations to Happy Hour Events
Live Quarterly Firm Leadership Events Happy Hour Events Firm Leadership Breakfast (1 annual) Architecture Month Events Building Tours				
Hard Hat Building Tours (ave 8/year)	HOST & Attend 1 Tour	Attend 1 Tour		

COMMITTEE BENEFITS: Build brand recognition with consistent attendance at Committee events, while showcasing Chapter support

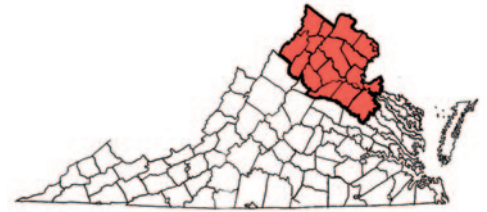
	Opportunity to HOST One committee event at your showroom. Logo/link on committee event pages, on screen at events and invitations to all social events.	Logo and link on committee event pages, on screen at events and invitations to all social events	Invites to all committee social events	Invites to all committee social events
Custom Residential Architect Network (CRAN) Committee on Architecture for Education (CAE) Young Architects Women in Architecture (WIA)				

CONTINUING EDUCATION PRESENTATIONS: Demonstrate your expertise and position yourself as a resource

	2 per year	1 per year	1 per year	
Present CE Session (Webinar)				

ADVERTISING & BRANDING: Boost visibility with targeted advertising

	1850 x 650 banner	800 x 1200 banner	2Qtr: 600 x 600	1 Qtr: 600 x 600
Northern VA PILLARS E-Newsletter Ad. (4 Quarters)	1850 x 650 banner	800 x 1200 banner	2Qtr: 600 x 600	1 Qtr: 600 x 600
Exposure on AIANOVA.org	Logo and link	Logo and link	Logo and link	Listing and link
NEW: Listing in Allied Directory on AIANOVA.org	Directory Listing Photo / Name / Description Logo & Link	Directory Listing Photo / Name / Description Logo & Link	Directory Listing Photo / Name / Description Logo & Link	Directory Listing Photo / Name / Description Logo & Link
CONNECT/UPDATE E-News Advertisement (Monthly)	1850 x 650 banner	800 x 1200 banner		
Dedicated E-Blast	4x - 1 per quarter	2 per year		
NEW: Promote Continuing Education Presentations	Promote your CE Events			
NEW: Advertorial - on AIANOVA.org	Submit 1 Project Page			



Advertising Opportunities

97,500+
OPPORTUNITIES FOR EXPOSURE

AIANOVA.org

The Chapter's NEW website provides a prominent location from which to promote your brand to our members visiting our site for upcoming events, news and member benefits.

- **Homepage Banner:** 1200 w x 300 h pixels: \$2000/Quarter
- **Event Pages:** 600 w x 600 h pixels: \$800/Event
- **Job Board Page:** 600 w x 600 h pixels: \$2,000/Year
- **Monthly Project Page:** 600 w x 600 h pixels: \$500/Month

Your ad links to a specified URL. We cannot accept any animation.

PILLARS E-Newsletter - Quarterly: Emails to over 2,500

Includes articles on various topics, articles and photos of chapter events, continuing education events, member news, professional practice information, and the chapter calendar.

DISPLAY AD RATES					
Ad Options	Ad Size - Pixels	1 Quarter	2 Quarters	3 Quarters	4 Quarters
TOP Premier Banner	1850 w x 1300 h	\$600	\$1,150	\$1530	\$2,000
Mid Banner	1850 w x 650 h	\$350	\$680	\$990	\$1,200
Vertical Skyscraper	800 w x 1200 h	\$250	\$480	\$690	\$880
Square	600 w x 600 h	\$150	\$290	\$430	\$550

CONNECT & UPDATE - Monthly: E-blast to over 2,500 Limit 4 Advertisers per issue

CONNECT is comprised of short articles about current issues and event announcements. It features a member designed project and lists upcoming award opportunities, job opportunities and the chapter calendar for the coming month.

- **TOP Banner:** 1850 w x 650 h pixels: .jpg file: \$400 per placement
- **Banner:** 1850 w x 650 h pixels: .jpg file: \$350 per placement
- **Skyscraper:** 800 w x 1200 h pixels: .jpg file: \$250 per placement

Your ad links to a specified URL. We cannot accept any animation.

48%
E-News Open Rates

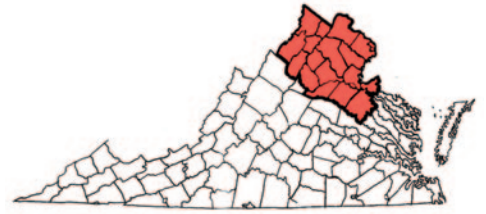
ADVERTORIAL: Promote your project designed by a NOVA Architect Member - \$3000

Provide a project your team worked on with a Northern Virginia AIA member; provide 3 photos, your logo and the architect contact details. AIA NOVA will interview the architect, prepare content as to how your product or service impacted that project and will publish the advertorial page on our website. It will also be promoted in an e-blast the month the article is published. One sponsored release per month

SOCIAL MEDIA PUSH - \$300 per push

Promote your event or product through out Social Media Platforms. Instagram and Facebook, YouTube and LinkedIn. One sponsored release per month

2500+
Social Media Followers



Virtual Lunch & Learn / CE Presentations

Provide AIA-approved Continuing Education to AIA Northern Virginia members.

AVERAGE **40+**
CE Webinar Attendees

To reserve a date, you must be a CORPORATE ALLIED Member of AIA NoVA

Your contract must be submitted two months in advance of presentation date.

If suggested date is unavailable, we will provide alternative dates.

Benefits:

- **Pre-event promotion of your course to our members.**
- **Course posting on chapter event calendar.**
- **1 hour to present + 15 minutes of Q&A time with attendees per sponsorship.**

CE courses are offered January thru November:
1st and 3rd Tuesdays / 2nd and 4th Thursdays

- _____ **\$1,000** **One - 1 hour CE Sponsored Presentation**
- _____ **\$1,800** **Two - 1 hour CE Sponsored Presentations - Different Dates**
- _____ **\$500** **ADD: Discounted Allied Membership, If not already a member or Partner.**

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Contact Name: _____

Email address: _____

Signature: _____ Date: _____

Proposed date of first Lunch & Learn: _____

Proposed date of second Lunch & Learn: _____

Method of Payment:

_____ We will pay by check prior to our first course date and will remit payment to:
AIA Northern VA: 215 N. Payne Street, Ste. 310, Alexandria VA 22314

_____ We will pay online by credit card to the AIA NoVA Payment Portal:
<https://aianova.org/payments/>
Indicate company name and "CE SPONSOR/PRESENTER" in payment notes.

Annual Event



Spring Social

APRIL TBD - 6:30 -8:30pm

Location: Somewhere fun in Northern VA

The AIA Northern Virginia Spring Social kicks off the year and provides an opportunity for the architecture community to come together and to have a good time while networking and making new connections. This is an ideal opportunity to connect in-person with our members while familiarizing them with the products and services you offer.

Member Rates Non-Members

Gold Sponsor: \$1,000 \$1,350

- Four event tickets
- Premium listing on event sponsor sign
- Sponsor recognition from the podium during the event
- Premium listing in event program
- Banner ad 1850 x 650 in two issues of PILLARS
- Recognition in CONNECT with link
- Recognition on Chapter website with website link

Silver Sponsor: \$750 \$1,100

- Two event tickets
- Listing on event sponsor sign
- Sponsor recognition from the podium at the event
- Recognition in event program
- Square 600 x 600 ad in one issue of PILLARS
- Recognition in CONNECT with link.
- Recognition on Chapter website

Bronze Sponsor: \$500 \$850

- One event ticket
- Listing on event sponsor sign
- Sponsor recognition from the podium at the event
- Recognition in event program
- Recognition in CONNECT
- Recognition on Chapter website

Annual Event



Autumn Social

October TBD - 6:30 -8:30pm

Location: Somewhere exciting in Northern VA

AIA Northern Virginia's Autumn Social is an opportunity for members to gather and network while celebrating our newly-licensed architects, new fellows and the Chapter's Honor Award recipients. This event offers the chance to personally interact with our members while promoting your company's services and products.

Member Rates Non-Members

Gold Sponsor: \$1,000 \$1,350

- Four event tickets
- Premium listing on event sponsor sign
- Sponsor recognition from the podium during the event
- Premium listing in event program
- Banner ad 1850 x 650 in two issues of PILLARS
- Recognition in CONNECT with link
- Recognition on Chapter website with website link

Silver Sponsor: \$750 \$1,100

- Two event tickets
- Listing on event sponsor sign
- Sponsor recognition from the podium at the event
- Recognition in event program
- Square 600 x 600 ad in one issue of PILLARS
- Recognition in CONNECT with link.
- Recognition on Chapter website

Bronze Sponsor: \$500 \$850

- One event ticket
- Listing on event sponsor sign
- Sponsor recognition from the podium at the event
- Recognition in event program
- Recognition in CONNECT
- Recognition on Chapter website

Annual Event



Design Awards Gala Sponsor

August TBD

Somewhere Awesome in Northern Virginia

The Design Awards Gala is held annually at locations of architectural note. The event features the celebration of great design, collegial networking amongst colleagues and includes highlights of juror comments about winning submissions, plus good food, good company and, of course, the presentation of awards.

**Must be a member, partner or event sponsor to attend
See pages 2-3 for membership details.**

Gold Sponsor\$1,500

- Two Design Award Gala tickets
- Opportunity to present a top award (category of choice)
- Opportunity to offer branded giveaway items to attendees
- Display table space for promotional materials
- Opportunity to provide a 15-second video clip in winner presentation
- Logo/hyperlink on Chapter’s Design Award webpage
- Logo on signage at event and in recordings
- Logo recognition in print and digital media prior to event

Silver Sponsor\$1000

- Two Design Award Gala tickets
- Opportunity to provide a 15-second video clip in winner presentation
- Logo/hyperlink on Chapter’s Design Award webpage
- Logo on signage at event and in recordings
- Logo recognition in print and digital media prior to event

Bronze Sponsor\$500

- One Design Award Gala ticket
- Logo/hyperlink on Chapter’s Design Award webpage
- Logo on signage at event and in recordings
- Logo recognition in print and digital media prior to event

Gatherings throughout the Year



Social Gatherings and Committee Sponsorships

Monthly and Quarterly events

Locations Vary

AIA Northern Virginia offers intimate events for sponsors to engage, show support and gain brand exposure.

Happy Hour Sponsor \$400

CRAN Committee Event Sponsor\$2,000

Sponsor one of our 3 CRAN events. Options include a showroom networking event, a sponsored home tour, or host one educational event.

GOLF Mentor Event/3 sponsors\$2,000

Up to 30 Young Professionals/2 bays per sponsor.

Firm Leader Breakfast Sponsor\$1,200

Hard Hat Building Tours Sponsor.....\$1,200

Host, attend, network with 20-25 attendees...plus branding/exposure in post event blog.

Lecture Series \$400 per event /All 3: \$1,000

Canstruction Awards Party.....\$50/Ticket

ANNUAL COMMITTEE SPONSORSHIPS

Focus your efforts on a specific committee best matched to your outreach needs. A great way to stay connected and keep your brand top-of-mind to a very targeted audience, on a consistent basis. These groups offer events and meeting opportunities throughout the year.

- **CRAN (Residential Architects).....\$1,000**
- **Young Architects Sponsor.....\$1,000**
- **Women in Architecture.....\$1,000**

The American Institute of Architects Northern Virginia Chapter Corporate & Individual Allied Professional Membership Application

AIA Northern Virginia invites you to join the Chapter as a Corporate or Individual Allied Professional Member.

Network with over 1200 architects, associates & allied professionals.
Develop contacts, exchange information and promote your products and services.

Both Corporate and Individual Allied Professional memberships are available.

Corporate Memberships are for companies interested in developing business opportunities and promoting their services and products to architects and related professionals. Benefits include reduced advertising rates and the opportunity to list your continuing education events on our website.

Individual Memberships are for individuals and sole practitioners interested in networking with local architects, receiving current information about the profession and invitations to Chapter events, and participating in continuing education opportunities.

We encourage our members to contact our corporate and allied professional members for services.

Corporate Allied Membership Benefits include:

- Listing in new, searchable online Allied Member Directory
- Two complimentary tickets to either the Spring or Autumn Social event
- Opportunity to network with Chapter members
- Invitation to Chapter events
- Individual Allied Membership (with rights to use "Allied Member of the Northern Virginia Chapter of the American Institute of Architects" mark)
- Subscription to AIA Northern Virginia PILLARS, CONNECT and UPDATE
- Recognition as new member in an issue of PILLARS (with contact information)
- Member prices for events (where available)
- Ability to substitute event attendee with company member other than the designated allied member
- Participation in Chapter committees
- Discounted advertising rates
- Complementary postings on our online job board & Discounted premium job board advertising
- A complementary listing of one education program that offers attendees AIA continuing education credits on our website; additional listings at a discounted rate.

Individual Allied Membership Benefits include:

- Listing in new, searchable online Allied Member Directory
- One complimentary ticket to either the Spring or Autumn Social event
- Opportunity to network with Chapter members
- Invitation to Chapter events
- Individual Allied Membership (with rights to use "Allied Member of the Northern Virginia Chapter of the American Institute of Architects" mark)
- Subscription to AIA Northern Virginia PILLARS, CONNECT and UPDATE
- Recognition as new member in an issue of PILLARS (with contact information)
- Member prices for events (where available; non-transferable)
- Participation in Chapter committees
- Discounted advertising rates
- Complementary postings on our online job board & Discounted premium job board advertising
- A complementary listing of one education program that offers attendees AIA continuing education credits on our website; additional listings at a discounted rate.

2024 Application for Corporate/Individual Allied Professional Membership

Application for Corporate Allied Professional Membership

Company Information:

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Allied Professional Name: _____ Profession/Title: _____

Phone: _____ Email: _____ Website: _____

Application for Individual Allied Professional Membership

Personal Information:

Name: _____ Profession/Title: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____ Website: _____

Required Information for Corporate & Individual Allied Professional Membership

Declaration:

I hereby certify that the information on this application is true and correct and that I do **not** hold a certificate as an architect nor do I hold a license to practice architecture. I do hereby declare that I will comply with the Rules of Conduct of the Chapter and that I am not indebted to the Institute or to any of its component organizations.

I declare that the above information is accurate and complete.

Applicant's Signature

Date

Please note: Corporate and Individual Allied Professional Membership is for the AIA Northern Virginia Chapter only and does not offer membership in AIA Virginia or The American Institute of Architects national organization. Local Chapter Allied Professional Members do not have the right to use the AIA logo. Dues are not a tax deductible charity donation, but may be eligible as a business expense deduction. AIA Northern Virginia Allied Professional Members have the right to use "Allied Member of the Northern Virginia Chapter of the American Institute of Architects."

Annual Dues and Payment:

Corporate Allied Professional Membership dues are \$750.00

Individual Allied Professional Membership dues are \$400.00

Payment may be made:

- by mailing a check, payable to AIA Northern Virginia, along with this application to: **AIA Northern Virginia**
215 N. Payne Street, Ste. 310, Alexandria, VA 22314
- or by credit card online at www.aianova.org. Please be sure to mail this application to the Chapter.

Questions? Please contact Jody Cranford at (800) 818-0289 or jody@aianova.org.