Why Become an AIA Florida Sponsor?

Florida has a booming economy and it’s our architect members who are designing the future in our state and beyond.

Architects design and manage projects, select products, contract vendors and guide clients in a variety of industry sectors including commercial, healthcare, residential, hospitality, education and more.

AIA Florida’s sponsorship opportunities are geared toward providing you with ways to cultivate strategic relationships with our members who are decision-makers and thought leaders in the industry. As a sponsor, you can accelerate your business goals and increase brand visibility to position your company as an industry leader committed to creating quality spaces where we can all live, work and play.

Visibility

As one of the top five largest components in the country, AIA Florida programs and publications reach over 3,500 members and allied professionals in the Florida/Caribbean region. Each of our sponsorship opportunities offers unique ways to promote your business to the architectural community and other design and construction leaders.

Positioning

Distinguish yourself among your competitors by partnering with AIA Florida. By sponsoring programs and events that lead the profession on issues such as sustainable design, accessibility or sea level rise, you strategically enhance your company’s position as a leader and expert source of trusted information.

Strategic Collaboration

Sponsoring is a cost-effective way to gain access to our membership and help develop key relationships needed to boost and maintain your business in an increasingly competitive environment.
AIA Florida Fast Facts

$30M Our members spend over $30 million per year on products and services.

8,500 Our website has prime advertising space with an average of 8,500 impressions per month.

500 Over 500 members attend AIA Florida’s Annual Convention and Trade Show.

33% Our award winning E-Newsletter, Friday Facts, boasts an industry leading 33% open rate.

2019 AIA Florida Marketing & Communication Opportunities

Choose exposure and brand-alignment opportunities based on your marketing goals and budget. AIA Florida offers multiple opportunities to increase and customize the benefits that best meet your business goals.

1. AIA Florida Corporate Sponsorship
2. Convention & Trade Show Sponsorships
3. Print & Digital Advertising
4. Select & Customize Your Sponsorship Package
5. Complete Your Commitment Form
Companies that commit to a sponsorship of $2,000 or more per year become AIA Florida Corporate Partners and enjoy valuable benefits of sponsorship throughout the year. Choose a sponsorship level to receive the benefits listed below and maximum exposure.

All levels of corporate sponsors receive complimentary profiles on AIA Florida’s website and directory, access to AIA Florida events, subscription to the *Florida/Caribbean Architect* magazine, social media opportunities and member discounts.

<table>
<thead>
<tr>
<th>AIA Florida Corporate Sponsorship Levels</th>
<th>Diamond $40,000 value</th>
<th>Platinum $30,000 value</th>
<th>Gold $22,000 value</th>
<th>Silver $20,000 value</th>
<th>Copper $6,500 value</th>
<th>Bronze $2,500 value</th>
<th>$2,000 value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary exhibit booth at AIA Florida Annual Trade Show</td>
<td>1 Booth</td>
<td>1 Booth</td>
<td>1 Booth</td>
<td>1 Booth</td>
<td>1 Booth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Convention registration</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Present Continuing Education Seminars to members</td>
<td>Up to 3 per year</td>
<td>Up to 2 per year</td>
<td>1 Per Year</td>
<td>1 per year</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary website banner advertisements</td>
<td>4 Banners for 12 months</td>
<td>3 Rectangle banners for 12 months</td>
<td>6 Rectangle banners for 6 months</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary weekly Friday Facts e-newsletter banner ad</td>
<td>12</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Complimentary monthly EPigram e-newsletter banner ad</td>
<td>12</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Complimentary print advertisements in the <em>Florida/Caribbean Architect</em> magazine</td>
<td>2-Full page color</td>
<td>1-Full page color</td>
<td>½ Page color</td>
<td>½ Page color</td>
<td>¼ Page color</td>
<td>¼ Page color</td>
<td></td>
</tr>
<tr>
<td>Complimentary print advertisements in Annual Firm &amp; Membership Directory</td>
<td>1-Full page color</td>
<td>½ Page color</td>
<td>¼ Page color</td>
<td>¼ Page color</td>
<td>¼ Page color</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Individual Allied Memberships with AIA Florida, and all benefits associated with membership</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
AIA Florida’s Annual Convention & Trade Show features distinguished speakers, special events, black-tie optional awards ceremony and reception, annual business meetings and a trade show for product vendors and service providers. We anticipate attendance of over 500 architects, engineers and contractors at our 2019 AIA Florida Convention & Trade Show on July 25–28 at the Ritz-Carlton in Grande Lakes, Florida. Convention sponsors are welcome to choose one specific event or build their own package. All sponsors will enjoy a multitude of benefits.

<table>
<thead>
<tr>
<th>Event Opportunities</th>
<th>Benefits</th>
<th>Available</th>
<th>Cost</th>
</tr>
</thead>
</table>
| Luncheon Sponsor                     | • 1 Convention registration  
• 3 tickets to the luncheon  
• Opportunity to address the audience briefly  
• 1 Trade Show table top **while supplies last**  
• Company name/logo on event signage and in the Convention program  
• A copy of the Convention attendee list | SOLD       | $8,000|
| President’s Reception                | • 1 Convention registration  
• 4 tickets to the President’s Reception  
• Opportunity to address the audience briefly  
• 1 Trade Show table top **while supplies last**  
• Company name/logo on event signage and in the Convention program  
• A copy of the Convention attendee list | 1 Left  
1 SOLD | $5,000|
| Keynote or General Session          | • 1 Convention registration  
• 25% disc. on Trade Show table top **while supplies last**  
• Opportunity to address the audience briefly  
• Company name/logo on event signage and in the Convention program  
• A copy of the Convention attendee list | 20-25  
Left  
1 SOLD | $4,500|
| Continental Breakfast               | • 1 Convention registration  
• 25% disc. on Trade Show table top **while supplies last**  
• Company name/logo: event signage, hot bev. cup wraps and in the Convention program  
• A copy of the Convention attendee list | 2 Left  
1 SOLD | $3,500|
| Drink & Draw Reception               | • 1 Convention registration  
• Opportunity to address the audience briefly  
• Company name/logo on event signage, drink coasters and in the Convention program  
• A copy of the Convention attendee list | SOLD | $3,000|
| Annual Meeting                       | • 1 Convention registration  
• Opportunity to address the audience briefly  
• 25% disc. on Trade Show table top **while supplies last**  
• Company name/logo on event signage and in the Convention program  
• A copy of the Convention attendee list | SOLD | $2,000|
| Fellows Dinner                       | • 1 ticket to the Fellows Dinner  
• Opportunity to address the audience briefly  
• Company name/logo on event signage, Step & Repeat photo op and in the Convention program | SOLD | $2,000|
### 2 Convention & Trade Show Sponsorships Cont.

<table>
<thead>
<tr>
<th>Event Opportunities</th>
<th>Benefits</th>
<th>Available</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Refreshment Break</strong></td>
<td>• 1 Convention registration&lt;br&gt;• 25% disc. on Trade Show table top <strong>while supplies last</strong>&lt;br&gt;• Company name/logo on event signage and in the Convention program&lt;br&gt;• A copy of the Convention attendee list</td>
<td>2</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Architectural Tours (3)</strong></td>
<td>• 1 Convention registration&lt;br&gt;• 25% disc. on Trade Show table top <strong>while supplies last</strong>&lt;br&gt;• Company name/logo on event signage and in the Convention program&lt;br&gt;• A copy of the Convention attendee list</td>
<td>SOLD</td>
<td>$1,500 per tour</td>
</tr>
<tr>
<td><strong>Night at the Movies</strong></td>
<td>• 1 Convention registration&lt;br&gt;• 25% disc. on Trade Show table top <strong>while supplies last</strong>&lt;br&gt;• Company name/logo on event signage and in the Convention program&lt;br&gt;• A copy of the Convention attendee list</td>
<td>SOLD</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

#### Drink & Draw Event

- **Event Opportunities:**
  - Held between sessions each day.
  - **Benefits:**
    - 1 Convention registration
    - 25% disc. on Trade Show table top **while supplies last**
    - Company name/logo on event signage and in the Convention program
    - A copy of the Convention attendee list

- **Cost:** $2,000

- **Available:** 1

- **SOLD**

- **Architectural Tours (3):**
  - Tours are arranged by local architects featuring historical and innovative designs.
  - **Benefits:**
    - 1 Convention registration
    - 25% disc. on Trade Show table top **while supplies last**
    - Company name/logo on event signage and in the Convention program
    - A copy of the Convention attendee list

- **Cost:** $1,500 per tour

- **Available:** 1

- **SOLD**

- **Night at the Movies:**
  - Educational documentary.
  - **Benefits:**
    - 1 Convention registration
    - 25% disc. on Trade Show table top **while supplies last**
    - Company name/logo on event signage and in the Convention program
    - A copy of the Convention attendee list

- **Cost:** $1,500

- **Available:** 1

- **SOLD**
## Convention & Trade Show Sponsorships Cont.

<table>
<thead>
<tr>
<th>Golf Tournament Opportunities</th>
<th>Benefits</th>
<th>Available</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Golf Tournament Title Sponsor</strong></td>
<td>• 2 Convention registrations</td>
<td>SOLD</td>
<td>$12,000</td>
</tr>
<tr>
<td></td>
<td>• 1 Trade Show table top <strong>while supplies last</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 2 Golf Tournament registrations</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 2 Tee sponsorships</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Company name/logo on event signage and in the Convention program</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• A copy of the Convention attendee list</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Practice Range/Putting Green</strong></td>
<td>• 1 Golf Tournament registration</td>
<td>2</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>• Company name/logo on event signage at practice range and in the Convention program</td>
<td>1 SOLD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• A copy of the Convention attendee list</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Drink Cart</strong></td>
<td>• 1 Golf Tournament registration</td>
<td>1 Left</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>• Company name/logo on signage, drink cart, drink tickets and in the Convention program</td>
<td>2 SOLD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• A copy of the Convention attendee list</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Tee Time - not a sponsored item</strong></td>
<td>• 1 Golf Tournament Tee</td>
<td>15 Left</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td>• Company name/logo on signage at the tee and in the Convention program</td>
<td>4 SOLD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• A copy of the Convention attendee list</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Golf Tournament
### Design & Honor Awards Opportunities

<table>
<thead>
<tr>
<th><strong>Awards Reception</strong></th>
<th><strong>Benefits</strong></th>
<th><strong>Available</strong></th>
<th><strong>Cost</strong></th>
</tr>
</thead>
</table>
| The prestigious awards program recognizes firms and individuals who contribute to the advancement of the profession. | • 1 Convention registration  
• 2 tickets to the Reception  
• 25% disc. on Trade Show table top *while supplies last*  
• Company name/logo on event signage, Step & Repeat photo op and in the Convention program  
• A copy of the Convention attendee list | 1 | $6,500 |

<table>
<thead>
<tr>
<th><strong>Awards Program &amp; Video Presentation</strong></th>
<th><strong>Benefits</strong></th>
<th><strong>Available</strong></th>
<th><strong>Cost</strong></th>
</tr>
</thead>
</table>
| Exclusive sponsorship. | • 1 Convention registration  
• 2 tickets to the Reception  
• 25% disc. on Trade Show table top *while supplies last*  
• Company name/logo on event signage and in the Convention program  
• A copy of the Convention attendee list | 1 | $5,000 |

<table>
<thead>
<tr>
<th><strong>Awards After Party</strong></th>
<th><strong>Benefits</strong></th>
<th><strong>Available</strong></th>
<th><strong>Cost</strong></th>
</tr>
</thead>
</table>
| Includes dessert/champagne toast to Design and Honor Award winners. | • 1 Convention registration  
• 1 ticket to the Reception  
• 25% disc. on Trade Show table top *while supplies last*  
• Company name/logo on event signage and in the Convention program  
• A copy of the Convention attendee list | 1 | $5,000 |

### Design Awards

2019 AIA Florida Marketing & Communication Opportunities
## Trade Show Opportunities

<table>
<thead>
<tr>
<th>Trade Show Opportunities</th>
<th>Benefits</th>
<th>Available</th>
<th>Cost</th>
</tr>
</thead>
</table>
| **Trade Show Sponsor**                    | **Exclusive sponsorship.**  
  - 2 exhibit booths including 8' x 10' space with 2, 6' x 2' tables and 4 chairs  
  - 2 Convention registrations  
  - Company recognition at the Opening Ceremony and in the Trade Show program  
  - A copy of the Convention attendee list                                                                                                           | SOLD      | $10,000 |
| **Trade Show Bags**                       | **Your company name/logo imprinted on Trade Show bags.**  
  - 1 Convention registration  
  - 25% disc. on the purchase of a table top *while supplies last*  
  - Company name/logo in Convention & Trade Show program  
  - A copy of the Convention attendee list                                                                                                          | SOLD      | $2,500  |
| **Trade Show Bar**                        | **Advertise your company’s support at one of the highest traffic areas.**  
  - 1 Convention registration  
  - 25% disc. on the purchase of a table top *while supplies last*  
  - Opportunity for bartenders to wear your logo apparel (subject to approval)  
  - Company name/logo in Convention & Trade Show program and signage at bars                                                                        | 2 SOLD    | $2,500  |
| **Trade Show Game Card**                  | **Advertise your company on the Trade Show attendee’s game card.**  
  - Company logo/name on printed game cards and in the Convention & Trade Show program  
  - A copy of the Convention attendee list                                                                                                          | SOLD      | $1,500  |

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Trade Show
Trade Show Booths/Table Tops

Showcase your products and services with your very own space at our Annual Convention and Trade Show. All booths include a 8’ x 10’ space, pipe/drape, 6’ x 2’ table, two chairs, wastebasket and company ID sign. Up to four company representatives may staff the booth. Attendee roster provided post-convention. Table tops include one, 6’ x 2’ skirted and draped table and two chairs.

Exhibit Space Pricing

**Early Bird Booth Pricing July 21, 2018 – January 31, 2019**

AIA Florida Allied Members.............................$1,650
Non-members.............................................$1,950

**February 1, 2019 – July 25, 2019**

AIA Florida Allied Members.............................$1,800
Non-members.............................................$2,000

**Table Top Pricing**

AIA Florida Allied Members.............................$1,200
Non-members.............................................$1,500

Booth space is selling fast so don’t delay and purchase your booth or table top NOW! To secure exhibit space, contact Kathleen Hampton at khampton@aiafla.org or call (850) 222-7590.
## Convention & Trade Show Sponsorships Cont.

<table>
<thead>
<tr>
<th>Additional Opportunities</th>
<th>Benefits</th>
<th>Available</th>
<th>Cost</th>
</tr>
</thead>
</table>
| **Wi-Fi Sponsor**                               | • 1 Convention registration  
     • Company name/logo on Wi-Fi access handouts, Wi-Fi password, and in Convention & Trade Show program  
     • Facebook and Twitter posts  
     • A copy of the convention attendee list | 1         | $3,500|
| **Attendee Laynard/Wallets**                    | • 1 Convention registration  
     • 25% disc. on the purchase of a table top while supplies last  
     • Company name/logo in Convention & Trade Show program and on Welcome Desk signage  
     • A copy of the Convention attendee list | SOLD     | $3,000|
| **AIA Florida Welcome Desk**                    | • 1 Convention registration  
     • 25% disc. on the purchase of a table top while supplies last  
     • Company name/logo in Convention & Trade Show program and on Welcome Desk signage  
     • A copy of the Convention attendee list | 1         | $3,000|
| **Lounge Area/Charging Station**                | • 1 Convention registration  
     • 25% disc. on the purchase of a table top while supplies last  
     • Company name/logo in Convention & Trade Show program and signage at charging station  
     • A copy of the Convention attendee list | 1         | $2,500|
| **Convention Welcome Bags**                     | • 1 Convention registration  
     • 25% disc. on the purchase of a table top while supplies last  
     • Company name/logo in Convention & Trade Show program and on convention attendee welcome bags  
     • A copy of the Convention attendee list | SOLD     | $2,000|
| **Social Media Experience: Everwall**           | • Company name/logo included on computer monitors located throughout the venue and on the “How To” handout  
     • Opportunity to post from company social media accounts viewed by all attendees | SOLD     | $1,500|
| **Convention Welcome Bag Inserts** - *not a sponsorship item* | • Your company's marketing piece included in all convention attendee welcome bags.  
     • Limit two pieces per company | 5         | $500 per piece |
| **Facebook/Twitter Post**                       | • Content provided by sponsor to post from AIA Florida’s social media accounts (2 posts per day)  
     • Posts will be displayed on Everwall where applicable | SOLD     | $500  |
3 Print & Digital Advertising

Advertise your company’s product and services in two different formats, providing you the biggest return on your investment.

1. Print
   - Build your company’s **brand and identity**. Educate architects about your products and services with a full color ad.
   - Available five times a year in our quarterly publication of the *Florida/Caribbean Architect* magazine and in our annual Membership Directory.

2. Digital
   - Best for **quick responses** and brand building.
   - Our digital formats reach your target audience with **limited competition** from your competitors.

Don’t have an ad ready to publish? Provide us with all of your content and information and we will design it for you at **no additional fee**.

### Print Advertising Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate for 1 Ad</th>
<th>Rate for 5 Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>$2,500</td>
<td>$2,100 per</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,200</td>
<td>$1,800 per</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,500</td>
<td>$1,250 per</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$900</td>
<td>$750</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$650</td>
<td>$525</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$475</td>
<td>$395</td>
</tr>
</tbody>
</table>

### Print Advertising Benefits

<table>
<thead>
<tr>
<th>Advertorials</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| Feature in-depth information about your specific industry or product. | • Educate your audience on your brand  
• Specifically target your message with corresponding Florida/Caribbean Architect magazine content  
• Associate the message with your brand |

<table>
<thead>
<tr>
<th>Display</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| Exclusive sponsorship | • Visually appealing  
• Increase your company’s brand awareness  
• Promote customer engagement |

<table>
<thead>
<tr>
<th>Outserts</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| Gain more attention by using this form of printed wrapped pieces. | • Ease of response for your audience  
• Promote events, new product introduction or product guides  
• Literally jump off the page and attract the readers attention |
Print & Digital Advertising Cont.

Editorial Calendar

<table>
<thead>
<tr>
<th>Ad Sales Close/Artwork Due</th>
<th>Delivered to Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/28/2018</td>
<td>February 2019</td>
</tr>
<tr>
<td>2/26/2019</td>
<td>April 2019</td>
</tr>
<tr>
<td>5/14/2019</td>
<td>July 2019</td>
</tr>
<tr>
<td>8/28/2019</td>
<td>October 2019</td>
</tr>
<tr>
<td>11/15/2019</td>
<td>January 2019</td>
</tr>
</tbody>
</table>

Florida/Caribbean Architect

Print Advertising Specifications

<table>
<thead>
<tr>
<th>Page Size</th>
<th>8.375&quot; x 10.875&quot; (trim)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>8.375&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Back Cover</td>
<td>8.375&quot; x 8.3&quot;</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7.875&quot; x 4.937&quot;</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>3.875&quot; x 10&quot;</td>
</tr>
<tr>
<td>⅓ Page Block</td>
<td>5.187&quot; x 4.937&quot;</td>
</tr>
<tr>
<td>¼ Page Block</td>
<td>3.875&quot; x 4.937&quot;</td>
</tr>
<tr>
<td>⅛ Page Horizontal</td>
<td>3.874&quot; x 2.34&quot;</td>
</tr>
</tbody>
</table>

* Full-page ads are intended to bleed off the page
  Please include an additional .125" of bleed on each side of the page

Print Advertising File Requirements

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop, or PDF file.
- Please embed or include all fonts and graphics.
- Full-page cover and tab ads must include a .125" bleed around the entire page and important information should be at least .5" away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 dpi (dots per inch)
- All colors should be created at CMYK process colors.
### Digital Advertising

<table>
<thead>
<tr>
<th>AIA Florida Website Ad</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| Feature your business on the landing page of AIA Florida’s website. | • Reinforce your marketing message  
• Reach members and non-members |

### Online Advertising File Specifications

**Custom Banner**
- 485 x 77 pixels or 120 x 240 pixels
- JPG, GIF or Flash/SWF accepted
- Max files size 100 KB
- Run of site (ROS). Only one ad space available with four advertisers rotating in each position

**Custom Rectangle**
- 233 x 150 pixels
- JPG, GIF or Flash/SWF accepted
- Max files size 100 KB
- Two run of site (ROS) spaces available with four advertisers rotating position

### Website Flash Guidelines
- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0.
- Bitmaps should have "smoothing enabled" for best presentation.
- All fonts, images, and support animations files should be embedded within the file.
- Do NOT use flash stage color as background; create a bottom layer and draw a solid filled box.
- Animations time limit is approx. 25 seconds; a stop action is needed at the end of the animation.

### AIA Florida Website Advertising Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate (Published Price)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(4) Rotating ROS 12-month Banner</td>
<td>$2,500 per ad</td>
</tr>
<tr>
<td>(3) Rotating ROS 12-month Rectangle</td>
<td>$1,950 per ad</td>
</tr>
<tr>
<td>(6) Rotating ROS 6-month Rectangle</td>
<td>$1,350 per ad</td>
</tr>
</tbody>
</table>
Digital Advertising | Benefits | Cost
---|---|---
**Friday Facts E-Newsletter** | • Reach your audience on a weekly basis  
• Limited competition with only two ads sold per e-newsletter | Four insertions $880.00 or $1,850 non-member (bulk discount available)

**EPigram E-Newsletter** | • Reach over 1,000 emerging professionals on a monthly basis | Four insertions $887.50 (bulk discount available)

**Digital Advertorial** | • Create your own message and content to be sent out as a news article in Friday Facts or EPigram | One advertorial $500

Insert your company’s advertisement in AIA Florida’s **Friday Facts** weekly e-newsletter or **EPigram**’s monthly e-newsletter. As an added bonus, embed a clickable link to your website!
## 4 Select & Customize Your Sponsorship Package

### 1 Corporate Sponsorship

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$30,000</td>
</tr>
<tr>
<td>Platinum</td>
<td>$25,000</td>
</tr>
<tr>
<td>Gold</td>
<td>$20,000</td>
</tr>
<tr>
<td>Silver</td>
<td>$15,000</td>
</tr>
<tr>
<td>Copper</td>
<td>$5,000</td>
</tr>
<tr>
<td>Bronze</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

### 2 Convention & Trade Show Sponsorship

#### Event Opportunities

<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luncheon Sponsor</td>
<td>$8,000</td>
</tr>
<tr>
<td>President's Reception</td>
<td>$5,000</td>
</tr>
<tr>
<td>Keynote or General Session</td>
<td>$4,500</td>
</tr>
<tr>
<td>Continental Breakfast</td>
<td>$3,000</td>
</tr>
<tr>
<td>Drink &amp; Draw Reception</td>
<td>$3,000</td>
</tr>
<tr>
<td>Annual Meeting</td>
<td>$2,000</td>
</tr>
<tr>
<td>Fellows Dinner</td>
<td>$2,000</td>
</tr>
<tr>
<td>Refreshment Break</td>
<td>$2,000</td>
</tr>
<tr>
<td>Architectural Tours</td>
<td>$2,000</td>
</tr>
<tr>
<td>Night at the Movies</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

**Golf Tournament Opportunities**

<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf Tournament Title Sponsor</td>
<td>$12,000</td>
</tr>
<tr>
<td>Practice Range/Putting Green</td>
<td>$2,500</td>
</tr>
<tr>
<td>Drink Cart</td>
<td>$2,000</td>
</tr>
<tr>
<td>Tee Sponsor</td>
<td>$500</td>
</tr>
</tbody>
</table>

**Additional Opportunities**

- Awards Reception: $6,500
- Awards Program & Video Presentation: $5,000
- Awards After Party: $4,000

### 2 Trade Show Opportunities

<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Show Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Trade Show Bags</td>
<td>$2,500</td>
</tr>
<tr>
<td>Trade Show Bar</td>
<td>$2,000</td>
</tr>
<tr>
<td>Trade Show Game Card</td>
<td>SOLD</td>
</tr>
</tbody>
</table>

### 2.1 Trade Show Booths

<table>
<thead>
<tr>
<th>Grade</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allied Member</td>
<td>$1,650</td>
</tr>
<tr>
<td>Non-member</td>
<td>$1,800</td>
</tr>
<tr>
<td>Non-member</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

*After 1/31/2019*

### 2.2 Trade Show Table Tops

<table>
<thead>
<tr>
<th>Grade</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allied Member</td>
<td>$1,200</td>
</tr>
<tr>
<td>Non-member</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

**Additional Opportunities**

- Wi-Fi Sponsor: $3,500
- Attendee Laynard/Wallets: SOLD
- AIA Florida Welcome Desk: $2,500
- Lounge Area/Charging Station: $2,500
- Convention Welcome Bags: $2,000
- Social Media Experience: Everwall: SOLD
- Convention Welcome Bags Vendor Promotional Inserts: $500 per
- Facebook/Twitter Posts: SOLD
Select & Customize Your Sponsorship Package Cont.

Print & Digital Advertising

Print - Rate for 1 Ad
___ Cover ................................... $2,500 per
___ Full-Page .............................. $2,200 per
___ Half-Page .............................. $1,500 per
___ 1/3 Page ................................. $900 per
___ 1/4 Page ................................. $650 per
___ 1/8 Page ................................. $475 per

Print - Rate for 5 Ads
___ Cover ................................... $2,100 per
___ Full-Page .............................. $1,800 per
___ Half-Page .............................. $1,250 per
___ 1/3 Page ................................. $750 per
___ 1/4 Page ................................. $525 per
___ 1/8 Page ................................. $395 per

Digital - Website Advertising
___ (4) Rotating ROS 12-month Banner Ad .................. $2,500 per
___ (3) Rotating ROS 12-month Rectangle Ad ................. $1,950 per
___ (6) Rotating ROS 6-month Rectangle Ad .................. $1,350 per

Digital - E-Newsletter
___ (4) Friday Facts E-Newsletter Ads ......................... Allied Member $880 per
_______ Non-member $1,850 per
___ (4) EPigram E-Newsletter Ads Allied Member Opportunity ONLY .................. $887.50 per
___ Digital Advertorial ........................................... $500 per

Total Commitment

Total Investment  $ __________________
(Please return with registration page.)
Thank You to Our 2018 Sponsors!
Complete Commitment Form

Please complete the company and contact information below. Total your sponsorship commitment and enter the total at the bottom of this page.

Company Information

- **Company Name**: _______________________________________________________________
- **Mailing Address**: _______________________________________________________________
- **City**: ___________________________ **State**: ______________ **Zip**: ______________
- **Company Website**: _____________________________________________________________
- **Main Contact**: ________________________________________________________________
- **Phone**: ___________________________ **Email**: _______________________________________
- **Alternate Contact/Email**: _______________________________________________________
- **AIA Florida Allied Member #**: ________________________________________________

Payment Information (check one below)

- ☐ Check   ☐ Visa   ☐ MasterCard   ☐ AMEX
- **Card Number**: _________________________________________________________________
- **Expiration Date**: ___________________________ **CVS Code**: ________________________
- **Billing Address**: ________________________________________________________________
- **City**: ___________________________ **State**: ______________ **Zip**: ______________
- **Cardholder Name (print legibly)**: _______________________________________________
- **Cardholder Signature**: ___________________________ **Date**: ______________

Add up the dollar amount of the program(s) you are sponsoring and write it in the space provided below:

**Total Sponsorship Commitment Amount $** ________________________________

By signing this contract you understand and agree:

1. Acceptance of this contract shall be determined by the Director of Marketing & Strategic Communications.
2. Benefits of sponsorship are listed next to each event or program. Unless included herein, there are no other conditions, terms or constraints associated with this agreement.

Signature: _______________________________________________________________

Please return your selections and this page to the Director of Marketing & Strategic Communications, Kathleen Hampton at khampton@aiafla.org or (850) 222-7590. Once your form and payment is received, you will be sent a receipt.
Contact
Kathleen Hampton
khampton@aiafla.org
(850) 222-7590
ext. 205