

MARYLAND ARCHITECTURE EXCELLENCE IN DESIGN AWARDS 2020

The American Institute of Architects



AIA Baltimore, AIA Chesapeake Bay, AIA Maryland, and AIA Potomac Valley are launching a joint initiative to enhance and promote our Excellence in Design Awards winners through the creation of a new digital gallery featuring our award-winning projects. The site will offer video presentations to highlight key details of each winning project. All of the Maryland AIA chapters will also execute an active marketing campaign, targeted at both professional clients and the general public, to drive traffic to the gallery throughout the year. This initiative will elevate the profile of architectural design by attracting a larger audience to our winning projects, over a longer period of time, thereby offering a valuable marketing and public relations opportunity for our members and their clients. Just as important, this campaign will prominently and uniquely recognize sponsors' support on the new digital awards gallery.

We have shaped three levels of sponsorship for this campaign with benefits designed for the exposure and visibility that is right for you:

Premier \$2,500

- 15-second pre recorded promotional slot at each individual chapter's awards program. (Sponsor may use this spot as a commercial or other overview of firm's work, to express support for the Maryland Design Awards Gallery, etc.)
- One free ticket to 2021 Design Awards ceremony for each of the four MD chapters
- Online recognition in the form of the following:
 - Logo on each chapter's individual Design Awards page
 - Logo on Maryland Design Awards Gallery page (throughout 2020- 2021), with link to sponsor's homepage
 - Sponsor's logo at the end of each awards video
- Marketing Exposure:
 - Logo in each chapter's e-news for Design Awards Program Promotion
 - Social Media recognition on each chapter's social media platforms

- Recognition during each individual chapter's awards program
- Online recognition in the form of the following:
 - Logo on each chapter's individual Design Awards page
 - Logo on Maryland Design Awards Gallery page (throughout 2020- 2021), with link to sponsor's homepage
 - Sponsor's logo at the end of each awards video
- Marketing Exposure
 - Logo in each chapter's e-news for Design Awards Program Promotion
 - Social Media recognition on each chapter's social media platforms

Patron \$1,500

Supporter \$500

- Recognition during each individual chapter's awards program
- Online recognition in the form of the following:
 - Listing the sponsor name on Maryland Design Awards Gallery page (throughout 2020- 2021)
 - List the sponsor name at the end of each awards video
- Marketing Exposure:
 - Social Media recognition on each chapter's social media platforms