



MEDIA KIT 2025

Multiple Channels to Help Your Business Engage and Connect with the AIA Virginia Architectural Community

ENGAGE:

- Annual Partnerships
- Allied Membership
- ArchEx: Annual Conference
- Regional Leadership Lunches
- ELA Alumni Social Events

Major EVENT SPONSORSHIPS:

- Art of Practice
- ArchEx: VA State Annual Conference
- VISIONS: Annual Design & Honors Awards

ADVERTISING:

- AIA Virginia BLAST Newsletter: Monthly Digital
- AIAVA.org Website



Contact: Jody Cranford • jcranford@AIAVA.org • 800-818-0289



AIA Virginia is a state component of the AIA, representing over 2,500 architects and designers. The American Institute of Architects is a professional society with component organizations at the national, state and local levels. AIA Virginia is a state component of the AIA, focused on delivering value to architects with statewide impact. Since 1914, AIA Virginia has represented the professional interests of architects and allied professionals in the Commonwealth of Virginia.

AIA Virginia partners in a variety of ways with companies whose products and services support the work of Virginia architects. This partnership will provide you the competitive edge by improving your visibility and credibility among architects and designers who are loyal to those who support the profession.

OVER**2,500**

Members

OVER**500**

Young Architects

OVER**738**

Women in Design

At Least**4**Leadership Lunch
Opportunities**Average****52**Lunchtime Learning
Attendees**OVER****285**

ArchEx Attendees

BLAST E-News**OVER 2133 Ave release****59.5%**

E-News Open Rate

OVER**12.12%**

E-News Click Rate

AIAVA.org**OVER****39,548**

Web Users / Annually

OVER**117,692**

Web Views/Annually

AIA VirginiaP.O. Box 2626, Chesterfield VA 23823 • www.AIAVA.org

Questions? Ready to connect with Virginia Architects?
Contact: Jody Cranford • jcranford@AIAVA.org • 800-818-0289

AIA Virginia Partnerships provide opportunities for builders, consultants and suppliers to create relationships, network, problem-solve as well as build consistent brand awareness to our members.

Whether you prefer to focus on education, networking, brand exposure, or special events, the AIA Virginia team offers a wide range of customized sponsorship packages that cater to your strategic marketing plans.

Receive year-long exposure and multiple touchpoints with an AIA Virginia Annual Partnership

AIA VA Partner Benefits

Platinum \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,000
Package Value \$25,370	Package Value \$16,715	Package Value \$10,862	Package Value \$5,853

SIGNATURE EVENTS: Build relationships with attendees at our signature events

Art of Practice (March 14, 2025) Northern VA	Lunch Sponsor	Reception Sponsor	Coffee Sponsor	
ArchEx (Nov. 5 & 6, 2025) Richmond	Platinum Sponsor (\$3,500 Value)	Gold Sponsor (\$2,500 Value)	Silver One Day (\$1,300 Value)	Silver One Day (\$1,300 Value)
Visions: Design Awards (Nov. 6, 2025) Richmond	Platinum Sponsor	Gold Sponsor	Silver Sponsor	
Invitation to Leadership Lunches (\$1,000 Value)	Invite to All Lunches	Invite to 2 Lunches		

SIGNATURE PROGRAMS: Affiliate yourself with these respected & valued programs

ELA - Emerging Leaders in Architecture (Monthly) MCP - Mid-Career Professionals (Monthly) AIA Virginia Student Prize (Spring) Career Stage & Firm Size Roundtables (Quarterly) Design Awards (Spring-Winter) Honors Awards (Spring-Winter)	Brand Exposure ALL Programs	Brand Exposure Emerging Leaders Firm Roundtables Design & Honor Awards	Brand Exposure Design & Honors Awards	Brand Exposure Design & Honors Awards
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KNOWLEDGE COMMUNITIES & COMMITTEES: Build brand-recognition with regular exposure

Committee on the Environment (Meetings + Events)	Exposure and invitations to each committee social event	Exposure and invitations to each committee social event	Choose 1 Committee. Receive exposure and attend social events.	Choose 1 Committee. Receive exposure and attend social events.
Historic Resources Committee (Meetings + Events)				

ENEWS: Boost visibility with targeted advertising

BLAST Newsletter (500 x 100 banner advertisement)	Banner Ad in 11 Issues	Banner Ad in 6 issues	Banner Ad in 2 Issues	Banner Ad in 1 Issue
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PRESENTATIONS / CEU: Highlight your expertise and position yourself as a resource

Monthly Lunch & Learn (Webinar)	2 CEU's per year	1 CEU per year	1 CEU per year	1 CEU per year
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ADDITIONAL BENEFITS & RECOGNITION

Allied Membership	YES	YES	YES	YES
Recognition at Annual Meeting	YES	YES	YES	YES

ArchEX

Architecture Exchange East
November 5-6, 2025

Richmond Marriott

An Innovative Approach to Connect and Engage with Architects in the state of Virginia

Live engagement is more important than ever.

ArchEx sponsors have many opportunities to connect with Virginia architects through personal engagement during this 2-day event. Our new approach to an annual convention provides gatherings to problem solve side-by-side with architects...immersing your sales team in ongoing facilitated workshop discussions, breakout sessions, tours, group dining, social gatherings, and multiple celebrations.



Images courtesy of
AIA Virginia.
Photos by Jay Paul



The ArchEx event in Richmond was an occasion to remember.

The newly designed format where architects and vendors intermingle, created a laid back, comfortable atmosphere for both. This in turn created very unique opportunities to meet new friends.

~ Walter Lourie, Mafi Flooring

**ArchEx is not your traditional
‘stand-at-a-table’ event,
it’s a REAL opportunity
to engage!**

Schedule of Events:

Day 1 - Engage/Problem-Solve, Networking

- Morning Keynote
- Networking Lunch
- Education and Knowledge Committee Sessions - learn side-by-side your architect-partners.
- Choice of Tours / Workshops / Service Project - Network and make new friends.
- Casual Dinner Meetups / Leadership Dinner

Day 2 - Networking, Exhibit, Educate/Problem-Solve, Celebrate

- Morning Coffee / Speed Networking
- Roundtable Discussions and Continuing Education
- EXPO and Lunch Networking
- Continuing Education and Knowledge Committee events
- “CONNECTIONS” Welcome Reception / EXPO
- VISIONS Design Awards

* schedule subject to change



To Secure your ArchEx Sponsorship:

Contact Jody Cranford • jcranford@AIAVA.org • 800-818-0289



ArchEx Convention 2025

November 5-7, 2025
Richmond Marriott

ArchEX

ArchEx 2025 Sponsorships: Engage + Educate + Exhibit

		<u>Life of the Party</u> Engage / 2 Day Expo Booth Present 1 CE LIVE + 1 CE Virtual in Dec. \$6,000	<u>PLATINUM</u> Engage / 2 Day Expo Booth Educate Virtual in Dec. \$3,500	<u>GOLD</u> Engage / 2 Day Expo Booth \$2,500	<u>SILVER - Single Day</u> One Day / Hall Table \$1,300 Nov. 6th Only
		Up to 4 Event Participants TWO-Three Days Nov 6-8th	Up to 3 Event Participants TWO Days - Nov 6 & 7	Up to 2 Event Participants TWO Days - Nov 6 & 7	1 Event Participant ONE Day Nov. 7th
		5 available	5 available	20 available	10 available
Wednesday Nov. 6th	Morning Keynote - Exposure and Attend	Exposure + 4 Tickets	Exposure + 2 Tickets	2 Tickets	
	Education and Knowledge Committee Sessions	Engage or PRESENT a live CE's and Committee Events	Engage and take part in live CE's and Committee Events	Engage and take part in live CE's and Committee Events	
	Choice of: Tours / Sessions / Craftsman Crawl	YES	YES	YES	
	Annual Meeting and Lunch	One Attendee	One Attendee		
	Invitation to Exclusive Leadership Reception	One Attendee			
Thursday Nov. 7th	Morning Coffee and Networking	YES	YES	YES	YES
	CAREER ROUNDTABLE Discussions and Continuing Education	Engage or PRESENT a live CE and Committee Events	Engage and take part in live CE's and Rountable Events	Engage and take part in live CE's and Rountable Events	Engage and take part in live CE's and Rountable Events
	EXPO and Lunch - Noon to 2:00	Exhibit Space with Food by Table	Exhibit Space	Exhibit Space	Highboy Table in Hallway Outside Expo Hall
	Education and Knowledge Committee Sessions	Engage and take part in live CE's and Rountable Events	Engage and take part in live CE's and Rountable Events	Engage and take part in live CE's and Rountable Events	Engage and take part in live CE's and Rountable Events
	Welcome Reception EXPO "CONNECTIONS" Exposure and Attendance 4:00 - 5:30	Exhibit Space with Food by Table	Exhibit Space	Exhibit Space	Highboy Table in Hallway Outside Expo Hall
	VISIONS / Annual Awards Celebration	4 Tickets	Ability to purchase tickets	Ability to purchase tickets	Ability to purchase tickets
EDUCATE	Present CE Live at ArchEX	YES - Present Live CE Wed or Thurs			
	Post Event: Present 1 CE Webinar Procrastinator Series event marketed and hosted by AIA Virginia	Present a Virtual CE at a later date	Present a Virtual CE at a later date		
Exposure	:15 Second Video Commercial During Keynote	YES			
	Recognition on Event Signage	YES	YES	YES	YES
	Social Media Mention	YES	YES	YES	YES
	Logo and Web Link on Event Sponsor Page	YES	YES	YES	YES
	Full Attendee List	YES	YES	YES	YES

Specialty Sponsorships

Website Sponsor Brand on Registration Pages + 1 Leadership Dinner Ticket	\$3,000	Attendee Bag Sponsor (6 available) Your Logo on Attendee bag.	\$500
Leadership Dinner Sponsor Includes 1 dinner ticket	\$1,000	Food Sponsor (10 available) Brand Visible at Food Stations	\$500
Name Badge Sponsor	\$1,000	Coffee Sponsor (8 available) Brand Visible at Coffee Stations	\$500
Tour Transportation Sponsor (4 available) Brand exposure on Tour Buss to offsite locations	\$700	ArchEx EXPO Passport Card Sponsor Logo on Expo passport	\$250
First Timers Breakfast Sponsor (4 available) Attend Mondays Breakfast and Welcome our New Attendees	\$500		

To Secure your ArchEx Sponsorship
Contact Jody Cranford • jcranford@AIAVA.org • 800-818-0289

Art of Practice

Friday March 14, 2025 / Northern VA

A one-day forum designed to cultivate strong leaders and advance business practices. With a focus on creating and fostering a healthy firm culture, both seasoned and emerging leaders will come together to share and learn best practices, be challenged, and be celebrated by their peers. Roundtable discussions will focus on leadership development, team building, diversity, inclusion and equity, and legal challenges faced by firms.

Program Sponsor\$2,500

- 2 Tickets to the event
- Large screen sponsor slide with logo
- Acknowledgment in all announcements
- Premier exposure on event signage
- Newsletter recognition
- Logo and link on event web page
- 1 Allied Membership

Lunch Sponsor.....\$1,000

- 1 Ticket to the event
- Acknowledgment in all announcements
- Exposure on event signage
- Newsletter recognition
- Logo and link on event web page
- 1 Allied Membership

Reception Sponsor (Thurs evening).....\$1,000

- 1 Ticket to the event
- Acknowledgment in all announcements
- Exposure on event signage
- Newsletter recognition
- Logo and link on event web page
- 1 Allied Membership

Coffee Sponsor\$500

- Exposure on event signage
- Newsletter recognition
- Logo and link on event web page

Visions: Annual Design and Honors Awards

Thursday, November 6th, 2025

Marriott, Richmond VA

An evening to celebrate the achievements of our members and celebrate architecture at its best!

Platinum Sponsor (2 avail).....\$1,500

- 4 Tickets to Event
- Acknowledgement in promotions
- Recognition on event site - logo and link
- Recognition at the event
- 3 Months - banner Ad in BLAST e-news

Gold Sponsor\$1,000

- 2 Tickets to Event
- Acknowledgement in promotions
- Recognition on event site - logo and link
- Recognition at the event
- 1 Month - banner Ad in BLAST e-news

Silver Sponsor.....\$750

- 1 Ticket to Event
- Acknowledgement in promotions
- Recognition on event site
- Recognition at the event

Regional Leadership Lunch Sponsor

Attend a regional leadership lunch hosted by AIA VA. Sponsor provides names of up to 3 architects from the region to invite to lunch.

<u>Lunch Date:</u>	<u>Chapter/Region</u>	<u>Location</u>
May	BLUE RIDGE	Roanoke
May	COASTAL VA	VA Beach/Norfolk
June	RICHMOND	Richmond
September	CENTRAL VA	Charlottesville
October	NORTHERN VA	Alexandria

Single Event Lunch Sponsor \$1,000

Max 3 Sponsors / 10 Architects per lunch

**AIAVA.org: Over 39,500 Users with
Over 117,690 page views each year**

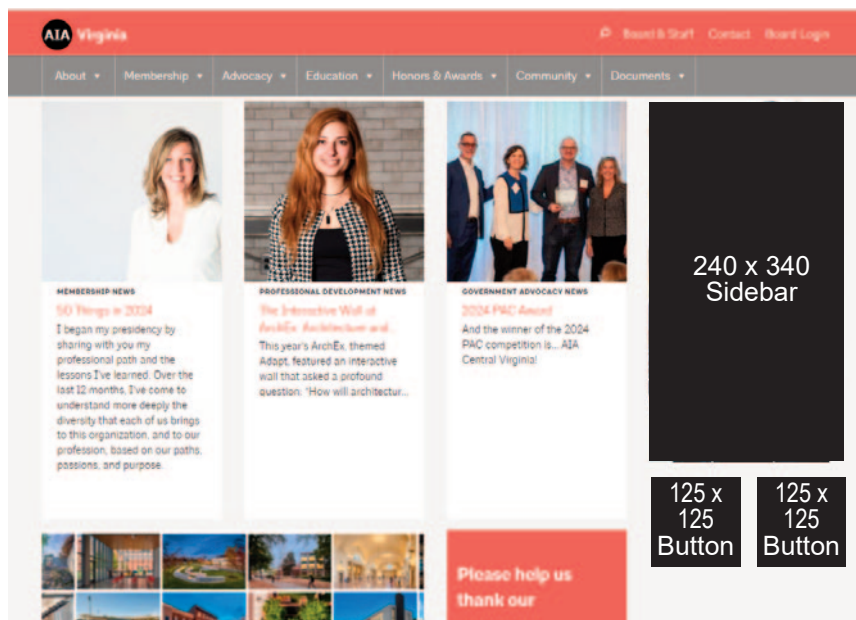
AIAVA.org and Monthly BLAST E-News

aiava.org includes important award announcements, legislative issues/updates, a calendar of events, learning opportunities, and more.

BONUS EMAIL ADS:

12-month online ads include a free ad (500x100 pixels) in 4 of the monthly email blasts to our 2,300+ members.

6-month online ads include a free ad (500x100 pixels) in 2 of the monthly email blasts to our 2,300+ members.



Ads are shown for informational purposes only - see actual ad sizes, and ask about actual page positions

WEBSITE ADVERTISING RATES:

	1 month	6 months	12 months
Sidebar (240x340)	\$400	\$2,000	\$3,000
Button (125x125) .	\$200	\$1,000	\$1,500

ARTWORK SPECIFICATIONS:

Acceptable image file formats include: .gif, .jpg, .png or .tif. Animated gifs or Flash files are also accepted for online ads only. File size 100K maximum for static images. Additional design service fees may apply for any ads not web ready. Links to websites external to aiava.org may launch in a new window. Online advertisements are subject to approval by the AIA Virginia.

Push your message out to over over 2,500+ members of AIA Virginia with an advertisement in their monthly email newsletter.

BLAST E-News ADVERTISING RATES:

	1 Blast	6 Blasts	12 Blasts
500x100 px ad (static ads only)	\$400	\$2,000	\$3,000

LINKS:

Your advertisement links to your website or address you request to drive visitors directly to your products and services.

DEADLINES:

ad reservations are due by the 20th of the month prior to start. Ad materials are due by the 25th of each month.

DISCOUNTS/BILLING:

10% discount to AIA VA allied members.