

SPONSORSHIP OPPORTUNITIES

AIA DALLAS
TOUR OF HOMES
OCTOBER 20-21 2018

APPLICATION

SELECT LEVEL

- Title Sponsor \$10,000 (SOLD OUT)
- Vehicle Sponsor \$7,500 (1 available)
- Hospitality Sponsor \$5,000(6 available)
- Platinum Sponsor \$3,500
- Wristband Sponsor \$2,500 (SOLD OUT)
- Gold Sponsor \$2,500
- Silver Sponsor \$1,500
- Friend of the Tour Sponsor \$1,000

Home(s) on Tour (List Address): _____

Product or Services Featured in Tour Home(s): _____

SPONSOR INFORMATION

Contact Name _____

Company Name (for print) _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Website _____



For online payment visit hometourdallas.org
or for invoicing contact cfitzgerald@aiadallas.org



SPONSORSHIP OPPORTUNITIES

BENEFITS

The below packages are primarily for companies who would like to participate in the tour, but do not have products or services related to a home on the tour.

TITLE SPONSOR

- Naming rights to the event (i.e. "Your Company Name presents the AIA Dallas Tour of Homes") on tour print/online materials and advertising
- VIP tent provided at one home for furnishing with hospitality amenities to tour attendees
- Company name on the official home map
- Two social media posts with a link to your company
- Complimentary AIA Dallas Industry Allied Membership
- Your logo and web link or company name on Home Tour announcements/signage
- Your company's brochure at all the homes
- Your company's representative in one home
- 'Thank You' ad in Columns magazine January '19 issue
 - Eight (8) tickets to Premiere Party
 - Twenty (20) tickets to Tour of Homes
- 15% discount on additional Premiere Party and Tour of Homes tickets
- Plus, recognition as Annual Patron Sponsor with all additional associated benefits

\$10,000

EXCLUSIVE OPPORTUNITY

VEHICLE SPONSOR

- Vehicle Display at AIA Dallas Tour of Homes Premiere Party
 - Vehicle Display at home during tour weekend *to be selected by AIA Dallas
- VIP tent provided at one home during tour weekend for furnishing with hospitality amenities to tour attendees
- Two company representatives at hospitality tent
 - Company name on official home map
- Two social media posts with a link to your company
- Complimentary AIA Dallas Industry Allied Membership
- Your logo and web link or company name on Home Tour announcements/signage
 - 'Thank You' ad in Columns Magazine January 2019 issue
 - Six (6) tickets to Premiere Party
 - Fifteen (15) tickets to Tour of Homes
- 10% discount on additional Premiere Party and Tour of Homes tickets

\$7,500

EXCLUSIVE OPPORTUNITY

HOSPITALITY SPONSOR

- VIP tent provided at one home for furnishing with hospitality amenities to tour attendees
- Company name on the official home map
- Two social media posts with a link to your company
- Complimentary AIA Dallas Industry Allied Membership
- Your logo and web link or company name on Home Tour announcements/signage
- Your company's brochure at all the homes
 - 'Thank You' ad in Columns magazine January 2019 issue
 - Six (6) tickets to Premiere Party
 - Ten (10) tickets to Tour of Homes
- 10% discount on additional Premiere Party and Tour of Homes tickets

\$5,000

EXCLUSIVE OPPORTUNITY

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The below packages are primarily for companies who provided products or services in one (or more) of the homes featured on the 2018 Tour of Homes.

PLATINUM SPONSOR

- Two social media posts with a link to your company
- Your logo and web link or company name on Home Tour announcements/signage
- Your company's brochure at three homes
 - Your company's representative in one home
- 'Thank You' ad in Columns magazine January 2019 issue
- Complimentary AIA Dallas Industry Allied Membership
 - Four (4) tickets to Premiere Party
 - Eight (8) tickets to Tour of Homes
- 10% discount on additional Premiere Party and Tour of Homes tickets

\$3,500

GOLD SPONSOR

- One social media post with a link to your company
- Your logo and web link or company name on Home Tour announcements/signage
 - Your company's brochure at two homes
- Your company's representative in one home
- 'Thank You' ad in Columns magazine January 2019 issue
 - Four (4) tickets to Premiere Party
 - Six (6) tickets to Tour of Homes
- 10% discount on additional Premiere Party and Tour of Homes tickets

\$2,500

SILVER SPONSOR

- Your logo and web link or company name on Home Tour announcements/signage
 - Your company's brochure at one home
- Two (2) tickets to Premiere Party
- Four (4) tickets to Tour of Homes

\$1,500

For more information, visit hometourdallas.com or call 214-742-3242
The deadline for receipt of sponsorship payment is July 1, 2018

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WRISTBAND SPONSOR

- Logo on Home Tour wristbands
- Logo and web link or company name on Home Tour announcement/signage
- Opportunity to include one (1) item in Premiere Party gift bags
- Recognition on AIA Dallas Home Tour website with company logo and link
- One social media post via AIA Dallas account with your company link
- 'Thank You' ad listing in Columns magazine January 2019 issue
- Four (4) tickets to Premiere Party
- Six (6) tickets to the Tour of Homes

\$2,500

EXCLUSIVE OPPORTUNITY

FRIEND OF THE TOUR

- Your company name on Home Tour announcements
- Your company logo featured on a yard sign displayed at the Tour of Homes
- Your company ad in one edition of AIA Dallas e-newsletter
- 'Thank You' ad in Columns magazine January 2019 issue
- Four (4) tickets to Tour of Homes

\$1,000



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ABOUT

WHAT

Open to the public, this two-day event, attended by over 2,500 people, features self-guided tours through Dallas' architecturally significant homes. The event highlights unique residential design solutions, while illustrating the importance of working with an architect to achieve a high level of creative design. All of the homes featured are designed by registered Texas Architects.

BENEFITTING

Proceeds from the Tour of Homes benefit the Dallas Chapter of the American Institute of Architects. AIA Dallas empowers architects to excel and impact their practice, profession, and community. They are the voice of the architectural profession, dedicated to serving its members, advancing their value, and improving the quality of the built environment. AIA Dallas has a membership base of more than 2,400 members and 300 architectural firms.

OUTREACH

Once again, our exclusive print media sponsor is Modern Luxury Dallas | Interiors Texas. The magazines drop into 570,000 homes throughout the state of Texas. Modern Luxury Dallas is mailed to Dallas' top 25,000 most affluent homes by tax rolls. Their online e-newsletters reach 20,000 subscribers and their combined Instagram and Facebook followers exceed 15,000. The October issue of Modern Luxury Dallas will feature a 16-page tour guide. Each house will be presented via images, project team information and sponsored home products. This 360-degree marketing campaign is expected to continue to bring the tour's outreach to a higher level.

Your participation as a sponsor will align your company with the exposure and interests of the most affluent, Dallas residents and architects.

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THE FOLLOWING HOMES ARE FEATURED ON THE 2018 TOUR OF HOMES:

Refer to email to see which house(s) contain your products/services)

1. 5310 Wateka Drive | Domiteaux Baggett Architects | Robert Hopson Construction Group
2. 6552 Trammel Drive | A Gruppo Architects |
3. 17 Vanguard Way | A Gruppo Architects |
4. 937 Kessler Parkway | RGD+B |
5. 3806 Beverly Drive | Fuqua Architects | Cy Barcus
6. 7031 Casa Loma Avenue | Maestri Studio | Kovar Homes
7. 4139 Rosa Road | Larson & Pedigo Architects | Thomas Development & Construction
8. *5905 Club Oaks Drive | RGD+B | (PREMIERE PARTY LOCATION)

IF YOU ARE INTERESTED IN BECOMING A SPONSOR

Please contact the architect for the home or one of the following members of the sponsorship team:

Home Tour Sponsorship Committee Lead: Brooke Kingery at Brooke@maestristudio.com

Home Tour Sponsorship Committee Lead: Danielle Anderson at Danderson@mmbarchitects.com

Please include the following information:

Company name for listing, address, contact name, phone number, sponsorship level, any additional inquiries.

An invoice and contract will be sent via email for finalization

SPONSORSHIP DEADLINES & TOUR EVENTS TIMELINE

July 1	Sponsorship contracts to be paid in full to AIA Dallas
July 1	Deadline for high resolution company logo to be sent to cfitzgerald@aiadallas.org
October 1	Deadline for product brochures to be delivered to AIA Dallas offices
October 1	Assignments for representatives in houses confirmed
October 8	Premiere Party and Tour tickets mailed to sponsors or available for pick up
October 12	Deadline for Premiere Party guest list names to be emailed to khitt@aiadallas.org
October 18th	Premiere Party
October 20th-21st	2018 AIA Dallas Tour of Homes
November 2	Deadline for unused brochures and materials to be picked up at AIA Dallas office

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SPONSOR BENEFIT GUIDELINES

Hospitality Tent | AIA Dallas will provide one 10x10 tent during the tour weekend. The sponsor agrees to furnish and display hospitality amenities (i.e. drinks, snacks) and vendor products, as well as provide a company representative to be present at the tent throughout the weekend. AIA Dallas reserves the right to approve the materials provided. The specific home where a tent is provided is at the discretion of the AIA Dallas Tour of Homes. Tent locations will be identified on the tour maps.

Logo Format + Requirements | Sponsor logo must be in .eps format or a high resolution .jpg file. (.eps is preferred) Please refer to the deadlines listed on page 7. Logos must be emailed to khitt@aiadallas.org. If you are a returning sponsor, please confirm that AIA Dallas has your most current logo version. Logos not sent in appropriate format will not be included in print materials.

Product Brochures | Product brochures must be relevant to products that appear in the home or restricted to services that your company provides. One brochure type may be submitted to AIA Dallas with a recommended number of 300 copies per home. Brochures must be dropped off or shipped to AIA Dallas by October 1. Brochures will be placed inside the home at a location determined by AIA Dallas. If a sponsor does not have a product in the home that they are assigned, the brochures will be placed at the attendee check-in table. Brochures are preferred to be 5"x7" or smaller. The maximum size permitted is 8.5"x11". Business cards are an acceptable alternative to brochures. AIA Dallas will not provide any stands or brochure holders. All unused brochures must be picked up by sponsor before November 2, or materials will be recycled.

Product Representative in Home | Your product must be installed in the home to be eligible for this opportunity. Each sponsor, as permitted by their benefits, is eligible to have one representative in one house on the tour. There is a maximum of three representatives per house on the tour. If more than three sponsors would like to have a representative in the home, the opportunity will be offered based on the date that AIA Dallas received a signed and completed contract.

Advertising | The AIA Dallas Tour of Homes will not sell your information to any third parties. The information of sponsors that sign up to be a part of the tour will be provided to AIA Dallas *COLUMNS* Magazine as well as Modern Luxury as the media partner. Sponsors may be contacted for exclusive advertisement opportunities regarding the tour through our media partnership.