

THE ROYAL ARCHITECTURAL INSTITUTE OF CANADA

# CONGRESS ON ARCHITECTURE

4 OCTOBER 2021

# CONGRÈS

SUR L'ARCHITECTURE  
DE L'INSTITUT ROYAL D'ARCHITECTURE DU CANADA

4 OCTOBRE 2021

## CLIMATE ACTION AND ARCHITECTURE IN CANADA

**SPONSORSHIP  
PROSPECTUS**



**RAIC | IRAC**

Royal Architectural Institute of Canada  
Institut royal d'architecture du Canada



The RAIC Congress on Architecture brings professionals together to ignite action, strengthen connections, and share ideas on a single issue of importance to the profession.

On October 4, 2021 – World Architecture Day – the inaugural RAIC Congress on Architecture will address **Climate Action and Architecture in Canada**. Over the past year, the RAIC hosted a series of virtual events leading into the 2021 Congress on Architecture including a kick-off virtual event on World Architecture Day 2020, a four-episode podcast series, and a panel discussion at the 2021 RAIC Virtual Conference on Architecture.

This final event will feature a panel discussion from subject matter experts on climate action, and a World Café dialogue.

If your company touches sustainability, innovation, climate action in architecture, the Congress on Architecture is the event to sponsor!

This event provides great exposure for your company:

- **over 200 attendees are expected to attend the October 4, 2021, online live event**
- **90% of expected attendees are Canadian licensed architects**
- **6500+ direct hits on RAIC website every month**
- **3000+ direct hits on the RAIC Congress webpage**
- **The opportunity to share a message with participants**
- **The chance to showcase your positive impact**

For more information contact Katie Russell, Business Development Manager,  
[krussell@raic.org](mailto:krussell@raic.org) | T 1-844-856-RAIC (7242) x 2016

# HOW CAN YOU PARTICIPATE?

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## TITLE SPONSOR

**\$5,000 (1 available)**

- The option to submit one pre-recorded video (maximum length 1-minute). Videos will be broadcast during the live event, and posted on the Congress landing page
- Four (4) complimentary registrations
- Featured throughout the event as a sponsor
- Company logo displayed at the start and end of the event
- Inclusion of your company logo in email marketing
- Title sponsor acknowledgement in the President's Welcome
- Company logo highlighted as a Title Sponsor on the high-traffic Congress landing page
- Lead information from the event participants (distributed post-event)
- Five (5) dedicated social media posts
  - Two between September 1-September 30, 2021 (pre-event)
  - Two between October 1-October 31, 2021 (during the event month)
  - One between November 1-November 30, 2021 (post-event)

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# PROGRAM SPONSOR

**\$2,500 (3 available)**

- The option to submit one pre-recorded video (maximum length 1 minute) to be broadcast during the live event
- Two (2) complimentary registrations
- Featured throughout the event as a sponsor
- Company logo displayed at the start and end of the event
- Inclusion of company logo in email marketing
- Company logo highlighted as program sponsor on the high-traffic Congress landing page
- Lead information from event participants (distributed post-event)
- Three (3) dedicated social media posts
  - One between September 1-September 30, 2021 (pre-event)
  - One between October 1-October 31, 2021 (during the event month)
  - One between November 1-November 30, 2021 (post-event)

**Select from three (3) (first-come first-served basis for selection):**

## 1. KEYNOTE ADDRESS

**October 11:30 a.m. – 12:30 p.m. ET**

A keynote address will establish the main underlying theme of this year's RAIC Congress on Architecture – Climate Action and Architecture in Canada.

Sponsor this not-to-be-missed keynote address featuring an outstanding advocate for the rights of the Inuit and the Arctic. Keynote speaker announcement coming soon.

## 2. PANEL DISCUSSION

**October 4, 1:00 p.m. – 2:00 p.m. ET**

The panel discussion will bring together four panelists from across Canada and the United States to discuss the role of architecture in taking climate action. Panelists will include subject matter experts on public policy, academics, practitioners and organizational leaders in the field of sustainability.

## 3. WORLD CAFÉ

**October 4, 2:30 p.m. – 5:00 p.m. ET**

Using the World Café methodology, the RAIC will host rounds of small group conversation inclusive of all delegates. These conversations will explore questions that matter – harnessing the collective energy, insight of participants and, ultimately, contribute to an action plan for the RAIC.

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## SUPPORTING SPONSOR

**\$500 (10 available)**

- Company logo highlighted as a friend sponsor on the high-traffic Congress landing page
- Two (2) dedicated social media posts
  - One between September 1-September 30, 2021 (pre-event)
  - One between October 1-October 31, 2021 (during the event month)

## COMMUNICATION SPONSOR

**\$300 (6 available)**

Enhance your brand exposure with an exclusive banner ad and link. Place your banner and link to your website pre-event advertising for the 2021 Congress on Architecture! The RAIC's e-notices have a distribution list of 4500+ architects, interns, students, and firms. The company logo and listing will be added to a dedicated area for sponsors on the Congress landing page.

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The RAIC is committed to equity and inclusion and encourages any organization to contact us to become a sponsor. We encourage diverse participation with respect to race, colour, religion, gender identity or expression, sexual orientation, disability, and age.

## TERMS AND CONDITIONS

### Sponsorship

- Sponsorships are allocated on a first come, first served basis.
- A sponsorship is secured only upon receipt of a signed contract and full payment.
- If a sponsorship is cancelled within five business days of payment, a full refund will be provided. All payments are final following the refund window.
- Sponsorships are not transferable without prior approval from the RAIC.

### General

- The RAIC reviews and approves all applications for sponsorship
- The RAIC reserves the right to decline sponsorship applications

# CONTACT INFO

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APPLY

