

THE ROYAL ARCHITECTURAL INSTITUTE OF CANADA

**CONGRESS ON
ARCHITECTURE
WEEK 2022**

SEMAINE DU
CONGRÈS SUR
L'ARCHITECTURE 2022
DE L'INSTITUT ROYAL D'ARCHITECTURE DU CANADA

OCTOBER 2 – 4, 2022

**THE ALGONQUIN RESORT
ST. ANDREWS, NB**

DU 2 AU 4 OCTOBRE 2022

**THE ALGONQUIN RESORT
ST. ANDREWS, N.-B.**

**SPONSORSHIP
PROSPECTUS**



RAIC | IRAC

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



The RAIC Congress on Architecture Week 2022 is a series of activities and events that bring together professionals for celebrations and conversations on architecture. It is a week that honours exceptional achievements and dedication to architecture while acting as a forum for important discussions focused on climate action within the context of social justice, equality, and diversity in the profession.

Events and activities throughout the week include:

- **Architectural tours (October 2)**
- **RAIC Convocation Ceremony and Reception (October 2)**
- **RAIC Congress on Architecture – (October 3 – World Architecture Day)**
- **RAIC Awards Reception and Gala (October 3)**
- **BEAA + RAIC - Special Event (October 4)**

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

WHY SPONSOR?

- Connect directly with industry leaders and experienced professionals who control purchasing budgets.
- Make valuable contacts, increase sales, and join the discussion on making a better built environment.
- Exposure to over 200 attendees who are expected to attend throughout the week
- 90% of attendees are Canadian licensed architects
- 5,300 members
- 30,000+ direct hits on the RAIC website every month
- 4,000+ direct hits on the RAIC Congress webpage
- 19,523+ followers across social media platforms
- The opportunity to share a message with participants
- The chance to showcase your positive impact on the built environment.

WHO ATTENDS?

- Attendees include leaders in architecture and design, emerging talents in architecture, students, faculty, media, and allied professionals.

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SCHEDULE OVERVIEW

SPECIAL EVENTS

Architectural Tours

October 2, 2022

Architect and New Brunswick native John Leroux will be leading a tour of Saint Andrews and Ministers Island. John Leroux graduated from McGill University's school of architecture in 1994 and Concordia University's graduate program of Canadian Art History in 2002. He is the author and photographer of three books on New Brunswick architecture: A Fredericton Alphabet (2001), Building Capital – a guide to Fredericton's historic landmarks (2004) and Building New Brunswick – an architectural history (2008). John is also a regular contributing architecture columnist for the Telegraph-Journal.

RAIC Convocation Ceremony and Reception

October 2, 2022

The RAIC College will formally recognize RAIC members and distinguished laypersons who have made outstanding contributions to the profession. The ceremony also recognizes graduates of the RAIC Syllabus Program.

RAIC Congress on Architecture

October 3, 2022 – World Architecture Day

The RAIC Congress on Architecture will take place on October 3 - World Architecture Day. 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. The 2022 RAIC Congress on Architecture will focus Climate Action and Architecture and the development of the RAIC Climate Action Engagement and Enablement Plan.

RAIC Celebration of Excellence

October 3, 2022

The RAIC Celebration of Excellence honours individuals and teams whose dedication to architecture has led to exceptional achievements in design excellence, sustainability, innovation, and more. Join us for a reception followed by a gala dinner including a four-course meal all the while recognizing the achievements of individual and group members of the architectural community.

BEAA + RAIC - Special Event

October 4, 2022

Join us for this conversation, Climate Adaptation - Lessons from Atlantic Canada. This event is a live, virtual broadcast that will be presented at in-person events hosted at the Algonquin Resort, Halifax, Charlottetown, St. John and St. John's. Other national locations are expected to be added soon. Event participants will gather at one of the in-person event locations to watch the live broadcast immediately followed by a reception with drinks and small bites. More information coming soon.

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SPONSORSHIP BENEFITS

LEVELS

	Title Sponsor	Event Sponsors	Supporting Sponsors	Program Sponsors	Architectural Tours Sponsors	Promotional Sponsors	Organizational Sponsor
	Co-host Congress on Architecture 2022 with the RAIC! This is a premium opportunity to align your brand with high-profile functions designed for networking	Sponsor one of the special events during RAIC Congress on Architecture 2022 for an excellent opportunity to showcase your organization and highlight your brand	Support the RAIC in making Congress on Architecture 2022 possible by sponsoring either the event's transportation or its audiovisuals	Showcase your organization and highlight your brand by sponsoring the event programming. Select one of the programming's two breakfasts, two lunches or either set of breaks	Join the discussion on the local architecture of New Brunswick by sponsoring one of two architectural tours scheduled for the RAIC Congress on Architecture 2022	Enhance your brand exposure with an exclusive banner ad and link to a distribution list of 5,300+ architects, interns, students, and firms	As an Organizational Sponsor, you can increase your organization's reach while supporting an event of significant importance to the industry
	\$20 000 (1 available)	\$10 000 (4-3 available)	\$7 500 (2 available)	\$3 000 (6-4 available)	\$2 000 (2-0 available)	\$1 500 (12-8 available)	\$1 000
	RAIC Congress on Architecture 2022	RAIC Convocation Ceremony and Reception on October 2 (1) RAIC Congress on Architecture on October 3 — World Architecture Day (1) SOLD OUT Welcome Reception and RAIC Celebration of Excellence on October 3 (1) BEAA + RAIC - Special Event on October 4 (1)	Transportation (1) Audiovisual (1)	Breakfasts • October 3 • October 4 Lunches • October 3 SOLD OUT • October 4 Breaks • October 3 SOLD OUT • October 4	Architectural Tours (2) SOLD OUT	July 11 July 20 July 27 August 5 August 10 August 17 August 25 August 30 Sept 8 Sept 16 Sept 21 Sept 29	Unlimited

BENEFITS

All-Access Passe(s)	4	2	2	1	1		
Logo recognition on event website with hyperlink to sponsor website	●	●	●	●	●	●	●
Logo recognition in post-event email	●	●	●	●	●	●	●
Social media post(s)	3	2	2	1	1		
Tickets to the Awards Reception and Gala	3	2	2	1			
Logo recognition in pre-event email specific to each activity or event	●	●		●	●		
Dedicated space to exhibit marketing material	●	●	●				
Opportunity to either introduce or thank attendees at specific event	●	●			●		
Option of placing one item in the attendee virtual bag	●	●	●				
Logo recognition in event slide deck	●	●					
Tickets to one of three architectural tours					1		
Logo recognition on all email marketing email footer	●						
Ad inclusion in one (1) event marketing email	●					●	
Table space	Free	50% off					



ON-SITE SPONSOR TABLE SPACE (12 7 available) - \$1750

There will be 12 table spaces available for sponsors in the foyer directly outside of the Congress event on October 3, 2022. Table space pricing is \$1750 with an additional day that can be purchased for an extra \$500*.

Pricing for the table space includes:

- Table and chairs (see image)
- Electricity
- All meals (breakfast, lunch)

Dates/times for the table space:

Oct 2: set up before 4 p.m.

Oct 3: 8 a.m. - 5 p.m. Congress

Dates/times for the additional day table space (\$500):

Oct 4: 10 a.m. - 3 p.m. ConEd event

Oct 4: 4 p.m. - 6 p.m. BEAA panel + reception event

**Sponsors who purchase table space at the additional day rate of \$500 will have access to the BEAA panel and reception event*

CONTACT INFO

Sponsor the RAIC 2022 Congress on Architecture for opportunities to connect directly with industry leaders and experienced professionals, make valuable connections, increase sales, and join the discussion on making a better-built environment - all while showcasing your positive impact on the built environment.

With many options to choose from, there is something to best suit every sponsor's needs. This event will not include a tradeshow, but will be able to host up to 12 on-site sponsors with table space.

For more information contact:

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**SCHEDULE A MEETING
WITH KATIE TODAY!**

TERMS AND CONDITIONS

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.

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.

The RAIC reviews and approves all applications for sponsorship.

The RAIC reserves the right to decline sponsorship applications.



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