

SPONSORSHIP OPPORTUNITIES
AND BENEFITS

HONOURS AND AWARDS PROGRAM

Advocate.
Educate.
Celebrate.



RAIC | IRAC

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

The RAIC has designed **sponsorship opportunities** to meet the objectives of organizations of any size.

In addition to the benefits listed below, each award allows for unique opportunities! You can find the additional opportunities described on each award page.

BENEFACTOR \$25,000

- ✓ Company spotlight in **four** newsletters (in the affiliate section)
- ✓ **Eight** social media reshares via the RAIC platforms of your choice (Instagram story, Twitter, Facebook, and/or LinkedIn) during the award season
- ✓ Logo included in all media releases as a sponsor including call for submissions and announcing award recipients
- ✓ Onsite participation at event (specific to each award)
- ✓ Large logo placement and company link on an award-specific webpage
- ✓ Recognition at the event (specific to each award)
- ✓ National and international media recognition

CONTRIBUTOR \$15,000

- ✓ Company spotlight in **three** newsletters (in the affiliate section)
- ✓ **Four** social media reshares via the RAIC platforms of your choice (Instagram story, Twitter, Facebook, and/or LinkedIn)
- ✓ Logo included in all media releases as a sponsor including call for submissions and announcing award recipients
- ✓ Onsite participation at event (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Recognition at the event (specific to each award)
- ✓ National and international media recognition

PARTNER \$10,000

- ✓ Company spotlight in **two** newsletters (in the affiliate section)
- ✓ **Two** social media reshares via the RAIC platforms of your choice (Instagram story, Twitter, Facebook, and/or LinkedIn)
- ✓ Logo included in all media releases, as a sponsor, including call for submissions and announcing award recipients
- ✓ Onsite participation at event (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Recognition at the event (specific to each award)
- ✓ National and international media recognition

SUPPORTER \$7,500

- ✓ Company spotlight in one newsletter (in the affiliate section)
- ✓ One social media reshare via the RAIC platform of your choice (Instagram story, Twitter, Facebook, or LinkedIn)
- ✓ Logo included in all media releases, as a sponsor, announcing the award recipient
- ✓ Onsite participation at event (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Recognition at the event (specific to each award)

DONOR \$5,000

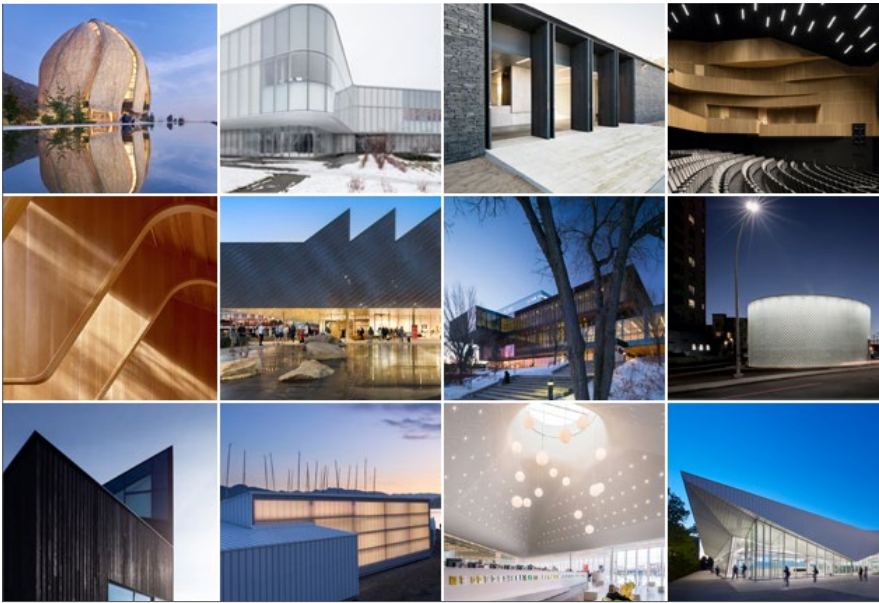
- ✓ **One** social media reshare via the RAIC platform of your choice (Instagram story, Twitter, Facebook, or LinkedIn)
- ✓ Onsite participation at event (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Recognition at the event (specific to each award)

FRIEND \$1,000 - \$2,500

- ✓ Onsite participation at events
- ✓ Logo placement and company link on one award-specific website
- ✓ Verbal recognition at event

We look forward to your participation in—and support of—the RAIC Honours and Awards program.

GOVERNOR GENERAL'S MEDALS IN ARCHITECTURE (BIENNIAL)



Recognizing outstanding achievement in recently built projects by Canadian architects, this program—created by the RAIC—contributes to the development of the discipline and practice of architecture and increases public awareness of architecture as a vital cultural force in Canadian society. These awards are administered jointly with the Canada Council for the Arts.

There are multiple sponsorship opportunities within this program.

2020 Recipients, for details: https://raic.org/awards/governor_generals---2020-recipients

1. AWARDS CEREMONY

What: Attended by ~200 guests including media, the ceremony includes the presentation of the Canadian Society of Landscape Architects, Governor General's Medal in Landscape Architecture recipient. These awards are presented by the Governor General of Canada.

Where: Rideau Hall in Ottawa, ON

When: The awards ceremony and lecture are presented in the fall or scheduled based on the Governor General of Canada's convenience and availability at Rideau Hall.

Additional sponsorship benefits :

- Recognition in the printed and online RAIC Journal which is published in *Canadian Architect*—a magazine distributed to 13,500 subscribers*
- Logo included in printed event program
- Logo placement on award title display boards at the event

**Available at the Partner level or higher*

2. FREE PUBLIC LECTURE & PRIVATE COCKTAIL RECEPTION

What: This free public lecture titled "12 Architects on Architecture" features five-minute presentations by the recipients of the Governor General's Medals in Architecture and the medal recipient of the Governor General's Medal in Landscape Architecture. These awards are among the most prestigious in the industry. A private cocktail reception is hosted for the recipients, their guests, RAIC Board and CSLA Council members.

Where: Ottawa, ON

When: The public lecture and cocktail reception is held the evening prior to the awards ceremony.

Additional sponsorship benefits :

- Logo placement and company link on the award recipient title webpage
- Logo placement on digital event poster, digital display panel, presentation slide and event signage
- Opportunity to speak at the podium (one-minute approved script)*

**Available at the Benefactor level (one spot available)*

3. ARCHITECTURE CANADA PUBLICATION

What: This publication showcases the 12 projects awarded with the Governor General's Medal in Architecture.

Being part of the publication is of great interest to those who value architecture and the quality of our cities, or those involved in the architecture profession.

A printed copy of the book is distributed to all award ceremony guests (~200)—following which the publication is available online to all RAIC members and the public. A limited number are printed for purchase through the RAIC online store.

When: This publication is produced in time for the awards ceremony.

Additional sponsorship benefits:

- Opportunity to include a 150-word congratulatory message to recipients in print and online publication*

**Available at the Partner level or higher*

RAIC INTERNATIONAL PRIZE AND SCHOLARSHIPS (BIENNIAL)



2019 Recipient, for details: <https://internationalprize.raic.org>

What: The RAIC International Prize was created in 2013 to share Canadian architectural values with an international audience and to celebrate socially transformative architecture.

Distinguished Canadian architect Raymond Moriyama, CC FRAIC RCA, had the original vision for a prize celebrating great architecture that transforms society and promotes the humanistic values of equality, respect and inclusiveness. He worked with the RAIC and the RAIC Foundation to establish the prize, originally known as the Moriyama RAIC International Prize.

The RAIC International Prize consists of a sculpture designed by Canadian designer Wei Yew. The competition is open to all architects irrespective of nationality and location.

The RAIC International Prize Scholarships are three scholarships awarded to students of architecture in conjunction with the RAIC International Prize.

Where: Presented at the RAIC President's Dinner and Awards Gala as part of the RAIC Conference on Architecture.

Additional sponsorship benefits

- Logo placement on digital event poster, digital display panel, presentation slide and event signage
- Logo placement and company link on the RAIC International Prize website (placement depends on sponsorship level)
- Tickets to event (amount based on sponsorship level)
- Recognition in RAIC printed and online Journal published in Canadian Architect magazine distributed to 13,500 subscribers*
- Opportunity to speak at the podium (one-minute approved script)**

**Available at the Partner level or higher*

***Available at the Benefactor level (one spot available)*

RAIC COLLEGE AND RAIC SYLLABUS CONVOCATION (ANNUAL)



What: The RAIC College and RAIC Syllabus Convocation is a formal ceremony steeped in tradition where the College recognizes RAIC members, international architects, and laypersons who have made outstanding contributions to architecture. It also celebrates the graduation of Syllabus students.

A cocktail reception is hosted following the ceremony for all attendees.

Where: Presented as part of the RAIC Conference on Architecture.

Additional sponsorship benefits

- Logo placement in the Convocation program and event signage
- Mention in two media releases, one announcing the Honorary Fellows, a second announcing the Fellows
- Reserved seating at the Convocation ceremony (number of seats based on sponsorship level)
- Opportunity to introduce the keynote speaker (one-minute approved script)*

**Available at the Partner level or higher (one spot available)*

NATIONAL URBAN DESIGN AWARDS (BIENNIAL)



2020 Recipients, for details: <https://raic.org/raic/national-urban-design-awards--2020-recipients>

What: The National Urban Design Awards is a Canadian program established by the RAIC in partnership with the Canadian Institute of Planners (CIP) and the Canadian Society of Landscape Architects (CSLA) in 2006. The program showcases excellence in urban design, raises public awareness of the role of urban design in sustainability and quality of life in Canadian cities, and recognizes the contributions of individuals, organizations, firms, and projects.

There are six different categories of urban design projects. One award will be bestowed for each category and an optional certificate of merit. The awards are part of a two-tier program held in cooperation with Canadian municipalities.

When: A media release will go out in March 2022 including a video. This video will have all three presidents speaking and announcing the winners. After the RAIC Conference in May 2022, a virtual Urban Design round table will occur after Conference with the award recipients, including a Q & A.

Additional sponsorship benefits

- Verbal recognition during the round table event
- Logo in video with media release and to be promoted at all partner's conferences
- Logo placement and company link on the award recipient title webpage
- Tickets to event (amount depends on sponsorship level)
- Recognition in CIP and CSLA e-newsletter, social media and website
- Recognition in RAIC printed and online Journal published in Canadian Architect magazine distributed to 13,500 subscribers *
- Opportunity to speak at the round table (one-minute approved script)**

ADDITIONAL REACH:
7,500 CIP members
and 2,800 CSLA
members

**Available at the Partner level or higher*
***Available at the Benefactor level only (one spot available)*

RAIC AWARDS OF EXCELLENCE (BIENNIAL)



What: This program recognizes and celebrates recipients from five separate awards, each with their own sponsorship opportunity. The awards are:

ADVOCATE FOR ARCHITECTURE

This award celebrates an individual who has made a public contribution to architecture in Canada. Candidates may be found among clients or patrons, educators, public servants, architects, allied professions and others. The award recognizes long-term commitment to the profession at a national, regional or local level.

ALLIED ARTS MEDAL

This award honours a Canadian artist or designer for outstanding achievement for artwork created to be integrated with architecture. Any medium allied to architecture is eligible.

GREEN BUILDING (Administered in partnership with the Canada Green Building Council)

This award is to recognize outstanding achievements of high-performance architecture in Canada for buildings that are environmentally advanced, and healthy places to live, work, learn, heal and play. The award recognizes excellence in building design that significantly reduce or eliminate the negative impact of buildings on the environment, enhance occupant and community health and wellbeing, provide for ecological restoration or regeneration.

INNOVATION IN ARCHITECTURE

This award recognizes exceptional architectural innovation. Areas for innovation include research and development, applied use of new technology and adaptation of existing technology. Innovation can also be demonstrated by new project delivery and construction methods, advanced design processes and fresh approaches to details and materials.

PRESIDENT'S AWARD FOR MULTIMEDIA REPRESENTATIONS OF ARCHITECTURE

This award recognizes a narrative about buildings and cities that promotes the public's understanding of architecture and the role of architects. The entry must be a body of work.

When: All five awards are presented at the RAIC President's Dinner and Awards Gala, at the RAIC Conference on Architecture.

Additional sponsorship benefits

- Logo placement and company link on the award recipient webpage
- Logo placement on digital event poster, digital display panel, presentation slide and event signage
- Tickets to event (amount of tickets depending on sponsorship level)
- Recognition in RAIC printed and online Journal published in Canadian Architect magazine distributed to 13,500 subscribers*
- Opportunity at the podium (one-minute approved script)**

**Available at the Partner level or higher*

***Available at the Benefactor only (one spot available)*

RAIC ANNUAL AWARDS (ANNUAL)



What: The RAIC recognizes individuals for their excellence in architecture, service to clients, contributions to the profession, education and community.

There are six sponsorship opportunities within this program.

1. RAIC GOLD MEDAL

The highest honour that the Institute can bestow in recognition of a significant and lasting contribution to Canadian architecture. The honour recognizes a significant body of work deemed to have lasting influence as demonstrated through excellence in design; excellence in research; and/or excellence in education. It considers the individual's breadth and scope of expertise; established presence within the public sphere; exemplary approaches to environmental sustainability; support and advancement of social justice; and commitment to the future generation of architects.

2. ARCHITECTURAL PRACTICE AWARD

Recognizes a Canadian architectural practice that has consistently produced distinguished architecture. The award recognizes the achievements of the practice, considering seven core areas: quality of architecture, quality of professional services, innovations in practice, contributions to the profession, exemplary approaches to environmental sustainability, support and advancement of social justice, and commitment to the future generation of architects.

3. EMERGING ARCHITECTURAL PRACTICE AWARD

Recognizes an emerging Canadian architectural practice that shows exceptional promise for contributing significantly to the future of Canadian architecture. The award recognizes the early career achievements of the practice, considering six core areas: quality of architecture, quality of professional services, innovations in practice, contributions to the profession, exemplary approaches to sustainability, and the support and advancement of social justice.

4. PRESIDENT'S MEDAL

The RAIC President's Medal is bestowed together with Honorary Membership. This medal is awarded to a person who was, or is, the president, or equivalent, of an architectural organization, and who has nurtured a beneficial relationship between his/her organization and the RAIC.

When: All the RAIC Annual Awards are presented at the RAIC President's Dinner and Awards Gala, at the RAIC Conference on Architecture.

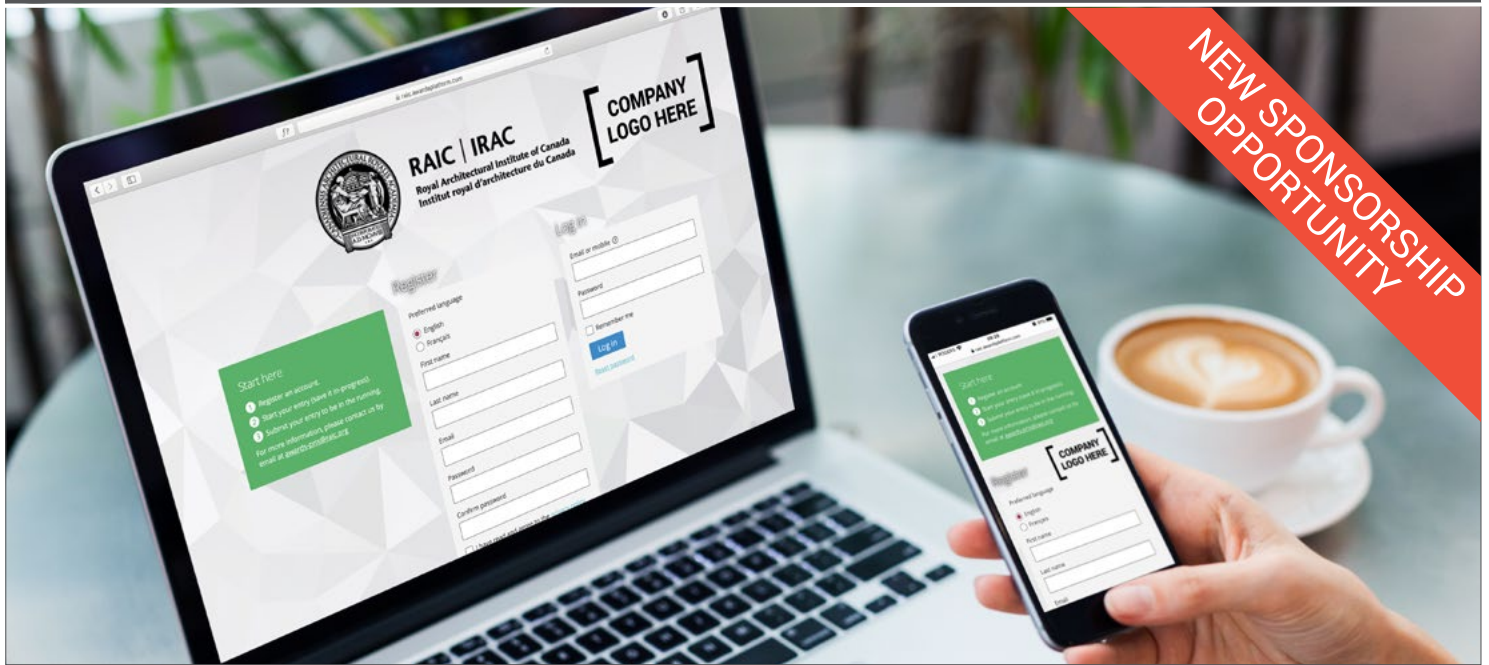
Additional sponsorship benefits

- Logo placement and company link on the award recipient webpage
- Logo placement on digital event poster, digital display panel, presentation slide and event signage
- Tickets to event (amount of tickets depending on sponsorship level)
- Recognition in RAIC printed and online Journal published in Canadian Architect magazine distributed to 13,500 subscribers*
- Opportunity to speak at the podium (one-minute approved script)**

**Available at the Partner level or higher*

***Available at the Benefactor only (one spot per award)*

RAIC HONOURS AND AWARDS ONLINE SUBMISSION PLATFORM (THREE-YEAR OPPORTUNITY)



What: In 2019, the RAIC introduced an online platform (raic.awardsplatform.com) for all submissions and nominations to:

1. Better facilitate the submission and application process of the RAIC awards program
2. Increase submissions and applications
3. Reduce submission costs
4. Provide national and international jury members with easy access to review submission content

From September 2019 to January 2020, the platform was accessed by more than 300 submitters and 26 jurors.

When: This is a three-year sponsorship opportunity.

- 2022, 2023, 2024 Call for Submissions

Additional sponsorship benefits

- Sponsor logo with a link to company website on raic.awardsplatform.com main log-in page for all of 2022, 2023 and 2024

**Available at Supporter level and higher*

RAIC COLLEGE REGIONAL ACTIVITIES (ANNUAL)

What: The RAIC College Regional Chairs are encouraged to organize regional activities across Canada which are attended by local members and their guests as an opportunity to network and recognize new Fellows.

Where: Locations may include Toronto, Ottawa, Winnipeg, Vancouver and Victoria.

When: These annual dinners are scheduled at the discretion of the region usually in March or April.

Additional sponsorship benefits

- Logo placement on the digital invitation sent to regional members
- Speaking opportunity at the event (one-minute approved script; maximum two spots per event)
- Opportunity to network with local Fellows

RAIC COLLEGE BOOKLET (ANNUAL)

What: The RAIC College Booklet features the Honorary Fellows and Fellows of the current year. This booklet is made available electronically to all RAIC members through our website and a limited number are printed and distributed to the new Fellows and Honorary Fellows at Convocation as a keepsake.

When: This booklet is produced annually and distributed in print and electronically.

Additional sponsorship benefits

- Logo placement and recognition in print and electronic publication
- Opportunity to include a 150-word congratulatory message to new Fellows and Honorary Fellows
- Verbal recognition at the Convocation ceremony

RAIC COLLEGE ANNUAL BUSINESS MEETING

What: This is a Fellows-only event.

When: This meeting will be held in April 2022 virtually.

Additional sponsorship benefits

- Logo on the powerpoint
- Opportunity to speak at the virtual meeting (one-minute approved script; one spot available)*

**Available at the Supporter level or higher*

RAIC COLLEGE LUNCHEON

What: This is a Fellows-only event with special guests, such as Honorary Fellows.

When: This luncheon will be held on May 13th at the RAIC Conference.

Additional sponsorship benefits

- Opportunity to speak at the luncheon (one-minute approved script; one spot only)



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