

SPONSORSHIP OPPORTUNITIES
AND BENEFITS

HONOURS AND AWARDS PROGRAM

Advocate.
Educate.
Celebrate.



RAIC | IRAC

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

SPONSORSHIP OPPORTUNITIES AND BENEFITS

HONOURS AND AWARDS PROGRAM

The RAIC is searching for strategic partners and sponsors for the Honours and Awards and College of Fellows programs. These are great opportunities for your business to build brand association within the architecture industry.

The RAIC bestows over 150 honours and awards on an annual basis. Within each distinct program, the RAIC works with like-minded companies and organizations—such as yours—that hold the architectural profession to the same high standard of excellence.

Connect with our engaged community of individuals designing a better built environment!



REACH

4,800+ engaged members



13,500+ followers across RAIC social media platforms



4,700+ newsletter subscribers with a 30% open rate



Relationships with local, national, and international press and media outlets

AUDIENCE

**Leaders in the architecture profession—
demonstrating how design enhances
the quality of life**

**Advocates addressing important issues of society
through responsible architecture**

**Award recipients and members
of their firms**

**Clients of the winning buildings
and projects**

**Members of Parliament, the
Public Service, and other
governmental agencies**

Canadian municipalities

**Provincial/Territorial Associations
of Architects**

**Architects, architecture faculty
and students**

Members of allied professional organizations—such as the Canada Council for the Arts, Canadian Institute of Planners, Canada Green Building Council, Canadian Society of Landscape Architects, Engineers Canada, Interior Designers Canada

AS SPONSOR OF THE HONOURS AND AWARDS PROGRAM AND COLLEGE OF FELLOWS PROGRAMS, YOU WILL:

Increase your brand's exposure to an engaged audience

Reinforce your profile nationally and internationally in the architecture profession

Benefit from national and international press coverage connecting your association with the RAIC's prestigious Honours and Awards program

Provide a platform for exceptional architecture in Canada

Receive increased brand awareness through the RAIC digital channels, including e-mail, [Twitter](#), [LinkedIn](#), [Facebook](#), and the RAIC [website](#)

Be included in the digital publication of the RAIC's [Annual Report](#) which is distributed to over 6000 members, affiliates, and stakeholders.

Sponsorship Process

Step 1 Select the level of sponsorship

Step 2 Decide which award or opportunity you wish to support

Step 3 Contact the RAIC to secure your sponsorship

See each award page for additional sponsorship benefits

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.

Please contact the **RAIC Business Development Manager** to discuss which opportunity is best suited to your company's needs.

Katie Russell
Business Development Manager
krussell@raic.org
1-844-856-7242 x 2016

BENEFACTOR \$25,000

- ✓ Company spotlight in **four** e-mail communications sent to 4,700 + newsletter subscribers
- ✓ **Four** social media mentions via the RAIC platforms of your choice (Twitter, Facebook, and/or LinkedIn)
- ✓ Onsite participation at events (specific to each award)
- ✓ Large logo placement and company link on an award-specific webpage
- ✓ Large placement and company link on event listing page on raic.org/events
- ✓ Verbal recognition at event
- ✓ National and international media recognition
- ✓ Plus all benefits within the Strategic Partner membership*

*[Click here](#) to see Strategic Partner membership benefits

CONTRIBUTOR \$15,000

- ✓ Company spotlight in **three** e-mail communications sent to 4,700 + newsletter subscribers
- ✓ **Three** social media mentions via the RAIC platforms of your choice (Twitter, Facebook, and/or LinkedIn)
- ✓ Onsite participation at events (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Logo placement and company link on event listing page on raic.org/events
- ✓ Verbal recognition at the event
- ✓ National and international media recognition
- ✓ Plus all benefits within the Corporate Affiliate membership*

*[Click here](#) to see Corporate Affiliate membership benefits

PARTNER \$10,000

- ✓ Company spotlight in **two** e-mail communications sent to 4,700 + newsletter subscribers
- ✓ **Two** social media mentions via the RAIC platforms of your choice (Twitter, Facebook, and/or LinkedIn)
- ✓ Onsite participation at events (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Logo placement and company link on event listing page on raic.org/events
- ✓ Verbal recognition at the event
- ✓ National and international media recognition
- ✓ Plus all benefits within the Corporate Affiliate membership*

*[Click here](#) to see Corporate Affiliate membership benefits

SUPPORTER \$7,500

- ✓ Company spotlight in **one** e-mail communication sent to 4,700 + newsletter subscribers
- ✓ **One** social media mention via the RAIC platform of your choice (Twitter, Facebook, or LinkedIn)
- ✓ Onsite participation at events (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Logo placement and company link on event listing page on raic.org/events
- ✓ Verbal recognition at the event

DONOR \$5,000

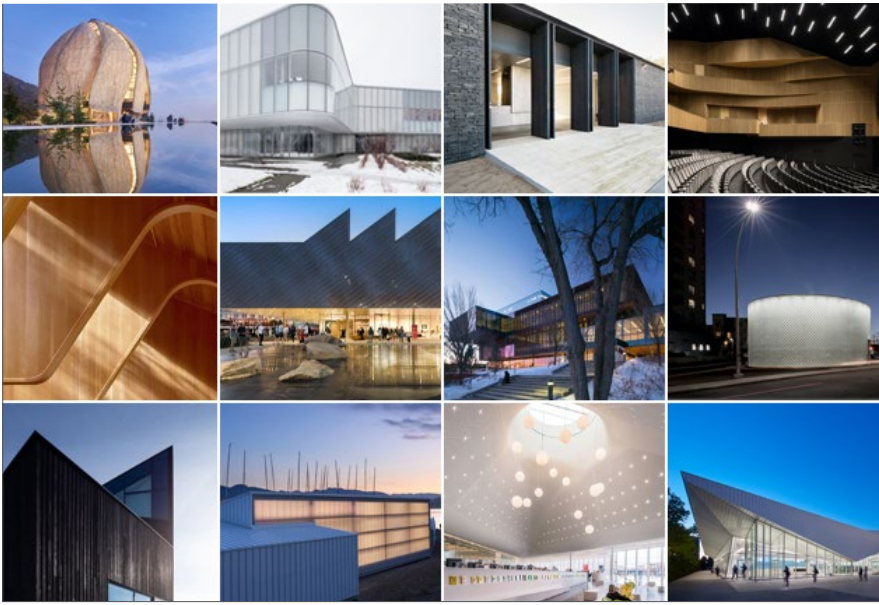
- ✓ One social media mention via the RAIC platform of your choice (Twitter, Facebook, or LinkedIn)
- ✓ Onsite participation at events
- ✓ Logo placement and company link on an award-specific website
- ✓ Verbal recognition at the event

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

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*

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
- Logo placement within the print and online publication

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 monetary award and 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

- Acknowledgement included in printed event program
- 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 Benefactor level*

COLLEGE OF FELLOWS AND RAIC SYLLABUS CONVOCATION (ANNUAL)



What: The RAIC College of Fellows and RAIC Syllabus Convocation is a formal ceremony steeped in tradition where the College of Fellows 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 Benefactor, Contributor, or Partner levels*

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: The awards ceremony will be presented at either the RAIC, the CIP or the CSLA conference.

Additional sponsorship benefits

- Verbal recognition during the event and at CIP or CSLA conference
- 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
- 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 podium* (one-minute approved script)

ADDITIONAL REACH:
7,000 CIP members
and 3632 CSLA
members

**Available at the Benefactor level*

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 Benefactor level*

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 RAIC can bestow in recognition of a significant body of work deemed to be a major contribution to Canadian architecture, and having a lasting influence on the theory and/or the practice of architecture, either – through demonstrated excellence in design; and/or, excellence in research or education. As part of this honour, the recipient will address the delegates at the RAIC Conference on Architecture.

2. EMERGING ARCHITECT AWARD

Recognizes an emerging architect for excellence in design, leadership and/or service to the profession. It is intended that this award will inspire other emerging architects to become licensed and to strive for excellence in their work.

3. ARCHITECTURAL FIRM AWARD

Recognizes an emerging architectural practice that has consistently produced distinguished architecture. The award recognizes the achievements of the practice for the quality of their built work, service to their clients, innovations in practice and public recognition.

4. EMERGING ARCHITECTURAL PRACTICE AWARD

Recognizes the principals of an emerging architectural practice that has consistently produced distinguished architecture. The award recognizes the achievements of the principals for the quality of their built work, service to their clients, innovations in practice and public recognition.

5. PRIX DU XXE SIÈCLE (in partnership with National Trust for Canada)

The Prix du XXe Siècle recognizes buildings “of the modern movement and recent heritage” that have become landmarks of Canadian architecture. The prize celebrates design quality as well as enduring excellence, recognizing the design of the original architect and/or firm as well as the on-going stewardship of the owner of the building.

6. 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

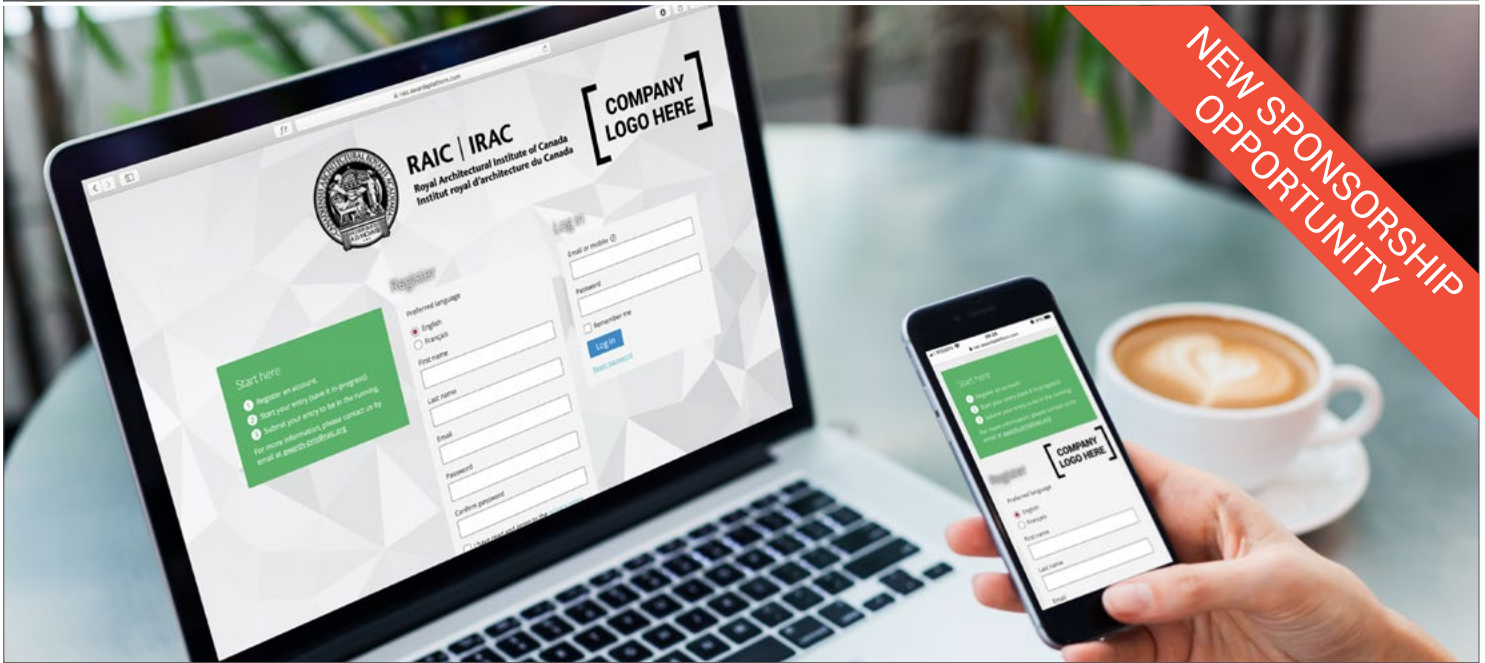
When: All the RAIC Annual Awards are presented at the RAIC President’s Dinner and Awards Gala, at the RAIC Conference on Architecture.

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 Benefactor level*

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.

- 2021, 2022, 2023 Call for Submissions (distributed between August and October)

Additional sponsorship benefits*

- Sponsor logo with a link to company website on raic.awardsplatform.com main log-in page for all of 2021, 2022 and 2023

The deadline to secure this sponsorship is September 2020 to ensure maximum visibility and promotion.

**Available at Supporter level and higher*

RAIC STUDENT MEDAL AND HONOUR (ANNUAL)

What: The **Student Medal** is awarded to a student graduating from a professional degree program from an accredited university school of architecture in Canada who has achieved the highest level of academic excellence—or has completed the outstanding final design project/thesis for that academic year.

The **RAIC Honour Roll** recognizes students of an accredited professional degree program of architecture in Canada who have achieved high academic standing in the top ten percent of their graduating class.

When: Presentations are held at individual schools on an annual basis. The RAIC Student Medal and Honour Roll are presented at each school of architecture.

Additional sponsorship benefits

- Logo placement and company link on the [Student Medal](#) and [Honour Roll](#) webpages
- Verbal recognition at event, where possible (subject to approval from the school)
- Opportunity to address the students at event* (subject to approval from school; one-minute approved script)

**Available at Benefactor, Contributor, and Partner levels*

COLLEGE OF FELLOWS REGIONAL ACTIVITIES (ANNUAL)

What: The College of Fellows 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)
- Opportunity to network with local Fellows

COLLEGE OF FELLOWS BOOKLET (ANNUAL)

What: The College of Fellows 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

COLLEGE OF FELLOWS ANNUAL BUSINESS MEETING AND LUNCHEON

What: Part of the RAIC Conference on Architecture, this is a Fellows-only event with special guests, such as Honorary Fellows, AIA Fellows, and Presidents from international architectural associations.

An intimate networking opportunity specific to Fellows with between 75 and 175 guests.

When: Hosted annually at the RAIC Conference on Architecture.

Additional sponsorship benefits

- Logo on signage at the event
- Opportunity at the podium* (one-minute approved script)

**Available at Donor level and higher*



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