

**RAIC 2022
VIRTUAL CONFERENCE
ON ARCHITECTURE**

**CONFÉRENCE VIRTUELLE
SUR L'ARCHITECTURE
IRAC 2022**



**SPONSORSHIP
PROSPECTUS**



RAIC | IRAC

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



The RAIC 2022 Virtual Conference on Architecture brings together professionals at every stage of their career to learn, explore, and discuss the challenges and opportunities facing their practice. The virtual program offers educational sessions and events presented by industry-leading experts.

The month-long series of activities will run through the RAIC Learning Management System - an interactive and immersive digital platform - and include:

- **More than 36 hours of content**
- **A one-day Academic Summit with the Canadian Council of University Schools of Architecture (CCUSA)**
- **RAIC Celebration of Excellence**
- **and many other special events**

Additionally, continuing education sessions will be archived for on-demand access allowing longer-term engagement of advertisements and sponsorship.



HOW CAN YOU ENGAGE?

SPONSORSHIP

TITLE SPONSORSHIP – **SOLD**

\$25 000 (1 available)

- Option to submit up to two pre-recorded videos (a maximum length of one minute for each video) to be shared live with delegates before the chosen event as well as posted on the main landing page of the virtual platform for the month of June (e.g. welcome, advertisement)
- Four (4) All Access Conference Passes (valued up to \$3000)
- 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 and on the Conference website as an event sponsor
- Company logo and listing added to a dedicated area for sponsors in the virtual platform
- Company logo and listing added to the Conference website
- Six (6) shared social media posts (your choice of Facebook, LinkedIn, Twitter and Instagram Story)
 - ✓ Two between May 1-May 31, 2022 (pre-event)
 - ✓ Two between June 1-June 30, 2022 (during the event)
 - ✓ Two between July 1-July 30, 2022 (post-event)



MAJOR EVENT SPONSOR

\$5 000 (7 available)

Select from these special events (first come first served basis for selection):

1. OPENING EVENT

The first event of the month-long programming officially launches the 2022 Virtual Conference on Architecture.

2. RAIC CELEBRATION OF EXCELLENCE

The RAIC Celebration of Excellence honours and recognizes individuals and teams whose dedication to architecture has led to exceptional achievements in design excellence, sustainability, innovation, and more.

3. ADVOCACY AND ENGAGEMENT SHOWCASE

The Advocacy and Engagement Showcase presents sessions that highlight the work of the RAIC's Committees, Task Forces and working groups enhancing the profession through advocacy and engagement initiatives.

4. RAIC + CCUSA ACADEMIC SUMMIT ON ARCHITECTURE

The Royal Architectural Institute of Canada (RAIC) and the Canadian Council of University Schools of Architecture (CCUSA) present the Academic Summit on Architecture. This summit presents papers and projects from schools of architecture featuring the latest in research from academics and practitioners in the fields of architecture and design.

5. VIRTUAL STUDENT SHOWCASE

Hosted by the Canadian Architecture Student's Association (CASA), the Student Showcase is a selection of student architecture projects from across Canada. Work is collected through a nation-wide call for submissions and is designed to highlight the incredible breadth, diversity and strength of student work across the Canadian schools of architecture. With the support of the RAIC, CASA is able to bring this incredible selection of work to display at the RAIC Virtual Conference on Architecture to share with a wide audience of architecture professionals.

6. THE RAIC COLLEGE AND RAIC SYLLABUS CONVOCATION

The RAIC College and RAIC Syllabus Convocation is a formal ceremony steeped in tradition where the College recognizes the year's incoming group of new Fellows and Honorary Fellows to the RAIC College. The group consists of RAIC members, international architects, and laypersons who have made outstanding contributions to architecture. It also celebrates the graduation of Syllabus students.

Opportunity to introduce the keynote speaker, Wanda Dalla Costa, Hon. FRAIC and congratulate the new Fellows (one-minute approved script)*

7. CLOSING EVENT

The Closing Event brings together all attendees to officially conclude the month-long programming.

* RAIC has the right to review all material. Content should be in alignment with RAIC's mission, vision and strategic priorities. RAIC has final authority of acceptability of content.

** Leads generated from delegates who provide consent to release their contact information.



Major event sponsors receive the following benefits:

- Option to submit a pre-recorded video (maximum length 1 minute) to be shared live with delegates on the sponsored event day (e.g. welcome, advertisement)*
- One (1) All Access Conference Pass (value up to \$750)
- Featured as a sponsor throughout the event
 - ✓ Company logo displayed at the start and end of the event
 - ✓ Inclusion of company logo in email marketing and on Conference website as an event sponsor
- Company logo and listing added to a dedicated area for sponsors in the virtual event platform
- Company logo and listing added to the Conference website
- Lead information from event participants (distributed post-event)**
- Three (3) shared social media posts (choice of Facebook, LinkedIn, Twitter and Instagram Story)
 - ✓ One between May 1-May 31, 2022 (pre-event)
 - ✓ One between June 1-June 30, 2022 (during the event)
 - ✓ One between July 1-July 30, 2022 (post-event)

STUDENT SPONSOR

\$2500 (unlimited)

This sponsorship supports two students from each Canadian architectural program to attend Conference.

Student Sponsor receive the following benefits:

- Two (2) Weekly Passes (value up to \$398)
- Company logo and listing added to a dedicated area for sponsors in the virtual event platform
- Company logo and listing added to the Conference website
- One message distributed by CASA*
- One (1) shared social media post (choice of Facebook, LinkedIn, Twitter and Instagram Story)
 - ✓ One between June 1-June 30, 2022 (during the event)

RAIC + CASA PRESIDENT MEET AND GREET SPONSOR

\$1500 (1 available)

This event brings together the leadership of both CASA and the RAIC, hosting students and emerging professionals from across the country.

Become a Sponsor, and you will receive the following benefits:

- One (1) Weekly Pass (value up to \$199)
- Company logo and listing added to a dedicated area for sponsors in the virtual event platform
- Company logo and listing added to the Conference website
- One (1) shared social media post (choice of Facebook, LinkedIn, Twitter and Instagram Story)
 - ✓ One between June 1-June 30, 2022 (during the event)



CONTINUING EDUCATION SPONSOR

\$500 (33 available)

Increase your exposure by sponsoring one of the highly-anticipated on-demand continuing education sessions. Sponsorship includes the addition of a promotional piece to the start of the on-demand educational session.

Choice of adding either one PowerPoint slide or a short video (maximum length of one minute) – either selection will run at the start of the session*. The advertisement will remain attached to the presentation, for post-event on-demand access.

Presentation sponsors also receive:

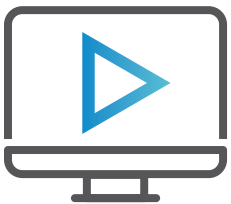
- Company logo in the sponsorship section of the Conference website
- One (1) social media post promoting the education session and your sponsorship
- Lead information from session participants (distributed post-event)**

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FAST FACTS



With thousands of participants engaging with RAIC online content (live broadcast and on-demand), we expect a high level of engagement for the RAIC 2022 Virtual Conference on Architecture.

- ✓ Thousands of members of the architectural community engage with the RAIC Learning Management System every year
- ✓ 90% of attendees are Canadian licensed architects
- ✓ 6500+ direct hits on RAIC website every month

5,300
members

13,500+
followers



The RAIC is committed to equity and inclusion and encourages any organization interested in registering as an exhibitor or sponsor to participate. We invite and welcome diverse participation with respect to race, colour, religion, gender identity or expression, sexual orientation, disability, and age.

TERMS AND CONDITIONS

- The RAIC Conference and Events team will allocate sponsorships on a first-come, first-served basis.
- A sponsorship is secured only on receipt of contract and full payment.
- The RAIC Conference and Events team reserves the right to refuse a sponsorship request.
- The RAIC Conference and Events team reserves the right to amend the rules and regulations governing sponsorship.
- If you cancel within 5 business days of payment, a full refund will be provided—with all payments final following the refund window.
- Sponsorships are not transferable.
- All payments are final.

CONTACT INFO

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