

AIA New York Chapter

The Founding Chapter of The American Institute of Architects



ARCHITECTURE AS PUBLIC POLICY 2006 AIA New York Chapter Theme of the Year Program and Sponsorship Guidelines

Program Synopsis:

On December 6, 2006 the AIA New York Chapter Inaugural kicked off its theme for 2006: "Architecture as Public Policy." The theme reflects the AIA New York Chapter's efforts to promote stronger ties between design professionals and the public sector. Too often, building projects are stymied by the political process; either because the design team has not addressed underlying community concerns or because political leadership is compromised. The AIA New York Chapter will address these issues by developing a series of programs that bring elected and appointed officials together with architects and design professionals so we can learn from one another.

The topic was introduced at the 2006 AIA New York Chapter Board Inaugural on December 6th by keynote speaker Jonathan Barnett, FAIA. Mr. Barnett is the Professor of Practice in City and Regional Planning and Director of the Urban Design Program at the University of Pennsylvania and was Chair of the Department of City Planning at City College and former Director of the Urban Design Task Force within the Lindsay administration; he is also author of the seminal book, "Urban Design as Public Policy", from which our theme is adopted. Future programs will be developed in partnership with our members and allied organizations in the architecture and design community.

Program Guidelines:

There will be ten (10) programs in 2006; one each month except for August and December. Each approved program will be allocated \$4,000 in sponsorship funding to offset program expenses. (Total Sponsorship goal is \$50,000, with \$10,000 allocated for funding of the 2006 AIA New York Chapter Board Inaugural on December 6, 2005.) In order for programs to be eligible for sponsorship funding, the following criteria will be considered:

- Program content and topics must relate to 2006 AIA New York Chapter theme - "Architecture as Public Policy" - and must address Center for Architecture's multiple audiences (architects, allied professionals, elected and appointed officials as well as the general public).
- Programs to be developed by minimum of two (2) AIA New York Chapter committees in partnership with at least one (1) allied organization or city agency.
- Recommended that speakers come from diverse backgrounds (not just architects) and include individuals who have not presented at Center for Architecture in the past six months.
- Program outline and speakers to be reviewed by AIA New York Chapter Executive Committee.
- Budgets to be developed for each event and approved by AIA New York Chapter Executive Committee. Budget template to be provided allocating appropriate funds for promotional materials, i.e. postcard and/or poster. Sponsorship funds cannot be used for catering.
- Events can be FREE only if matching funds are raised by event organizers (additional \$4,000); if matching funds are secured, the pricing structure must correspond to AIA New York Chapter Committee Guidelines, i.e. allowing for member and student discounts.

Sponsorship Schedule:

SPONSORSHIP BENEFITS	\$1,000 Contributor	\$2,500 Supporter	\$5,000 Champion
Complimentary Invitations for firm reps to Architecture as Public Policy programs**	*	*	*
Logo and name on all printed and electronic materials for Architecture as Public Policy programs**	*	*	*
Audience recognition at beginning and end of Architecture as Public Policy programs**	*	*	*
Sponsor signage at related Architecture as Public Policy programs**		*	*
Post event write-up in e-Oculus with photo and prominent mention			*
Complimentary Aluminum level Corporate membership (good for 2 firm reps)			*

**NOTE:

Contributor benefits to be applied to (1) related Architecture as Public Policy program to be identified with Contributor participation
Supporter benefits to be applied to (2) related Architecture as Public Policy programs to be identified with Supporter participation
Champion benefits to be applied to (4) related Architecture as Public Policy programs to be identified with Champion participation