



2019 Homes by Architects Tour Sponsorship Opportunities

Why Sponsor the Tour?

Now in its 12th year, the Homes by Architects Tour, created by AIA Minnesota, is a two-day, public residential home tour showcasing the highest quality architect-designed homes, both new and remodeled. Each September more than 2,100 ticketed guests attend the tour to experience high-quality residential design, learn the newest trends in products and services, talk with the architects and their project partners, and gather information for future projects. Companies who participate as tour sponsors help underwrite this valuable public outreach opportunity and are afforded the chance to engage with a sophisticated, design-savvy audience.

Whether you are directly affiliated with the tour or not, you are able to align your company with the Homes by Architects Tour to reach this valuable audience of tour-goers who have an affinity for high-quality design and architecture.



Who attends the Homes by Architects Tour?

Average attendance for this premier event is 2,153 (690 visits per home). Tour visitors are likely to be sophisticated consumers with discerning taste and a well-honed appreciation for quality design; many are in the market for a remodel or new build project. Nearly one quarter of the audience is a design professional or industry partner. Your participation allows you to reach the designers who recommend your products and services to their clients, as well as the consumers who enjoy them.

According to past surveys of tour attendees:

- 73% have attended this tour before
- 47% are planning a new build or remodel in their future
- 38% report an annual household income of \$175,000+
- 70% are aged 46-75

Marketing and Promotion Efforts

AIA Minnesota partners with a PR firm to promote and market this annual event. Marketing campaign begins in May and continues until day of event; may include print advertisements in publications such as Minnesota Monthly, Minneapolis.St.Paul, Architecture MN, Star Tribune, and other local and community news outlets. Typical radio coverage begins in September and may include spots on KNOW (MPR), The Current, KS95, and Cities 97.1 FM. Past local television news coverage has included WCCO-4, FOX9, and KARE11.



Tour Dates: September 21 & 22, 2019

Contact: Pam Nelson, AIA Minnesota
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2019 Homes by Architects Tour – Sponsorship Opportunities

Overall Event Sponsors

This is a great way to align your company with AIA Minnesota & the architecture and design industry. Benefits as an overall sponsor offer widespread exposure for your business. Our marketing campaign will be featured in local publications such as Midwest Home, Minnesota Monthly, Minneapolis.St.Paul, Architecture MN, Lavender & more.

	\$10,000 Gold	\$5,000 Silver	\$2,500 Bronze	\$10,000 Auto Sponsor
LOGO RECOGNITION: in all advertisements (16+ ads) to promote the tour	•	•	•	•
WEBSITE: Company logo on sponsor page with link to your site	•	•	•	•
TOUR PROGRAM: Company listing and description on sponsor page	75 words	50 words	listing only	75 words
ARCHITECTURE MN MAGAZINE: Recognition in Sep/Oct issue	•	•	•	•
SOCIAL MEDIA: Mentions in social media PLUS one free promotional post	•	•	•	•
BLOG POSTS & PRESS RELEASES: Citation in all press releases	•	•	•	•
ALLIED MEMBERSHIP: Free 1-year AIA Minnesota Allied membership, \$139 value	•	•	•	•
OFFICIAL PROGRAM ADVERTISING: Discounted rates and premium position options	•	•	•	•
FREE TICKETS: Complimentary event tickets. Value \$20 each.	14	10	8	14
TOTE BAG: Company logo on event tote bag, given to all tour attendees	•			•
EVENT TICKET: Premier logo placement on event ticket	•			•
TOUR WEBSITE: Company logo on home page of tour website	•			•
IN-HOME PRESENCE: Reduced fee to have in-home presence, \$250 per home	\$250	\$250	\$250	

In-Home Sponsors – represent your product in a home: \$1,000

For companies who are a part of one or more tour projects, be present in the home during the event to engage with the tour audience looking at your products or services, and collect new contacts to expand your client base. Benefits include:

- On-site presence for up to two (2) staff persons at ONE tour home. Staff additional homes for \$250 each.
- AIA Minnesota provides full-color sponsor signage onsite
- Option to place signage in the front yard or curb
- Option to distribute company literature in-home
- Company listed on our website sponsor page with link to your site
- Company name listed on project page in tour program
- Citations in all press releases and blog posts
- Four (4) complimentary event tickets. (\$80 value)

Additional Opportunities

Program Advertising: \$350-\$1395

Promote your product or service in the official tour program. Discounted rates and premium positions for all sponsors. Reach 2,100+ design-savvy tour attendees and align your company with high quality design.

Kick-Off Event Host: \$5,000 (limit 1 sponsor)

Provide the space & be the host for the big event that kicks off the tour in August! Participating architects, event volunteers and sponsoring companies are invited to attend. Extra benefits from the Bronze level sponsorship apply. Price included catering.

Literature Only Display: \$500 for one home. \$100 for each additional home

Provide your own literature (brochures, business cards, fliers, etc.) to be displayed prominently in a tour home of your choice. Literature may appear in additional homes for \$100 per home. (Available to non-competitive businesses only)

Auto Sponsorship: \$10,000

Showcase your autos at each tour home. Provide dealership signage, have a staff person on site, and/or distribute literature.

Promotional Post on Social Media: \$300

We will promote your company on our social media site with one promotional post on AIA Minnesota's facebook page.

TO RESERVE YOUR SPONSORSHIP: Contact Pam Nelson, AIA Minnesota, 612-767-1744, nelson@aia-mn.org