



TURN YOUR BUSINESS GOALS INTO RESULTS

Become an
AIA corporate partner





Unlock opportunities with an AIA partnership

Reach **100,000+** architects and design professionals seeking to enhance their practice, advance the profession, and strengthen their bottom line.



- Showcase your products, services, and expertise to a highly engaged audience that trusts and prefers content from AIA partners.
- Amplify your brand visibility and credibility through targeted marketing and exclusive sponsorship opportunities.
- Build lasting relationships and position your company as a trusted voice in the AEC industry.
- Work with an experienced team that listens, understands your goals, and builds tailored, year-round marketing strategies.

Align your goals with our mission

Together, we'll create customized opportunities that connect your business objectives with AIA's core values. Whether your goal is to generate leads, showcase thought leadership, or strengthen your brand's connection to architects, AIA provides the platform, tools, and insights to help you succeed.



WE STAND FOR EQUITY AND HUMAN RIGHTS



WE STAND FOR ARCHITECTURE THAT STRENGTHENS COMMUNITIES



WE STAND FOR A SUSTAINABLE FUTURE



WE STAND FOR PROTECTING COMMUNITIES FROM THE IMPACT OF CLIMATE CHANGE



WE STAND FOR ECONOMIC OPPORTUNITY

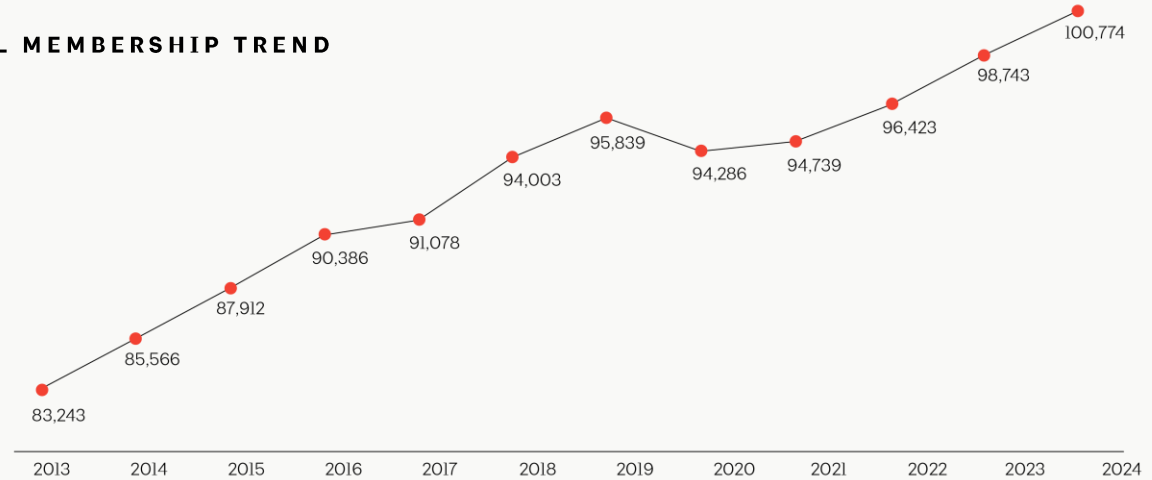


WE STAND FOR INVESTING IN THE FUTURE

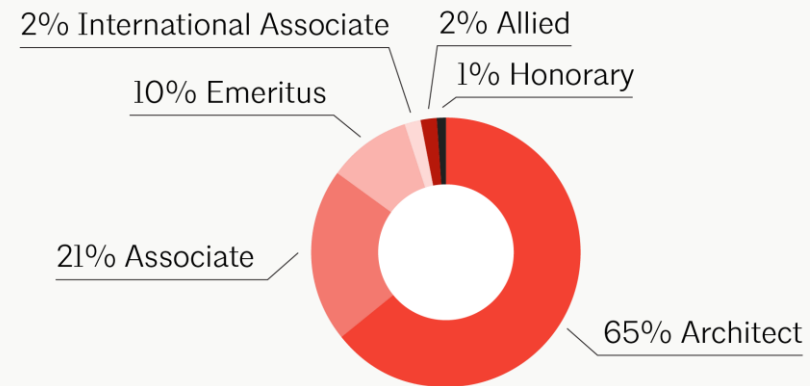
Access a large, influential network

Reach and engage architects and design professionals through strategic, high-impact opportunities that build lasting connections with your target markets.

OVERALL MEMBERSHIP TREND



BREAKDOWN BY MEMBERSHIP CATEGORY



Source: 2024 Year-End Member Roster

Connect your brand with AIA

As an AIA corporate partner, you can feature the AIA partner logo in your marketing, advertising, and promotional efforts—reinforcing your connection to the world’s largest, most influential network of architects and design professionals.



Expand your reach

Increase your brand awareness and engagement through AIA's social media network—putting your content directly in front of our active, highly engaged followers.

OUR AUDIENCE			
189k Twitter/X	167k Facebook	259k LinkedIn	99k Instagram

AVERAGE IMPRESSIONS/REACH PER POST			
953 Twitter/X	2,614 Facebook	7,738 LinkedIn	5,582 Instagram

See proven results

Did you know AIA partners generate an average of **2.7x more leads** than non-partners?

From brand awareness to thought leadership, product specification, and market insights, we'll connect you with and help you understand the architect community.

WITH AIA AS YOUR BUSINESS PARTNER, YOU'LL HAVE:

- Unmatched access to architects
- A qualified audience that prefers and trusts content from AIA and partners
- Exclusive industry research to inform your strategies
- Extensive resources to improve your ROI
- Custom programs and channels to meet your business needs

Partners gain more than visibility—they earn credibility



90% credit their partnership with achieving their primary business objectives



80% partner with AIA to strengthen their corporate image and build brand power



Partners report higher brand awareness, enhanced brand perception, and stronger brand position as key partnership outcomes



90% plan to partner every year

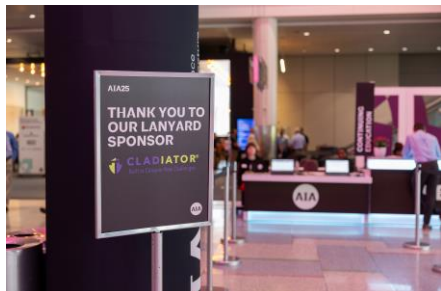


Build a custom program that meets your business needs

We're here to help you create a partnership package that aligns with your organization's goals and priorities.

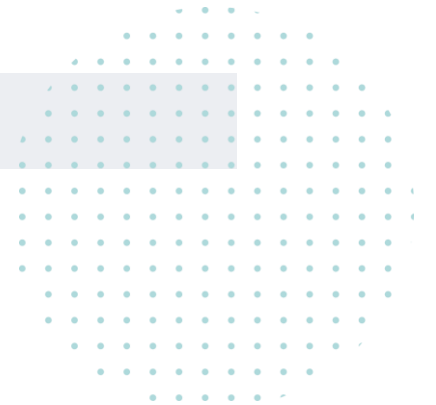
For additional details or personalized guidance in customizing your package, please reach out to your account manager, who will be happy to collaborate with you to build a package that delivers measurable value and impact.

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EDUCATION

Continuing Education Provider subscription (Passport)	\$4,900
AIAU live course webinar	\$12,500
AIAU course placement	\$8,500
AIAU sponsored series	\$10,000–25,000
CE Provider enhanced dashboard	\$5,000



ADVERTISING



Partner content	\$8,000–10,000/story
<i>AIA Architect</i> e-newsletter	\$3,500
Programmatic retargeting	\$15,000/quarter
<i>AIA Tech & Spec</i> e-newsletter	\$1,500–3,500/insertion
Social media	\$10,000/month
AIA.org	\$3,000/month

EVENT SPONSORSHIPS

AIA Leadership Summit	\$6,000–35,000
AIA Women’s Leadership Summit (WLS)	\$5,000–25,000+
Academy of Architecture for Justice Symposium	\$2,500–5,000
CRAN AIA26 Forum	\$10,000
VIBE Hosted Buyer event	\$15,000
Academy of Architecture for Health (AAH) Summer Leadership Summit	\$6,000–30,000
Academy of Architecture for Health—Healthcare Design Conference	\$5,000–10,000
Committee on Design—Domestic Design Tour	\$5,000–15,000
Committee on Architecture for Education Touring Symposium	\$5,000–15,000

EVENT SPONSORSHIPS

Council of Architecture Component Executives (CACE) Symposium	\$5,000–15,000
Custom Residential Architects Network (CRAN) Symposium	\$6,000–25,000
Historic Resources Committee (HRC) Taliesen West	\$3,500–10,000
Young Architects Forum	\$7,500
National Associates Committee Event	\$7,500
AIA Awards Gala at AIA26	\$5,000–125,000
Technology in Practice Symposium at AIA26	\$10,000–20,000
Business Bootcamp	\$10,000
Practice Management Lunch at AIA26	\$2,500

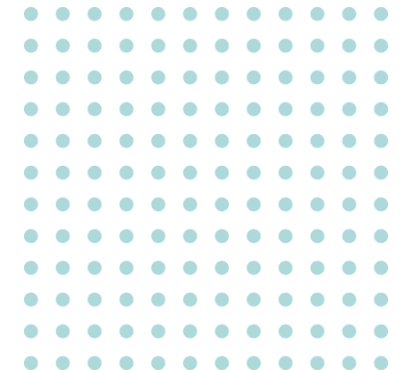
AIA Conference on Architecture & Design®:
Conference sponsorships and exhibits do not count towards partnership investment, but some partner benefits are included at the conference.

RESEARCH & ADVISORY

Custom research	\$40,000+
Focus groups	\$20,000/three
5 Interviews with report	\$3,500
Co-branded research	\$70,000+
Familiarization tours	\$20,000
Architect Advisory Group	\$15,000

SUSTAINABILITY & RESILIENCE

AIA 2030 Commitment	\$7,500–25,000
Committee on the Environment (COTE®)	\$2,500–15,000
AIA Materials Pledge	\$5,000–15,000
Resilience and Adaptation	\$5,000–15,000
Climate Action and Design Excellence (CADE)	\$5,000–30,000



SPONSORSHIPS

Architecture Week	\$5,000–25,000
Historic Resources Committee	\$500–7,500
Interior Architecture Knowledge Community	\$1,000–5,000
Small Project Design Knowledge Community	\$5,000–10,000
Interfaith Design Knowledge Community	\$1,000–2,000
AIA Global Campus for Architecture and Design™	\$5,000–20M

AIA CORPORATE PARTNERSHIP BENEFITS BY TIERS

	Cornerstone	Collaboration	Innovation	Strategic
<i>Minimum investment (including all the items in an annual portfolio)</i>	\$40,000	\$60,000	\$120,000	\$200,000
<i>Branding & AIA logo usage (investment based on your selected package)</i>	\$10,000	\$15,000	\$25,000	\$50,000
Annual CEO meet (virtual or D.C.)				x
Logo in footer of all issues of AIA Architect				x
Logo on AIA.org homepage				x
1x Email blast to AIA members				x
1x Private economic briefing with AIA's Chief Economist				x
Partner spotlight: Social post			x	x
AIA26: Partner carpet wrap around booth			x	x
Press release or media announcement (new partners)			x	x
AIAU: # of seats to any course (for company employees)		10	20	Unlimited
AIA26 Opening Night Celebration invites		2	4	6
AIA26: Logo in walk-up slides for general sessions		x	x	x
Ability to purchase social media campaigns		x	x	x
Access to purchase advisory boards or familiarization tours		x	x	x
License to use AIA brand partner logo	x	x	x	x
Complimentary access to ABI	x	x	x	x
Advance access to The Architect's Journey to Specification	x	x	x	x
Logo on AIA.org corporate partners page	Tiered	Tiered	Tiered	Tiered
AIA26: Logo on print and digital signage	Tiered	Tiered	Tiered	Tiered
AIA26: VIP partner buttons on site	x	x	x	x
AIA26: Access to AIA Partners Club	x	x	x	x
Subscription to AIA Architect e-newsletter	x	x	x	x
Dedicated AIA account manager	x	x	x	x
Biannual economic partner briefing	x	x	x	x
AIA corporate partner lanyards	x	x	x	x

Unlock your own case study

Beyond Products: How Marvin Deepened Engagement with Architects Through AIA Research

When you partner with AIA, you gain access to research, insights, and opportunities that help your brand grow.

The results? A stronger connection to their target audience, improved sales team positioning, and product roadmaps better aligned with architect needs.

JUST ASK MARVIN:

“The partnership with AIA gave us insights to further support how we help bring an architect’s vision to life.”—Ann Rauch, Strategic Marketing Manager, Marvin

Case study
Beyond Products: How Marvin Deepened Engagement with Architects Through AIA Research

CHALLENGE
 Gaining a better understanding of a critical audience

For more than 100 years, Marvin has been a trusted name in the custom residential, commercial and institutional window and door space, offering design-forward solutions, top-tier performance, customer care, and innovation. As the design and construction industries continue to evolve, so too does Marvin's approach to product development. The mission of Marvin's AIA Research is to go beyond products and into the mission-critical work of architects. Marvin set out to deepen its engagement and understanding of architects, not just as customers, but as partners in the design process. Through targeted research, Marvin leveraged the power of AIA's vast network to better understand the needs of one of its most critical audiences.

The result is a compelling example of how manufacturers can harness the power of AIA to go beyond selling products to become meaningful partners in the design process.

As a manufacturer rooted in the custom residential space, Marvin has long prioritized understanding with architects who bring meaningful design to life. The company has a strong presence in the market, but wanted to ensure it was identified as such by a critical design audience. Understanding of today's architect audiences and behaviors has evolved to encompass edge cases from the rural and blue-ribbon homes, "and Ann Rauch, Strategic Marketing Manager, Architect Segment at Marvin. "You get into the design or our primary audience to help residential spaces and also understand the company as a business."

Marvin architects and designers increasingly depend on artificial intelligence to help them understand their audience better.






Let's collaborate to deliver smart, effective solutions!

Get in touch to design a partnership package that fits your business needs!

Companies A-F, #s



Susan Konohia

Director

Business Development
susankonohia@aia.org

With 15+ years of experience in AEC, Susan leads business development efforts that help manufacturers and allied partners grow their presence with architects and design firms. Her deep sector knowledge and strategic account leadership ensure partners receive tailored solutions aligned with their goals.

Companies G-O



**Rebecca Grounds,
CAE, PMP**

Senior Director

Business Development
rebeccagrounds@aia.org

Rebecca brings a creative, relationship-driven approach to cultivating partnerships and driving growth. With a background in storytelling and communications, she helps teams think big, execute with purpose, and deliver meaningful results that move their business forward.

Companies P-Z



**Başar Akkuzu,
MBA**

Director

Business Development
basarakkuzu@aia.org

Başar brings a relationship-driven approach to corporate partnerships, helping brands build meaningful high-touch engagements with the architecture and design community. His marketing and partnership expertise fosters human-centered connections that drive loyalty and long-term value.