



# AIA DALLAS TOUR OF HOMES



**OCTOBER//28+29//2017**

**PRESENTED BY PORCELANOSA®**  
TILE / KITCHEN / BATH / HARDWOOD

## SPONSORSHIP CONTACT INFORMATION

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# SPONSORSHIP INFORMATION

# AIA DALLAS TOUR OF HOMES

## TOUR DESCRIPTION

### WHAT

Open to the public, this two-day event features self-guided tours through Dallas' architecturally significant homes. The event highlights unique residential design solutions, while illustrating the importance of working with an architect to achieve a high level of creative design. All of the homes featured are designed by registered Texas Architects.

### WHEN

SATURDAY, OCTOBER 28<sup>TH</sup> 10AM – 5PM &  
SUNDAY, OCTOBER 29<sup>TH</sup> 10AM – 5PM

### BENEFITING

Proceeds from the Tour of Homes benefit the Dallas Chapter of the American Institute of Architects. AIA Dallas empowers architects to excel and impact their practice, profession and community. They are the voice of the architectural profession, dedicated to serving its members, advancing their value, and improving the quality of the built environment. AIA Dallas has a membership base of more than 2,100 members and 300 architectural firms.



### EXPECTED OUTREACH AND MEDIA SPONSOR

In 2015, 3,000 Tickets were sold. This year we are exclusively partnering with a new media sponsor to broaden our reach. Our exclusive print media sponsor is Modern Luxury Dallas and Interiors Texas. The magazines drop into 570,000 homes throughout the state of Texas. Modern Luxury Dallas is mailed to Dallas' top 25,000 most affluent homes by tax roles. Their online e-newsletters reach 20,000 subscribers and their combined Instagram and Facebook followers exceed 15,000. The October issue of Modern Luxury Dallas will feature a 16 page tour guide. Each house will be presented via images, project team information and sponsored home products. This 360 degree marketing campaign is expected to bring the tour's outreach to a new level. Our secondary media outlets include the AIA Dallas Columns Magazine.

### HOW YOU FIT IN

Your participation as a sponsor will align your company with the exposure and interests of the most affluent, educated, and sophisticated Dallas residents and architects. Please refer to [page 03 and 04](#) for sponsorship information.

# AIA DALLAS TOUR OF HOMES

## SPONSORSHIP GENERAL INFORMATION

**THE FOLLOWING ARE HOMES FEATURED ON THE TOUR (Refer to your email to see which house(s) contain your products/services.)**

1. Euclid Avenue | Shipley Architects | Clowdus Construction Company **(PREMIERE PARTY LOCATION)**
2. Deer Trail | Marek Architecture | Durham Builders
3. Madera Street | Far + Dang | Dimension Design + Build
4. Magnolia Hill Court | ZERO3, Inc | Larry Hartman Construction
5. Northaven | NIMMO | Rau Haus
6. Royal Crest Drive | Domiteaux + Baggett Architects | Waterford Construction
7. Santa Clara Drive | Maestri, LLC - Architecture + Interiors | Michael S. Wilson Custom Homes
8. Woodfin | M-Gray Architecture | M-Gray Architecture

## SPONSORSHIP DEADLINES & TOUR EVENTS TIME LINE

MAY 31	Sponsorship Contracts to be paid in full to AIA Dallas and signed contract returned to aiadallastourofhomes@gmail.com
JUN 30	Deadline for high resolution logo to be sent to khowell@aiadallas.org
SEPT 29	Assignments for representatives in houses emailed to sponsors
OCT 11	Deadline for product brochures to be dropped-off or mailed to the AIA Dallas.
OCT 16	Sponsorship Premiere party tickets and home tour tickets mailed out to sponsors
OCT 23	Deadline for Premiere Party guest's names to be emailed to khowell@aiadallas.org
OCT 26	Premiere Party 6:30PM - 8:00PM
OCT 28 & 29	AIA Dallas Tour of Homes 10am to 5pm each day
NOV 14	Unused brochures must be picked up by this date at the AIA Dallas Office

## IF YOU ARE INTERESTED IN BEING A SPONSOR

There are a number of ways to be a sponsor. The easiest way is to review the sponsorship levels on the next page and click on the link in the black box to purchase your sponsorship. Once you have completed your payment, we will send you a contract for your records. If you would prefer an invoice, email aiadallastourofhomes@gmail.com and we will send you an invoice and a contract to sign. If you would like to ask questions to our Sponsorship Director please see the contact information on the bottom right corner of the front cover of this packet. [Click Here](#) to bring you to the contact information. When emailing, please provide the following information:

Company Name | Address | Contact Name | Phone Number | Sponsorship Level | Question.

## LEVELS OF SPONSORSHIP

For Information on the various levels of sponsorship please refer to the next page for general sponsorship or see page 06 for title sponsorship information.

# AIA DALLAS TOUR OF HOMES

## SPONSOR BENEFITS - COMPARISON CHART

CLICK here to email us that you want to be a sponsor

SPONSORSHIP BENEFITS / OPPORTUNITIES												
	VIP Tent at One House**** for Saturday and Sunday of Tour Weekend	Interiors Texas* October Issue   Home Tour Sponsor Acknowledgement Page	Interiors Texas -Your Company Name Listed October Issue   Hometour Section with the houses	Your Company Name on the Official Home Map Star on the Map or Special Icon for Tent Location	Social Media Post Linked to your Website Facebook and/or Instagram (Quantity of Posts shown below)	Your Logo with Web link or Company Name on Home Tour Announcements / Signage* Printed Materials, Cell Phone App and Tour Website	Your Company's Brochure in the Home(s)** See Below for Number of Homes	Your Company's Representative in One Home*** See Below for More Information	Complementary Premiere Party Tickets Included See Below for Quantity of Complementary Tickets	Complementary Home Tour Tickets Included See Below for Quantity of Complementary Tickets	Percent Discount on Additional Tickets to Premiere Party and Home Tour	Complementary AIA Dallas Allied Membership or Upgrade of Current Membership
<b>Title</b> \$10,000.00					Opportunity is No Longer Available							
<b>Hospitality</b> \$5,000.00	Yes	Logo Inclusion	Yes	Yes	2	Logo with Web Link	All	Yes	6	15	10%	Yes
<b>Platinum</b> \$3,000.00	No	Logo Inclusion	Yes	No	2	Logo with Web Link	4	Yes	4	10	10%	Yes
<b>Gold</b> \$2,000.00	No	Logo Inclusion	Yes	No	1	Logo with Web Link	3	Yes	4	8	10%	Yes
<b>Silver</b> \$1,000.00	No	Logo Inclusion	No	No	0	Logo with Web Link	2	Yes	2	6	0%	No
<b>Bronze</b> \$500.00	No	Company Name	No	No	0	Company Name	1	No	0	4	0%	No

\* For this benefit please refer to Logo Format and Logo Deadline on page 05 for additional information.

\*\* For this benefit please refer to Product Brochure Guidelines on page 05 for additional information.

\*\*\* For this benefit please refer to Product Representative in Home(s) on page 05 for information.

\*\*\*\*For this benefit refer to Executive VIP Tent on page 05 for more information.

# AIA DALLAS TOUR OF HOMES

## ADDITIONAL INFORMATION FOR SPONSORS

### HOSPITALITY TENT

For the Hospitality Level Sponsor the AIA Dallas will provide a tent at one of the tour homes for the sponsor to furnish and display hospitality amenities and/or vendor products. The specific house(s) where a tent is provided is at the discretion of the AIA Dallas Tour of Homes. A general description of what will occur in the Executive VIP Tent and preferred name of tent must be provided and discussed with the AIA Dallas Tour of Homes by June 30th. Power needs must be requested by October 14th. Power needs may not be able to be accommodated by the home owner. Only two Hospitality level sponsorships are available. The tent location(s) will be included on tour maps.

### LOGO FORMAT AND REQUIREMENTS

Sponsor logo must be .eps format or high resolution .jpg file. (.eps file is preferred). Please refer to the deadlines listed on page 03. Please email logos to [khowell@aiaDallas.org](mailto:khowell@aiaDallas.org). If you are a returning sponsor, a snapshot of your logo will be sent in your contract for verification. If logo is not acceptable, a new logo must be provided by the deadline.

### PRODUCT BROCHURE GUIDELINES

Product Brochures should be relevant to products that appear in the home or restricted to services that your company provides. Only provide 1 brochure type per house and multiple copies of that brochure. Product Brochures are provided by each sponsor to the AIA Dallas. Brochures to be dropped off or shipped to the AIA Dallas Offices by deadlines as shown on page 03. Brochures will be placed inside the house at a location determined by the AIA Dallas. If sponsor does not have a product in a house where they have been assigned to provide brochures, those brochures will be placed at the at the tour attendee check-in desk. Brochures are preferred to be 5"x 7" or smaller. If that size is not available, the maximum size is 8.5"x 11". Our suggested brochure quantity to provide to the AIA is a maximum of 300 brochures per house (see page 04 matrix for quantity of houses). Business cards are an acceptable alternative to brochures. Please pick up any unused brochures at the AIA Dallas Office by deadline on page 03.

### PRODUCT REPRESENTATIVE IN HOME

Your product must be installed in the house to be eligible for this opportunity. Each sponsor, as permitted by their benefits, is only eligible to have ONE representative in ONE house on the tour. There is a maximum of three representatives per house on the tour. If more than three sponsors would like have a representative in a home, the opportunity will be offered based on the date which the AIA Dallas received your signed and completed contract. See Sponsorship Deadlines on page 03 for the date of when house assignments will be posted.

### ADDITIONAL ADVERTISING

The AIA Dallas Tour of Homes will not sell your information to any third parties. Sponsors that sign-up to be a part of the event, their information will be passed onto AIA Dallas' magazine: *Columns* and to our media sponsor. If your company is interested in placing an ad in these magazines, we will support your efforts but it is not required.