



# THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

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THE FIELD GUIDE TO CONNECTING WITH STUDENT LEADERS

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## AIAS OVERVIEW

The American Institute of Architecture Students (AIAS) is the largest organization solely committed to architecture and design students. It is an independent, nonprofit, student-run organization of approximately 6,000 members each year, and extends a reach to nearly the entire U.S. architecture student community of over 30,000 through its 150+ on-campus chapters.

Here's how you can connect with our student leaders.

## WHO WE ARE

### THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

The AIAS is an independent, nonprofit, student-run organization dedicated to providing unmatched progressive programs, information, and resources on issues critical to architecture and the experience of education. The mission of the AIAS is to promote excellence in architectural education, training, and practice; to foster an appreciation of architecture and related disciplines; to enrich communities in a spirit of collaboration; and to organize students and combine their efforts to advance the art and science of architecture.



**MISSION:** Advancing leadership, design, and service among architecture students.

## WHAT WE DO

### WE PROMOTE EXCELLENCE IN ARCHITECTURAL EDUCATION AND TRAINING

Architectural practice is constantly evolving. A large part of that evolution happens in schools. A pedagogy that promotes experimentation and exploration above all. AIAS members understand their role in the profession as leaders. Not the future of the profession but the now. Programs like Freedom by Design™, CRIT, and Grassroots empower students to own that role.

### WE FOSTER AN APPRECIATION OF ARCHITECTURE, DESIGN, AND RELATED DISCIPLINES

Our annual gathering FORUM and regional Quad Conferences, provide students with the opportunity to learn about the issues facing our world, to meet students and professionals with common interests, and to interact with some of today's leading architects and designers.

### WE ENRICH COMMUNITIES IN A SPIRIT OF COLLABORATION

Through the Freedom by Design™ program and other community outreach, we empower our members and students to be good citizens on their campuses and in their communities.

### WE ORGANIZE AND COMBINE STUDENT EFFORTS TO ADVANCE THE ART AND POLICY OF ARCHITECTURE

We are the sole student voice in the collateral discussion and decision making process that include the American Institute of Architects (AIA), the Association of Collegiate Schools of Architecture (ACSA), the National Council of Architecture Registration Boards (NCARB), and the National Architectural Accrediting Board (NAAB).

## WHERE WE DO IT

**AIAS MEMBERSHIP SUPPORTS ARCHITECTURE STUDENTS** in collegiate schools across the United States but has also expanded into international academic programs.

# LEADERSHIP | 2016-2017 BOARD OF DIRECTORS



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# SO WHAT IS THE AIAS ALL ABOUT ANYWAY?



**PROFESSIONAL DEVELOPMENT**



**SOCIAL IMPACT**



**NETWORKING**



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**ARCHITECTURE + DESIGN**

**ARCHITECTURE + DESIGN | LEADERSHIP | SOCIAL IMPACT | CHAPTER BUSINESS | NETWORKING  
PROFESSIONAL DEVELOPMENT | GOVERNANCE**

## PARTNERSHIP OPPORTUNITIES

\*ALL OPPORTUNITIES ARE BASED ON A YEAR-LONG PARTNERSHIP UNLESS NOTED OTHERWISE  
\*\*WE ARE NOT TIED TO ANY OF THESE NAMES - THEY ARE MERELY TO START THE CONVERSATION!

### TRANSPARENCY TUESDAY

**PRODUCT: NEWSLETTER**

**SCHEDULE: WEEKLY**

Looking to get in front of our students on a consistent and ongoing basis? Look no further! This opportunity would put you in front of the majority of our members on a weekly basis in the most student-oriented way possible: social media! Each Tuesday, we update our members on all things happening at the AIAS via our social media channels such as Facebook, Instagram, and Snapchat. Each weekly digest is promoted not only on these channels but through their 'stories' as well (InstaStories, Snaps, Facebook Live).

**PRICETAG: \$5K PER WEEK, OR 4 WEEKS/MONTH FOR \$15K**



### I WANT TO WORK AT...

**PRODUCT: DIGITAL SERIES**

**SCHEDULE: MONTHLY**

At the forefront of our members' minds is where are they going to work when they graduate. This monthly digital series will take a look at the inner workings of some of the most prestigious firms across the country. By giving our members an inside look at what it's like to work there, how the firm culture supports the emerging architects, and how best to get a job there - we can provide our members with a leg up in their job search.

**PRICETAG: \$15K PER YEAR**

### OPEN IT UP WITH THE ARCHITYPES

**PRODUCT: PODCAST**

**SCHEDULE: BI-WEEKLY**

About half of the students you see in architecture school today will go the traditional route and into architectural practice. So what happens to the other half? Tune into The Architypes Podcast where every other week we interview a professional who went to architecture school and then took their own path. Whether that's a marketing executive, a winemaker, or even an association executive, we highlight the opportunities that an architectural education will afford those not interested in pursuing traditional practice.

**PRICETAG: \$15K PER YEAR**



### HOLD THE DOOR -OR- PATHWAYS

**PRODUCT: BLOG SERIES**

**SCHEDULE: MONTHLY**

Many of us have been fortunate to have amazing mentors throughout our careers. But what happens if you're just coming into that role and starting to mentor the younger folks in your office? 'Hold the Door' will feature mentors from around the country and their tips for being a standout mentor.

**PRICETAG: \$10K PER YEAR**

## PARTNERSHIP OPPORTUNITIES (CONT.)

### AIAS SPOTLIGHT

**PRODUCT: VARIES**

**SCHEDULE: MONTHLY**

Each year, the AIAS honors our outstanding members through many of our features: AIAS Honor Awards, Chapter Leader of the Month, Faculty Advisor Spotlight, Chapter of the Month, and more. Sponsor one of these features and support those who desire to achieve greatness.

**PRICETAG: \$10K PER YEAR**

### LOCK IT DOWN

**PRODUCT: BLOG SERIES**

**SCHEDULE: MONTHLY**

One thing that students need a lot of preparation for once they graduate is getting ready for that big job interview. This series will highlight some of the top interviewers across the country and their tips for navigating your way through a successful interview.

**PRICETAG: \$10K PER YEAR**

### GET A HANDLE ON IT

**PRODUCT: BLOG SERIES**

**SCHEDULE: MONTHLY**

Wondering what adulting is really like? This blog series will feature lifestyle lessons that help our members prepare for the world after graduation. From apartment hunting to that pesky little thing called a 401K, this feature will help our members navigate life after graduation.

**PRICETAG: \$10K PER YEAR**

### 'IN STUDIO' RENDER COMPETITION

**PRODUCT: COMPETITION**

**SCHEDULE: YEARLY**

Technology is constantly evolving but one thing we pride ourselves on as architects is our ability to tell a story through rendered drawings. This competition will highlight the work that our members are doing in and out of schools to celebrate the unique work our profession does.

**PRICETAG: \$5K**

### 'IN STUDIO' MODEL COMPETITION

**PRODUCT: COMPETITION**

**SCHEDULE: YEARLY**

Model making is at the very heart of the studio culture in schools. This partnership will help to highlight the exciting and cutting edge work that our members are doing every day.

**PRICETAG: \$5K**



## PARTNERSHIP OPPORTUNITIES (CONT.)

### TEAR UP THE FLOOR

**PRODUCT: DIGITAL SERIES**

**SCHEDULE: MONTHLY**

The skill that architects find most hard to come by are some of the softer skills of the profession. Help our members take their place in the profession, and teach them to ‘tear up the floor’ with killer presentation skills.

**PRICETAG: \$15K PER YEAR**

### ARCHFASHION: DECONSTRUCT

**PRODUCT: COMPETITION**

**SCHEDULE: YEARLY**

Who doesn't love fashion? As architects, we have an innate eye for design, so why not use those skills and revamp the fashion industry with products that we know and love? Wouldn't you want to wear a dress made out of recycled tires or metal roofing? See what uses your building materials can transform into with our members' creative eyes.

**PRICETAG: \$15K**

### THE FUTURE OF THE PROFESSION: WHAT'S "R" VALUE?

**PRODUCT: BLOG SERIES**

**SCHEDULE: MONTHLY**

In many areas of the country, insulation plays an important role in the building envelope. Our members are important players in shaping the role of the profession. Join us as we feature what our chapters are doing locally and highlight your product in the meantime.

**PRICETAG: \$10K PER YEAR**

### ADDITIONALLY, YOU CAN EXPECT TO RECEIVE:

- Booth at our national conferences, AIAS FORUM and AIAS Grassroots
- Logo on national conference websites, splash screens, and sponsor boards
- Your provided material included in attendee registration bag
- General Session stage time in front of all of our conference attendees
- Custom company profile on [aias.org](http://aias.org)
- And much more

Want to customize? Mix and match? Let us know what's important to you, and we'll customize a package to fit your needs!

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A DESIGN CONSULTANCY OF ARCADIS



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YES! I WOULD LIKE MORE INFORMATION ON:

## GENERAL SPONSORSHIP OPPORTUNITIES

- TRANSPARENCY TUESDAYS
- I WANT TO WORK AT
- OPEN IT UP WITH ARCHITYPES
- HOLD THE DOOR / PATHWAYS
- AIAS SPOTLIGHT
- LOCK IT DOWN
- GET A HANDLE ON IT
- 'IN STUDIO' RENDER COMPETITION
- 'IN STUDIO' MODEL COMPETITION
- TEAR UP THE FLOOR
- ARCHIFASHION: DECONSTRUCT
- WHAT'S "R" VALUE?

NAME:

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COMPANY NAME:

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EMAIL ADDRESS:

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PLEASE FILL OUT AND RETURN TO  
KIMBERLYTUTTLE@AIAS.ORG



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**THE AMERICAN INSTITUTE  
OF ARCHITECTURE STUDENTS**