

SPONSORSHIP OPPORTUNITIES
AND BENEFITS

HONOURS AND AWARDS PROGRAM

Advocate.
Educate.
Celebrate.



RAIC | IRAC

Royal Architectural Institute of Canada
Institut royal d'architecture du Canada

The RAIC has designed **sponsorship opportunities** to meet the objectives of organizations of any size.

In addition to the benefits listed below, each award allows for unique opportunities! You can find the additional opportunities described on each award page.

BENEFACTOR \$25,000

- ✓ Company spotlight in **four** newsletters (in the affiliate section)
- ✓ **Eight** social media reshares via the RAIC platforms of your choice (Instagram story, Twitter, Facebook, and/or LinkedIn) during the award season
- ✓ Logo included in all media releases as a sponsor including call for submissions and announcing award recipients
- ✓ Onsite participation at event (specific to each award)
- ✓ Large logo placement and company link on an award-specific webpage
- ✓ Recognition at the event (specific to each award)
- ✓ National and international media recognition

PARTNER \$10,000

- ✓ Company spotlight in **two** newsletters (in the affiliate section)
- ✓ **Two** social media reshares via the RAIC platforms of your choice (Instagram story, Twitter, Facebook, and/or LinkedIn)
- ✓ Logo included in all media releases, as a sponsor, including call for submissions and announcing award recipients
- ✓ Onsite participation at event (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Recognition at the event (specific to each award)
- ✓ National and international media recognition

DONOR \$5,000

- ✓ **One** social media reshare via the RAIC platform of your choice (Instagram story, Twitter, Facebook, or LinkedIn)
- ✓ Onsite participation at event (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Recognition at the event (specific to each award)

CONTRIBUTOR \$15,000

- ✓ Company spotlight in **three** newsletters (in the affiliate section)
- ✓ **Four** social media reshares via the RAIC platforms of your choice (Instagram story, Twitter, Facebook, and/or LinkedIn)
- ✓ Logo included in all media releases as a sponsor including call for submissions and announcing award recipients
- ✓ Onsite participation at event (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Recognition at the event (specific to each award)
- ✓ National and international media recognition

SUPPORTER \$7,500

- ✓ Company spotlight in one newsletter (in the affiliate section)
- ✓ One social media reshare via the RAIC platform of your choice (Instagram story, Twitter, Facebook, or LinkedIn)
- ✓ Logo included in all media releases, as a sponsor, announcing the award recipient
- ✓ Onsite participation at event (specific to each award)
- ✓ Logo placement and company link on an award-specific website
- ✓ Recognition at the event (specific to each award)

FRIEND \$1,000 - \$2,500

- ✓ Onsite participation at events
- ✓ Logo placement and company link on one award-specific website
- ✓ Verbal recognition at event

We look forward to your participation in—and support of—the RAIC Honours and Awards program.

GOVERNOR GENERAL'S MEDALS IN ARCHITECTURE (BIENNIAL)



Recognizing outstanding achievement in recently built projects by Canadian architects, this program—created by the RAIC—contributes to the development of the discipline and practice of architecture and increases public awareness of architecture as a vital cultural force in Canadian society. These awards are administered jointly with the [Canada Council for the Arts](#).

There are multiple sponsorship opportunities within this program.

2020 Recipients, for details: https://raic.org/awards/governor_generals---2020-recipients

1. AWARDS CEREMONY

What: Attended by ~200 guests including media, the ceremony includes the presentation of the [Canadian Society of Landscape Architects](#), Governor General's Medal in Landscape Architecture recipient. These awards are presented by the Governor General of Canada.

Where: Rideau Hall in Ottawa, ON

When: The awards ceremony and lecture are presented in the fall or scheduled based on the Governor General of Canada's convenience and availability at Rideau Hall.

Additional sponsorship benefits :

- Recognition in the printed and online RAIC Journal which is published in *Canadian Architect*—a magazine distributed to 13,500 subscribers*
- Recognition in the printed and online Architecture Canada publication.

**Available at the Partner level or higher*

2. FREE PUBLIC LECTURE & PRIVATE COCKTAIL RECEPTION

What: This free public lecture titled "12 Architects on Architecture" features five-minute presentations by the recipients of the Governor General's Medals in Architecture and the medal recipient of the Governor General's Medal in Landscape Architecture. These awards are among the most prestigious in the industry. A private cocktail reception is hosted for the recipients, their guests, RAIC Board and CSLA Council members.

Where: Ottawa, ON

When: The public lecture and cocktail reception is held the evening prior to the awards ceremony.

Additional sponsorship benefits :

- Logo placement and company link on the award recipient title webpage
- Logo placement on digital event poster, digital display panel, presentation slide and event signage
- Opportunity to speak at the podium (one-minute approved script)*

**Available at the Benefactor level (one spot available)*

3. ARCHITECTURE CANADA PUBLICATION

What: This publication showcases the 12 projects awarded with the Governor General's Medal in Architecture.

Being part of the publication is of great interest to those who value architecture and the quality of our cities, or those involved in the architecture profession.

A printed copy of the book is distributed to all award ceremony guests (~200)—following which the publication is available online to all RAIC members and the public. A limited number are printed for purchase through the [RAIC online store](#).

When: This publication is produced in time for the awards ceremony.

Additional sponsorship benefits:

- Opportunity to include a 150-word congratulatory message to recipients in print and online publication*

**Available at the Partner level or higher*

RAIC COLLEGE AND RAIC SYLLABUS CONVOCATION (ANNUAL)



What: The RAIC College and RAIC Syllabus Convocation is a formal ceremony steeped in tradition where the College recognizes RAIC members, international architects, and laypersons who have made outstanding contributions to architecture. It also celebrates the graduation of Syllabus students.

A cocktail reception is hosted following the ceremony for all attendees.

Where: Presented as part of the RAIC Conference on Architecture.

Additional sponsorship benefits

- Logo placement in the Convocation program and event signage
- Mention in two media releases, one announcing the Honorary Fellows, a second announcing the Fellows
- Reserved seating at the Convocation ceremony (number of seats based on sponsorship level)
- Opportunity to introduce the keynote speaker (one-minute approved script)*

**Available at the Partner level or higher (one spot available)*

NATIONAL URBAN DESIGN AWARDS (BIENNIAL)



2020 Recipients, for details: <https://raic.org/raic/national-urban-design-awards--2020-recipients>

What: The National Urban Design Awards is a Canadian program established by the RAIC in partnership with the Canadian Institute of Planners (CIP) and the Canadian Society of Landscape Architects (CSLA) in 2006. The program showcases excellence in urban design, raises public awareness of the role of urban design in sustainability and quality of life in Canadian cities, and recognizes the contributions of individuals, organizations, firms, and projects.

There are six different categories of urban design projects. One award will be bestowed for each category and an optional certificate of merit. The awards are part of a two-tier program held in cooperation with Canadian municipalities.

When: A media release will go out in March 2024. The awards presentation will be held at the RAIC Conference in May 2024. A virtual Urban Design round table will occur after Conference with the award recipients, including a Q & A.

Additional sponsorship benefits

- Verbal recognition during the round table event
- Logo placement and company link on the award recipient title webpage
- Tickets to event (amount depends on sponsorship level)
- Recognition in CIP and CSLA e-newsletter, social media and website
- Recognition in RAIC printed and online Journal published in Canadian Architect magazine distributed to 13,500 subscribers *
- Opportunity to speak at the round table (one-minute approved script)**

ADDITIONAL REACH:
**7,500 CIP
members
and 2,800 CSLA
members**

**Available at the Partner level or higher*

***Available at the Benefactor level only (one spot available)*

RAIC ANNUAL AWARDS (ANNUAL)



What: This program recognizes and celebrates recipients from six separate awards, each with their own sponsorship opportunity. The awards are:

RAIC ADVOCATE FOR ARCHITECTURE AWARD

This award celebrates an individual, or collective of individuals, who has acted as a public champion for the advancement of Canadian architecture through their advocacy, patronage, and/or other forms of support. Candidates may include clients or patrons, educators, public servants, architects, allied professionals and others. It considers exemplary approaches to sustainability, as well as the support and advancement of equity, diversity, and inclusion. The award recognizes long-term commitment to the profession at an international, national, regional or local level.

RAIC RESEARCH & INNOVATION IN ARCHITECTURE AWARD

This award recognizes an architect, architectural practice and/or academic researcher who has demonstrated excellence in research and/or innovation in architectural practice, technology, or pedagogy. It celebrates initiatives that advance professional practice and/or disciplinary knowledge, and considers exemplary approaches to sustainability, as well as the support and advancement of equity, diversity, and inclusion.

RAIC ARCHITECTURAL JOURNALISM AND MEDIA AWARD

This award recognizes an architect, architectural practice or individual that presents a narrative about architecture which promotes public understanding and awareness of architecture, the role of architects and their impacts on society, and/or the value of design and design excellence. The entry can range from a single significant contribution to a collection of work.

When: All three awards are presented at the RAIC President's Dinner and Awards Gala, at the RAIC Conference on Architecture.

Additional sponsorship benefits

- Logo placement and company link on the award recipient webpage
- Logo placement on digital event poster, digital display panel, presentation slide and event signage
- Tickets to event (amount of tickets depending on sponsorship level)
- Recognition in RAIC printed and online Journal published in Canadian Architect magazine distributed to 13,500 subscribers*
- Opportunity at the podium (one-minute approved script)**

**Available at the Partner level or higher*

***Available at the Benefactor only (one spot available)*

RAIC ANNUAL AWARDS (ANNUAL)



What: The RAIC recognizes individuals for their excellence in architecture, service to clients, contributions to the profession, education and community.

There are six sponsorship opportunities within this program.

1. RAIC GOLD MEDAL

The highest honour that the Institute can bestow in recognition of a significant and lasting contribution to Canadian architecture. The honour recognizes a significant body of work demonstrated through either excellence in design, research, education, advocacy or other activities with a direct impact on the advancement of architecture in Canada. It considers the individual's breadth and scope of expertise; established presence within the public sphere, both in Canada and internationally; exemplary approaches to sustainability; support and advancement of equity, diversity and inclusion; and commitment to the future generation of architects.

2. ARCHITECTURAL PRACTICE AWARD

Recognizes a Canadian architectural practice that has consistently produced distinguished architecture. The award recognizes the achievements of the practice, considering at least five of the following core areas: quality of architecture; quality of professional services; innovativeness (such as methods and processes related to design, construction and/or practice); contributions to the profession (including professional institutions and/or associations); research and teaching; exemplary approaches to sustainability; support and advancement of equity, diversity and inclusion; and commitment to the future generation of architects through supports such as mentorship, training opportunities and providing a path to licensure.

3. EMERGING ARCHITECTURAL PRACTICE AWARD

Recognizes an emerging Canadian architectural practice that shows exceptional promise for contributing significantly to the future of architecture. The award recognizes the early career achievements of the practice and considers: quality of architecture; innovativeness (such as in methods and processes related to design, construction and practice, exemplary approaches to research and teaching, sustainability, or the support and advancement of equity, diversity and inclusion); and current—as well as potential for future—leadership within the profession.

When: All the RAIC Annual Awards are presented at the RAIC President's Dinner and Awards Gala, at the RAIC Conference on Architecture.

Additional sponsorship benefits

- Logo placement and company link on the award recipient webpage
- Logo placement on digital event poster, event poster and presentation slide
- Tickets to event (amount of tickets depending on sponsorship level)
- Recognition in RAIC printed and online Journal published in Canadian Architect magazine distributed to 13,500 subscribers*
- Opportunity to speak at the podium (one-minute approved script)**

**Available at the Partner level or higher*

***Available at the Benefactor only (one spot per award)*

RAIC HONOURS AND AWARDS ONLINE SUBMISSION PLATFORM (THREE-YEAR OPPORTUNITY)



What: In 2019, the RAIC introduced an online platform (raic.awardsplatform.com) for all submissions and nominations to:

1. Better facilitate the submission and application process of the RAIC awards program
2. Increase submissions and applications
3. Reduce submission costs
4. Provide national and international jury members with easy access to review submission content

From September 2023 to January 2024, the platform was accessed by more than 300 submitters and 26 jurors.

When: This is a three-year sponsorship opportunity.

- 2024, 2025, 2026 Call for Submissions

Additional sponsorship benefits

- Sponsor logo with a link to company website on raic.awardsplatform.com main log-in page for all of 2024, 2025 and 2026

**Available at Supporter level and higher*

RAIC COLLEGE REGIONAL ACTIVITIES (ANNUAL)

What: The RAIC College Regional Chairs are encouraged to organize regional activities across Canada which are attended by local members and their guests as an opportunity to network and recognize new Fellows.

Where: Locations may include Toronto, Ottawa, Winnipeg, Vancouver and Victoria.

When: These annual dinners are scheduled at the discretion of the region usually in the fall or spring.

Additional sponsorship benefits

- Logo placement on the digital invitation sent to regional members
- Speaking opportunity at the event (one-minute approved script; maximum two spots per event)
- Opportunity to network with local Fellows

RAIC COLLEGE BOOKLET (ANNUAL)

What: The RAIC College Booklet features the Honorary Fellows and Fellows of the current year. This booklet is made available electronically to all RAIC members through our website and a limited number are printed and distributed to the new Fellows and Honorary Fellows at Convocation as a keepsake.

When: This booklet is produced annually and distributed in print and electronically.

Additional sponsorship benefits

- Logo placement and recognition in print and electronic publication
- Opportunity to include a 150-word congratulatory message to new Fellows and Honorary Fellows
- Verbal recognition at the Convocation ceremony

RAIC COLLEGE ANNUAL BUSINESS MEETING

What: This is a Fellows-only event.

When: This meeting will be held in May/June 2024.

Additional sponsorship benefits

- Logo on the powerpoint
- Opportunity to speak at the virtual meeting (one-minute approved script; one spot available)*

**Available at the Supporter level or higher*

RAIC COLLEGE LUNCHEON

What: This event is open to conference delegates with special guests, such as Honorary Fellows.

When: This luncheon will be held in May 2024 at the RAIC Conference.

Additional sponsorship benefits

- Opportunity to speak at the luncheon (one-minute approved script; one spot only)

FOR MORE INFORMATION:

Chantal Charbonneau, Hon. MRAIC
VP Member Engagement
ccharbonneau@raic.org



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