

**SPONSORSHIP**

# Design Dialogues 2015

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The Chicago Architecture Foundation (CAF) hosts its new Design Dialogues public program series—monthly events that foster informed and involved citizens by elevating the conversation around Chicago’s critical built-environment issues.

Design Dialogues convenes leaders from a range of sectors—business, government and design—to take a closer look at city-shaping design efforts, and future topics where design can greatly improve Chicago or alter its trajectory in significant ways.

Potential topics include:

- Post-industrial Chicago: Retrofitting building stock for the booming tech business
- Chicago Playscapes: Bringing innovation to park design
- Chicago’s Recession Story: From stalled mega-projects to the foreclosure crisis
- Downtown hotel boom: Impact of non-residents on Chicago’s built environment
- Urban agriculture experiments: Can Chicago one day feed itself?
- A connected river walk: How Chicago’s newest amenity is changing downtown

The Design Dialogues series kicks off in March 2015 and is hosted in the CAF Lecture Hall at 224 S. Michigan Avenue.

**Sponsor support helps keep Design Dialogues ticket prices affordable for the general public, and allows CAF to offer complimentary seating to local students and educators.**

# DESIGN DIALOGUES

**1,200+**  
ATTENDEES

**9** EVENTS  
IN 2015

**40+** EXPERTS  
SHARING THEIR IDEAS  
AND KNOWLEDGE

Design Dialogues sponsors receive **brand visibility** through a year-round integrated marketing and promotion campaign that has an audience of more than **1.2 million individuals:**

## ADVERTISING

### 40,000+ audience\*

- Online and print campaign
- Outlets include *DNAinfo.com*, *Chicagoist* and *Curbed*

*\*Audience increase pending media sponsor*

## SOCIAL MEDIA

### 130,000+ audience

- Brand calls to CAF's extensive social media audience
- Platforms include Twitter, Facebook, Pinterest and Instagram

## ARCHITECTURE.ORG

### 60,000+ audience

- Dedicated Design Dialogues web presence—program listings and archive
- Static and mobile-friendly web pages
- Static promotion on architecture.org home page

## CAF COMMUNICATIONS

### 415,500+ audience

- Bi-Monthly Event/Tour Print Calendar distributed to CAF Members and Shop (4,000 distribution to members)
- Monthly Members Column e-Newsletter (6,500 subscribers; multiple editions)
- Monthly e-News (35,000 subscribers; multiple editions)
- Members Magazine (11,000 members; multiple editions)

## ONSITE OPPORTUNITIES

### 1,200+ audience

- Recognition on Design Dialogues signage, video screens, program materials and collateral
- Verbal recognition during introductory remarks for each Design Dialogues event

## ADDITIONAL BENEFITS

- Inclusion in annual corporate recognition ad in *Crain's Chicago Business* (49,000 circulation)
- Listing in 2014 CAF Annual Report (1,200 distribution)
- One-year Corporate Partners membership

# YES! I would like to support CAF Design Dialogues 2015!

## PRESENTING \$10,000

- Premier logo placement w/Presenting Sponsor designation on Design Dialogues signage, video screens, program materials and collateral
- Verbal recognition during introductory remarks for each Design Dialogues event
- Opportunity to provide remarks during one Design Dialogues event
- One-year "Associate" Membership in CAF Corporate Partners
- Premier logo placement w/Presenting Sponsor designation on Design Dialogues section of CAF website
- Recognition via Social Media
- Logo recognition in CAF print & electronic communications

## CONTRIBUTING \$5,000

- Logo placement in Design Dialogues print ad campaign
- Logo placement on Design Dialogues signage, video screens, program materials and collateral
- One-year "Entrepreneur" Membership in CAF Corporate Partners
- Logo placement on Design Dialogues section of CAF website
- Name recognition in CAF print & electronic communications
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COMPANY NAME (AS YOU WOULD LIKE IT LISTED ON ALL MATERIALS)

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ADDRESS

CITY

STATE

ZIP CODE

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CONTACT NAME

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PHONE

E-MAIL

Enclosed please find my check in the amount of \$ \_\_\_\_\_ payable to CAF

Please charge the amount of \$ \_\_\_\_\_ to my credit card

(please choose one)  Visa  MasterCard  American Express  Discover

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NAME AS IT APPEARS ON CARD

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CREDIT CARD NUMBER

EXPIRATION DATE

### MAIL

Chicago Architecture Foundation • Attn: Terri Scales, CAF Director of Corporate Relations  
224 South Michigan Avenue, Chicago, IL 60604

FAX 312.922.0481 • EMAIL [tcales@architecture.org](mailto:tcales@architecture.org)

Questions? Please call Terri Scales at 312.561.2114 **THANK YOU FOR YOUR SUPPORT!**

## ABOUT THE Chicago Architecture Foundation

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**The Chicago Architecture Foundation (CAF) inspires people to discover why design matters.**

CAF encourages people to participate in the building of vibrant communities, and to demand the highest standard in urban design for long-term, sustainable impact. CAF's comprehensive program of tours, exhibitions, lectures, special events, and adult and youth education activities engage 500,000 people annually and celebrate architecture, infrastructure, cities and design.

### **CAF's work:**

- Inspires the next generation through education programs that teach Common Core Standards.
- Establishes learning connections through public programs.
- Celebrates Chicago and its architectural heritage through exhibitions.
- Makes learning fun and exciting through tours.
- Creates opportunities for public engagement through a robust volunteer program.
- Helps communities understand their role in their own well being.

CAF's mission has never been more relevant. People worldwide increasingly understand that the power of design can develop creative answers to the complex problems that challenge cities. Design thinking can help make communities more sustainable, safe and economically desirable places to live. It can also help people, particularly youth and teens, develop the skills required to be competitive in the workforce.

CAF initiatives promote a positive image of Chicago, and empower people of all ages to help preserve, protect and plan for the future of Chicago and its communities. The Foundation's teen education programs, in particular, have a proven history, engaging thousands of students annually for more than 30 years. By helping young people develop creativity, collaboration, critical thinking and innovation skills necessary for successful futures, CAF education programs ensure a next generation of engaged contributors to vital communities.

[architecture.org](http://architecture.org)