

# 2020 Vision

a diversity conference for design professionals

November 19-20, 2003 ■ Boston

Enhance your firm's or company's visibility and underscore your commitment to diversity by sponsoring this national diversity conference.

## ***Why is diversity important to the design professions?***

Working with diverse cultures is advantageous to any design project. Each new pair of eyes and ears brings new perspectives to the design process. Diverse experiences foster a comprehensive approach to design that can meet a broader set of consumer needs, and enhance the experience of our environment for everyone.

Even more significant, trends show that our future clients and staff will be primarily from groups that are now significantly underrepresented in the design professions. According to the 2000 Census current minority populations are projected to comprise 40% of the U.S. population by 2025. It is expected that current minority groups will account for more than half of the American population by 2050.

At this two-day conference on diversity in the design professions, national and international researchers and practitioners will gather to share the latest research and discuss practice-based solutions to the lack of diversity in our professions. From the opening session to the closing plenary, attendees will participate in meaningful discussion and interactive workshops geared to help individuals and firms understand the history of diversity in design and embrace new education, hiring, and practice models. Ideas shared at this conference promise to revolutionize the way design is taught and practiced. **Conference details are online at [www.architects.org/diversity](http://www.architects.org/diversity).**

## ***Why sponsor the conference ?***

As a sponsor of the conference, your firm/company/individual name will be included in the marketing materials, the on-site program and signage at the conference. Sponsorship enhances your visibility during the national marketing campaign (we estimate over 100,000 building industry professionals will receive one or more direct mail or email promotions) and underscores your commitment to diversity. Since the conference is part of Build Boston, your sponsorship will be evident to the 12,000+ Build Boston registrants.

## ***What are the sponsorship levels ?***

There is a wide range of sponsorship levels. Our goal is to include as many firms, companies and individuals as possible. We believe that the commitment to diversity is an individual, firm and profession-wide responsibility and support for the diversity conference and AIA diversity committee initiatives at all levels is fundamental to the success of these important efforts. Details are on the next page.

## ***What will the money be used for ?***

Sponsorship funds will be used to reach the widest possible audience with information about the conference, to underwrite scholarships for attendees and to distribute conference proceedings. If sponsorship goals are exceeded, funds will be used to underwrite other AIA Diversity Committee activities including the national data-collection project currently underway. For more information about the AIA Diversity Committee, go to [www.aia.org/diversity](http://www.aia.org/diversity), write to [diversity@aia.org](mailto:diversity@aia.org) or call Kristi Graves at 202-626-7544.

***The conference is sponsored by the AIA Diversity Committee and the Boston Society of Architects.***



# Sponsorship form

## Primary conference sponsor -- \$7,500

As a primary sponsor, your company/firm will benefit from the following:

- your company/firm logo on the printed material and website (with link) promoting the conference
- admission for two to the conference
- your company/firm logo on the onsite program
- verbal acknowledgment at the conference welcome and plenary sessions
- sponsorship signage at the conference
- promotional literature at the registration table

## Supporting sponsor -- \$2,500 - \$5,000

As a supporting sponsor, your company/firm will benefit from the following:

- company/firm name listed on the printed materials and website (with link) promoting the conference
- your company/firm name on the onsite program
- sponsorship signage at the conference
- admission for one to the conference
- promotional literature at the registration table

## Contributing sponsor -- \$1000 - \$2,499

As a contributing sponsor, your company/firm will benefit from the following:

- company/firm name listed on the printed materials and website (with link) promoting the conference
- your company/firm name on the onsite program
- sponsorship signage at the conference
- promotional literature at the registration table

## Individual sponsor -- up to \$999

As an individual sponsor, you will be acknowledged on the onsite program and website.

## Become a sponsor

Complete the form below and mail it to: 2020 Vision, 52 Broad Street, Boston MA 02109 or fax it with credit-card information to: 617-951-0845.

- I would like to be a
- |   |   |
|---|---|
| <input type="checkbox"/> primary sponsor      | <input type="checkbox"/> individual sponsor         |
| <input type="checkbox"/> contributing sponsor | <input type="checkbox"/> not sure -- please call me |
| <input type="checkbox"/> supporting sponsor   |   |

Total sponsorship \$ \_\_\_\_\_

name \_\_\_\_\_

firm/company \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

day-time phone \_\_\_\_\_ email \_\_\_\_\_

- Please charge my  Visa  MC  Amex

credit-card number \_\_\_\_\_ exp. \_\_\_\_\_

name on credit card \_\_\_\_\_

- My check is enclosed

- Please invoice me at the above address.

*Thank you !*

**Return this form NOW for the best sponsorship value.**