

people  
places  
engage

**context**  
SAN DIEGO ARCHITECTURAL FOUNDATION

# S P O N S O R S H I P

CONTEXT \ VOL. 1

# OPPORTUNITIES



**DATE** Tuesday, April 29, 2014  
**TIME** 6:00 – 9:30 p.m.  
**PLACE** San Diego Central Library  
@ Joan A Irwin Jacobs Common



Dr. Irwin Jacobs



Rob Wellington Quigley, FAIA

Join the San Diego Architectural Foundation for the first forum of an ongoing series titled *Context*. This thought-provoking examination with Dr. Irwin Jacobs and Rob Wellington Quigley, FAIA, will discuss the extraordinary public and private efforts that brought the new San Diego Central Library to realization.

The event will bring together San Diego business and design community leaders to celebrate this singular civic and architectural achievement. The forum will challenge us to think creatively about the future of our city and how individuals from these influential groups can collaborate for the betterment of our built environment.

## SAN DIEGO CENTRAL LIBRARY \ CELEBRATING CIVIC COURAGE \ APRIL 29, 2014

### Chapter One

#### **VISION**

*Context Volume 1* is an informative presentation on the 35 years of perseverance and civic courage involved to bring about this remarkable monument to San Diego and the Southern California region.

### Chapter Two

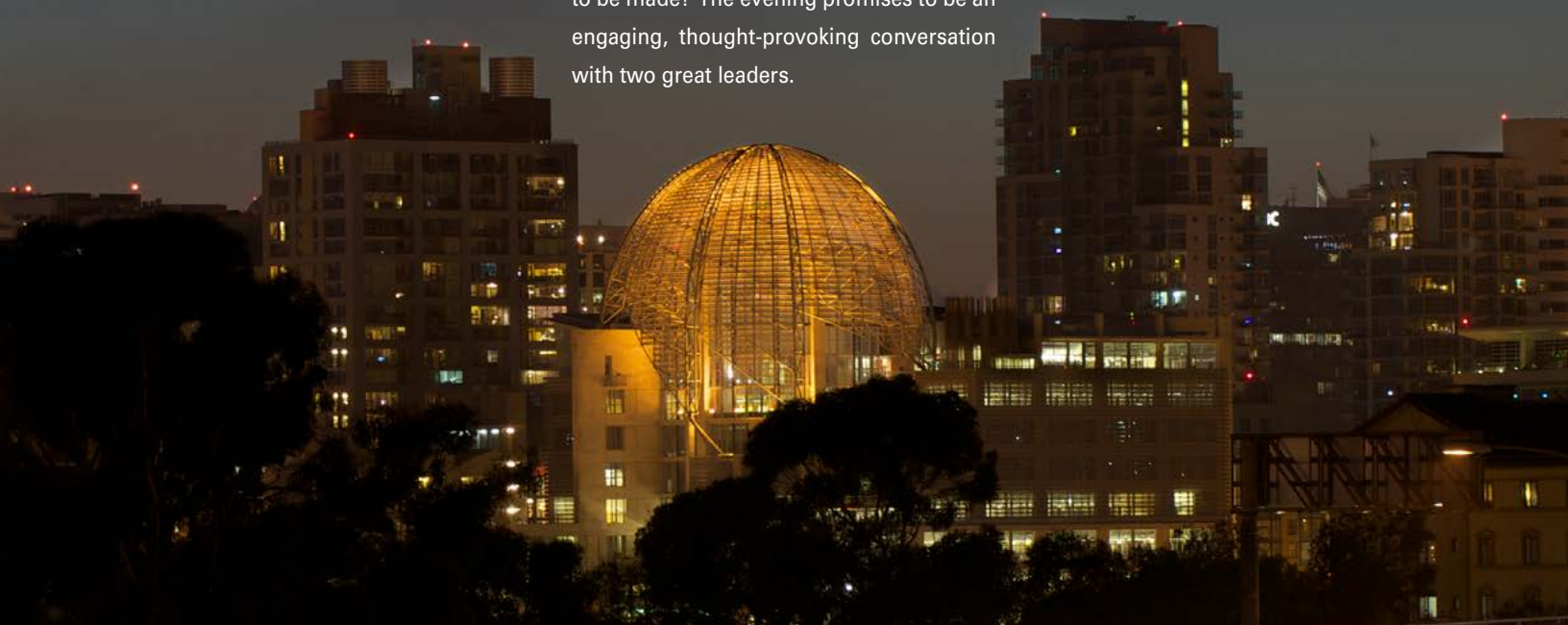
#### **PROCESS**

Dr. Irwin Jacobs and architect Rob Wellington Quigley will engage in an intimate conversation about the building's architecture and the important role of our public buildings in our community. How can we make it easier to have public and private partnerships? What changes need to be made? The evening promises to be an engaging, thought-provoking conversation with two great leaders.

### Chapter Three

#### **FUTURE**

What is next San Diego? A CALL TO ACTION. With so many projects that are still on the shelf, what is the future of San Diego's built fabric? Jacobs and Quigley will weigh in on what they feel are some of the major projects that could be the next big pursuit.





*Context*, an ongoing forum, is a program of The San Diego Architectural Foundation (SDAF) and its commitment to keep the conversation alive about the value of excellence in the built environment.

As San Diegans, we all have a responsibility to engage in how we shape our city's development. From buildings, places, people...even public policy; *Context* is a forum to provide San Diegans an opportunity to discover their civic pride and engage with like-minded citizens to foster a better San Diego.

Each year SDAF and our community will look back and toward the future to bring awareness to the opportunities and have a collective "Call To Action" voice. We hope to see you at the first forum: San Diego Central Library / Celebrating Civic Courage. Then in 2015 let's talk about Balboa Park: The Centennial.

***"The Dome stands as an icon, a symbol of this City's commitment to literacy and community. Like the human spirits nurtured within, it is designed to be in a perpetual act of becoming."***

Architect Rob Wellington Quigley, FAIA



# SPONSORSHIP OPPORTUNITIES

By becoming a sponsor of *Context* you will help the Foundation raise awareness, encourage practical discourse about the future of San Diego's built environment and contribute to thoughtful design decisions throughout the region. Your sponsorship will put your organization's name in front of an audience of government, business, design and community leaders

in attendance, reinforcing your encouragement of Civic Courage to accomplish great architecture, urban design and community development in our City. The attendees will include San Diego's people-of-action, patrons of architecture and visionaries.

**Become a SDAF member, volunteer...be a supporter and join the conversation!**

## \$10,000 TITLE SPONSOR

### Title Sponsorship benefits:

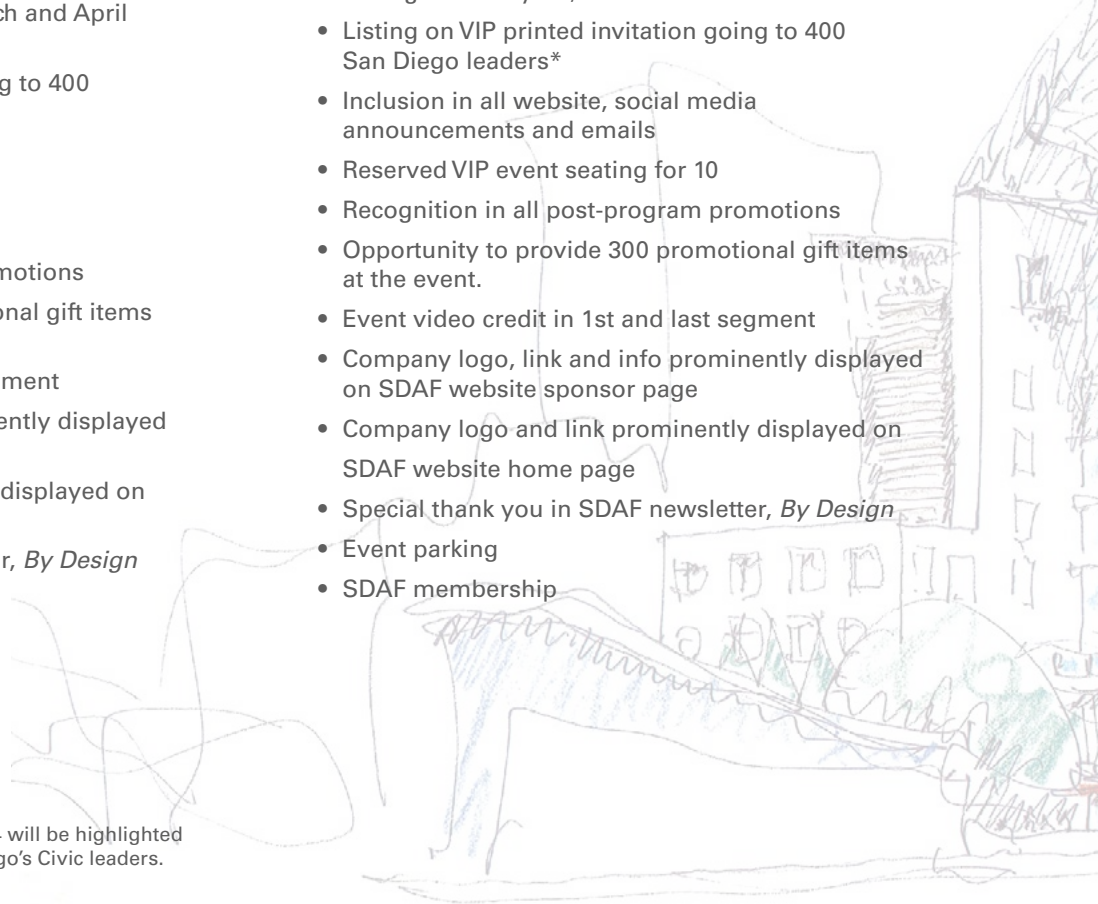
- Company logo prominently displayed on all event materials
- Company logo displayed in pre-show PowerPoint loop – full slide
- 10 tickets to reception on the night of the event
- Company logo prominently displayed in event program
- Live, on-stage recognition at event
- Inclusion in all press releases (pre and post throughout the year)
- Exclusive sponsor highlight interview posted on Facebook and LinkedIn both March and April e-blasts
- Listing on VIP printed invitation going to 400 San Diego leaders\*
- Inclusion in all website, social media announcements and emails
- Reserved VIP event seating for 10
- Recognition in all post-program promotions
- Opportunity to provide 300 promotional gift items at the event.
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link prominently displayed on SDAF website home page
- Special thank you in SDAF newsletter, *By Design*
- Event parking
- SDAF membership

## \$10,000 DOCUMENTARY FILM SPONSOR

### Documentary Film Sponsorship benefits:

- Company logo prominently displayed on all event materials
- Company logo displayed in pre-show PowerPoint loop – full slide
- 10 tickets to reception on the night of the event
- Company logo prominently displayed in event program
- Live, on-stage recognition at event
- Inclusion in all press releases (pre and post throughout the year)
- Listing on VIP printed invitation going to 400 San Diego leaders\*
- Inclusion in all website, social media announcements and emails
- Reserved VIP event seating for 10
- Recognition in all post-program promotions
- Opportunity to provide 300 promotional gift items at the event.
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link prominently displayed on SDAF website home page
- Special thank you in SDAF newsletter, *By Design*
- Event parking
- SDAF membership

\*Confirmed sponsorships by February 17, 2014 will be highlighted in the printed VIP invitations to 400 of San Diego's Civic leaders.



## \$7,500 DOME RECEPTION SPONSOR

### Dome Reception Sponsorship benefits:

- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- 6 tickets to reception on the night of the event
- Company logo displayed in event program
- Inclusion in all website and social announcements / press releases
- Listing on VIP printed invitation going to 400 San Diego leaders\*
- Inclusion in all website, social media announcements and emails
- Reserved VIP event seating for 6
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website home page
- Special thank you in SDAF newsletter, *By Design*
- Event parking
- SDAF membership



## \$7,500 ART GALLERY SPONSOR

AWARDED TO  
STUDIO 2055

### Art Gallery Sponsorship benefits:

- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- 6 tickets to reception on the night of the event
- Company logo displayed in event program
- Inclusion in all website and social announcements / press releases
- Listing on VIP printed invitation going to 400 San Diego leaders\*
- Inclusion in all website, social media announcements and emails
- Reserved VIP event seating for 6
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website home page
- Special thank you in SDAF newsletter, *By Design*
- Event parking
- SDAF membership



# SPONSORSHIP OPPORTUNITIES

## \$5,000 PATISSERIE SPONSOR

### **Patisserie Sponsorship benefits:**

- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- 4 tickets to reception on the night of the event
- Company logo displayed in event program
- Inclusion in all website, social media announcements and emails
- Listing on VIP printed invitation going to 400 San Diego leaders\*
- Reserved VIP event seating for 4
- Recognition in post-program promotions
- Event video credit in 1st and last segment
- Company name and link displayed on SDAF website sponsor page
- Company name and link displayed on SDAF website home page
- Special thank you in SDAF newsletter, *By Design*
- Event parking
- SDAF membership

## \$1,500 MANIFESTO SPONSOR

### **The Manifesto Sponsorship benefits:**

- Company logo on event materials
- Company logo displayed in pre-show PowerPoint loop
- Listing on VIP printed invitation going to 400 San Diego leaders\*
- 2 tickets to reception on the night of the event
- Company name displayed in event program
- Event video credit in (last segment)
- Inclusion in website and social announcements
- Reserved VIP event seating for 2
- Company logo and link displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website homepage
- Special thank you in SDAF newsletter, *By Design*
- Event parking
- SDAF membership



## \$2,500 CONTRIBUTOR SPONSOR

### **The Contributor Sponsorship benefits:**

- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- 2 tickets to reception on the night of the event
- Company logo displayed in event program
- Event video credit in last segment
- Inclusion in website and social announcements
- Listing on VIP printed invitation going to 400 San Diego leaders\*
- Reserved VIP event seating for 2
- Company name and link displayed on SDAF website sponsor page
- Company name and link displayed on SDAF website home page
- Special thank you in SDAF newsletter, *By Design*
- Event parking
- SDAF membership

## \$750 GAZETTEER SPONSOR

### **The Gazetteer Sponsorship benefits:**

- Company logo on event materials
- Company logo displayed in pre-show PowerPoint loop
- Listing on VIP printed invitation going to 400 San Diego leaders\*
- 2 tickets to reception on the night of the event
- General Admission event seating for 2
- Company logo and link displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website homepage
- Special thank you in SDAF newsletter, *By Design*
- Event parking
- SDAF membership

\*Confirmed sponsorships by February 17, 2014 will be highlighted in the printed VIP invitations to 400 of San Diego's Civic leaders.

# SPONSORSHIP FORM

Please send completed electronic copies of this form  
and your company logo to [info@sdarchitecture.org](mailto:info@sdarchitecture.org)

The San Diego Architectural Foundation is a 501c3, nonprofit organization dedicated to education and the promotion of outstanding architecture, planning and urban design throughout the San Diego region. Thank you for your sponsorship. We value your support!



Name: \_\_\_\_\_

Company: \_\_\_\_\_

(Please list your name or company name EXACTLY as you want it to appear on sponsorship materials)

Contact Person: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Web Site: \_\_\_\_\_ Fax: \_\_\_\_\_

Yes! We are pleased to support the San Diego Architectural Foundation and  
Context Vol. 1 at the level noted below:

\_\_\_\_\_

## Payment Terms:

My check is enclosed for the full amount

Please bill my credit card    Visa    MasterCard    American Express

Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_  
Month    Year

Billing Address (if different from above): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ CVC#: \_\_\_\_\_  
(3-digit code on back of card)

By signing this pledge form, I understand and agree to the following:

Sponsorship is activated upon receipt of payment in full.

Benefits of this agreement are as listed on this Sponsorship Opportunities Kit.

Provide your logo and any other applicable marketing material or artwork to SDAF by April 1 in order  
to be included in printed program and other event materials.

Authorized Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Checks may be made payable and mailed to:

San Diego Architectural Foundation (SDAF)  
P.O. Box 122228  
San Diego, CA 92112-2228  
(619) 232-1385

San Diego Architectural Foundation is a 501c3  
nonprofit organization and your contribution  
is tax deductible.  
Federal Tax ID: 95-3513927



**CONTEXT IS A FORUM CREATED BY THE SAN DIEGO ARCHITECTURAL FOUNDATION'S COMMITMENT TO KEEPING THE CONVERSATION ALIVE ABOUT THE VALUE OF EXCELLENCE IN THE BUILT ENVIRONMENT.**



The San Diego Architectural Foundation is dedicated to education and the promotion of outstanding architecture, planning and urban design throughout the San Diego region.

The San Diego Architectural Foundation (SDAF) is an independent, 501c3 nonprofit organization founded in 1980 by Ed and Barbara Malone. SDAF has become a membership organization, the host of Orchids & Onions, PechaKucha Night San Diego, Inside the Design Studio, architectural tours, film screenings and many other unique and educational programs designed to raise awareness about, and inspire excellence in San Diego's built environment.

San Diego is consistently growing, densifying and redeveloping. It is easy to assume that the quality of our buildings and urban design is beyond our control or in someone else's hands. But the reality is that we all play a role in shaping our built environment. We must be aware, appreciative and be involved in the design of our environment in order to ensure that the ongoing evolution of our city and our region creates a heritage worthy of future generations.

By educating our community and encouraging awareness of the importance of our built environment, SDAF strives to improve the quality of life for all San Diego.

On a last note: become a SDAF member, volunteer...be a supporter and join the conversation! PEOPLE+PLACES+ENGAGE. We hope to see you soon.

(619) 232-1385  
info@sdarchitecture.org  
[www.sdarchitecture.org](http://www.sdarchitecture.org)

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San Diego, CA 92112-2228



Concept and Design by [Studio 2055](http://Studio 2055)