

# 2025 AIA CLIMATE ACTION SPONSORSHIP OPPORTUNITIES

Connect your brand to AIA and join our progress towards a zero-carbon, healthy, just, resilient, and equitable built environment. Together, we can transform how the AEC industry designs for climate change with a focus on sustainability, decarbonization, resilience, and adaptation.

Explore sponsorship opportunities from AIA's five climate action initiatives—**AIA Climate Action & Design Excellence (CADE), the AIA Committee on the Environment (COTE), the AIA 2030 Commitment, the AIA Architecture & Design Materials Pledge,**

**and AIA Resilience & Adaptation**—that allow you to align your organizational priorities with AIA's mission and values.

This is your opportunity to showcase your commitment to a sustainable built environment, highlight your products, services, and solutions, and provide critical education to AIA members, and gain brand visibility and recognition among the largest, most influential network of architects and design professionals.

## AIA Climate Action & Design Excellence (CADE)

Climate change affects every person, every project, and every client. Rising sea levels, extreme weather events, and the degradation of natural resources are a direct result of increased carbon levels—threatening national security, global economies, and the health, safety, and welfare of local communities. Because more than 40% of global CO<sub>2</sub> emissions can be attributed to the built environment—during construction, embodied in materials, and through everyday operating processes such as heating, cooling, and lighting—architects can lead the change our planet needs. We must take action; AIA is prioritizing and supporting urgent climate action to exponentially accelerate the decarbonization of buildings, the building industry, and the built environment.



# CADE SPONSORSHIP LEVELS

Premier    Sustaining    Green

	Cost	\$40,000	\$25,000	\$5,000
Total availability		2	2	unlimited
Dedicated virtual focus group with AIA members to get feedback on your products/brand		•		
Two-minute speaking opportunity at the Climate Action by Design Networking reception at AIA25***		•	•	
Recognition during the opening remarks at the Climate Action by Design Networking reception at AIA25***		•	•	
Complimentary access to the Climate Action by Design Networking reception at AIA25***		4	3	2
Brand logo featured on Climate Action by Design Networking reception promotions***		•	•	•
Contact information for opt-in attendees at the Climate Action by Design Networking reception at AIA25***		•	•	
Brand logo included on one digital edition of an aia.org <a href="#">climate action guide/resource</a> (click to view)		•	•	
Brand name included on one digital edition of an aia.org <a href="#">climate action guide/resource</a> (click to view)				•
Published article in AIA’s climate action e-newsletter distributed to 35k+ members		2	1	
Brand logo hyperlinked on the aia.org Climate Action & Design Excellence webpage		•	•	
Brand name hyperlinked on the aia.org Climate Action & Design Excellence webpage				•

## AIA Committee on the Environment (COTE)

The Committee on the Environment (COTE®) is an AIA Knowledge Community working for architects, allied professionals, and the public to achieve climate action and climate justice through design. COTE's 30+ year mission is to promote cutting edge sustainability through the integration of design, high performance, and practice to create a healthy, sustainable, and equitable future.



## The Committee on the Environment has a far-reaching reputation in the AEC industry

- COTE is open to all **98,000+** AIA members.
- It represents about **15,000** AIA members, making a statement that sustainable design is a priority for them.
- The COTE Network is comprised of more than **60** state and local chapters.
- The COTE semi-monthly e-newsletter, COTE News, has one of the highest open rates of all AIA communications.
- COTE's social media presence continues to expand with 4,000 followers on X and more than **1,600** members on LinkedIn.
- The COTE Top Ten for Students annual competition reaches **74** schools in **45** states with **5,394** student participants in the last 9 years.

COTE members are leaders and decision-makers in the fields of architecture and sustainability—practitioners, specifiers, project managers, designers, advocates, professors, authors, and committee leaders in local AIA chapters. They are design and construction professionals who know that every action in the built environment is a climate action with implications on community health and equity. They are dedicated to learning about innovative design techniques, products, and systems that can enhance design for people and planet.



# COTE SPONSORSHIP LEVELS

	Premier	Sustaining	Green	Allied
Cost	\$15,000	\$10,000	\$5,000	\$2,500
Total availability	2	4	unlimited	unlimited
Two-minute speaking opportunity at the COTE Open Forum at AIA25***	•			
Dedicated posts on COTE’s LinkedIn account**	2	1		
Recognition during the opening remarks at the COTE Open Forum at AIA25***	•	•		
One published article and one link to a partner article in separate COTE e-newsletters*	1	1		
Dedicated posts on COTE’s X account**	3	2	1	
Complimentary access to the COTE Open Forum at AIA25***	4	3	2	1
Brand name hyperlinked in COTE’s bi-monthly e-newsletter	•	•	•	•
Brand name hyperlinked on the aia.org COTE webpage	•	•	•	•
Monthly ad placement in the COTE Daily Digest distributed to 10k members	2 months			

## AIA 2030 Commitment

The AIA 2030 Commitment is an actionable climate strategy that offers a set of standards and goals for reaching net zero emissions in the built environment. Now in its 15th year, more than 1,300 architecture firms of all sizes have made the commitment. They report progress through the AIA Design Data Exchange (DDx) on operational and embodied carbon emission reductions with the goal of zeroing out the 40% of carbon emissions that buildings contribute globally.

Progress is reported annually in the 2030 By the Numbers Report, which shares valuable data on how the design community is creating positive value and project outcomes for clients through energy efficient, high performing, healthy, sustainable, and resilient buildings.





2030 SPONSORSHIP LEVELS	Premier	Sustaining	Green
Cost	\$65,000	\$50,000	\$10,000
Total availability	2	2	Unlimited
Support the further development of the AIA DDx, brand name listed on DDx webpage	•	•	
Two-minute speaking opportunity* at the 2030 Commitment Open Forum at AIA25***	•		
Complimentary access to the 2030 Commitment Open Forum at AIA25***	4	2	1
Brand recognition during the 2030 Commitment Open Forum at AIA25***	•	•	•
Contact information opt-in of attendees at the 2030 Commitment Open Forum at AIA25***	•	•	
Panelist on 2030 Commitment webinar to firm signatories*	•		
Contact information for opt-in attendees at the 2030 Commitment webinar	•		
Published article in the 2030 Commitment quarterly e-newsletter distributed to 1.3k+ architect firms*	2	1	
Brand name hyperlinked on the 2030 Commitment quarterly e-newsletter	•	•	•
Quarterly ad placements in the 2030 Commitment Daily Digest	1 quarter		
Present a CE webinar on carbon neutrality to 2030 Commitment firm signatories*	•	•	
Contact information opt-in for attendees at the carbon neutrality webinar	•	•	
Brand name on the aia.org AIA 2030 Commitment webpage	•	•	•

## AIA Architecture & Design Materials Pledge

Architects and designers can help improve the health of the planet and people by giving careful thought to how they evaluate products and finishes. Through the building materials specifications they make daily, AIA's 98,000+ members can make a direct and significant impact to mitigate climate change and create buildings and communities where all people and natural systems can thrive.

AIA developed the Architecture & Design Materials Pledge to inspire a positive shift in materials specification. The A&D Materials Pledge outlines five overarching

statements that lead to more intentional product specification across portfolios over time. The pledge supports holistic selection of materials that enhance human health, climate health, ecosystem health, social health and equity, and a circular economy. These outcomes manifest sustainability's triple-bottom-line of people, planet, and prosperity.

Since its publication in 2018, nearly 300 architecture and design firms of all sizes have signed on. They collectively represent more than 40,000 employees of A&D companies committed to healthy and sustainable materials selection.

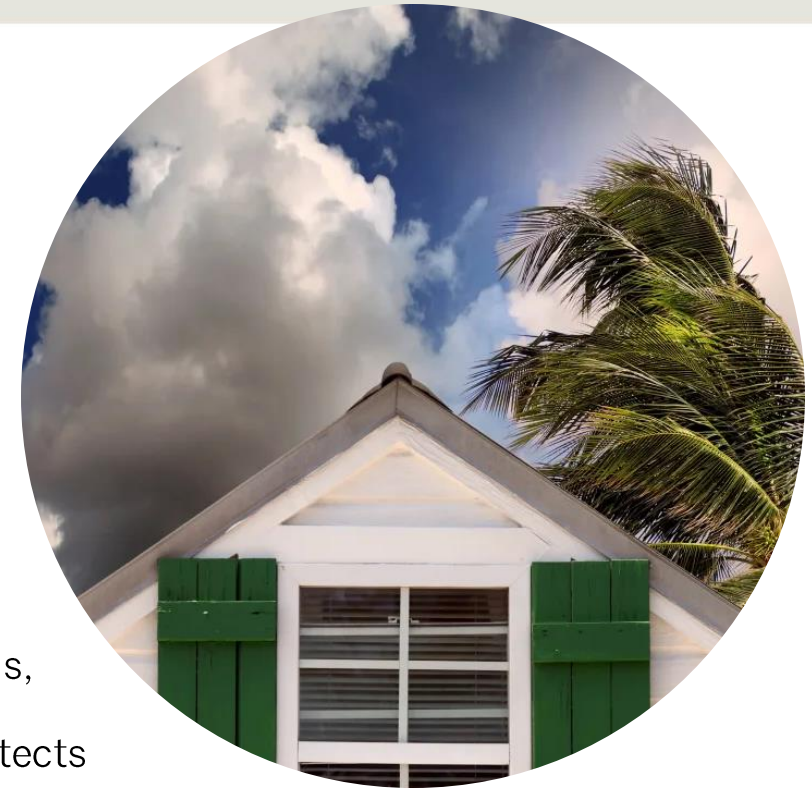
MATERIALS PLEDGE SPONSORSHIP LEVELS		Premier	Sustaining	Green
	Cost	\$35,000	\$20,000	\$7,500
	Total availability	2	2	unlimited
Support the development of digitizing the Materials Pledge into the AIA DDx		•		
Two-minute speaking opportunity* at the Materials Pledge Open Forum at AIA25***		•		
Complimentary access to the Materials Pledge Open Forum at AIA25***		4	2	1
Brand recognition during the Materials Pledge Open Forum at AIA25***		•	•	•
Contact information for opt-in attendees at the Materials Pledge Open Forum at AIA25***		•	•	
Brand name hyperlinked on the Materials Pledge quarterly e-newsletter		•	•	•
Published article in the Materials Pledge quarterly e-newsletter*		2	1	
Quarterly ad placements in the Materials Pledge community hub		1 quarter		
Brand name featured on the aia.org Materials Pledge webpage		•	•	

## **AIA Resilience & Adaptation**

AIA's resilience and adaptation initiatives help architects design climate-adaptive solutions that reduce harm and property damage, adapt to evolving conditions, and ensure communities recover from adverse events more effectively and efficiently.

Through partnerships and collaborations with federal agencies and global organizations, AIA is investing in research, education, advocacy, planning, and response to help architects design resilient, adaptive communities.

AIA resources cover terminology, principles, and methods to help architects design for resilience and incorporate risk awareness, hazard mitigation, and climate adaptation into client, colleague, and community conversations.



# RESILIENCE & ADAPTATION SPONSORSHIP LEVELS

Premier

Sustaining

Green

Cost

\$25,000

\$10,000

\$5,000

Total availability

2

4

unlimited

Two-minute speaking opportunity\* at the Resilience Open Forum at AIA25\*\*\*

•

Complimentary access to the Resilience Open Forum at AIA25\*\*\*

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Brand featured on signage at the Resilience Open Forum at AIA25\*\*\*

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Contact information opt-in for attendees at the Resilience Open Forum at AIA25\*\*\*

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Brand name hyperlinked on the Resilience e-newsletter

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Published article in the Resilience quarterly e-newsletter

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Brand logo featured on the aia.org [AIA Resilient Project Process Guide](#) webpage

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*Benefits subject to change*

## RECOMMENDED SPONSORSHIP CRITERIA



As a leading voice of sustainability within our industry, the committees of the above programs encourage sponsors to meet, or be in the process of meeting, one of the following recommended minimum criteria as part of a broader commitment to a more sustainable planet. AIA has the right to review and reject companies who are not aligned with its priorities.

- Signatory to the AIA 2030 Commitment for architecture and design services, MEP 2040 for MEP services, SE 2050 for structural engineers, or OwnersCAN for building owners.
- Signatory to Material and other Pledges as applicable (i.e., Architecture & Design Materials Pledge, Manufacturer Materials Commitment, Contractors Commitment, etc.).
- Product lines with a strategy to have Environmental Product Declarations (EPDs), or other third party verified data by 2027, or 20% of product lines to have EPDs.
- Company to have a Scope 1–3 carbon footprint analysis and a decarbonization plan by 2025 (with offsets counting for less than 30%).



*\*AIA leadership groups, on behalf of AIA, will review and approve the submitted byline article or verbal content. AIA reserves the right to evaluate and edit content to conform with branding, style guidelines, and suggest edits to the substantive work, and reserves sole right of final approval of materials submitted for distribution by Sponsor. It is expected that articles/speaking opportunities will be in alignment with and support the sponsorship criteria and AIA's mission and not be purely a general sales effort.*

*\*\*AIA will have the discretion of selecting the most optimal social media channels for posting (originating from AIA social channels) to its followers through the course of the year recognizing the sponsor.*

*\*\*\*Full conference registration is not provided as a part of this benefit.*

# Ready to join AIA in climate action?

Please contact the AIA business development team.



**Susan Konohia**

Companies A-F, #s

**Director**

Business Development

[susankonohia@aia.org](mailto:susankonohia@aia.org)



**Rebecca Grounds**

Companies G-O

**Senior Director**

Business Development

[rebeccagrounds@aia.org](mailto:rebeccagrounds@aia.org)



**Başar Akkuzu**

Companies P-Z

**Director**

Business Development

[basarakkuzu@aia.org](mailto:basarakkuzu@aia.org)