AIA Austin
Homes Tour 2020
Sponsorship Information
Connect with an aspirational, design-minded audience.

Recognized as one of the top cities for quality of living and of the strongest housing markets in the U.S., positive growth continues in the greater Austin area, with a population in excess of 2 million. The AIA Austin Homes Tour taps into this growing market as an exemplary showcase of architecturally significant residences in the region and the nation. For 33 years, the Tour has been a destination event that brings together some 5,000 design enthusiasts from Austin and beyond to explore and celebrate beautifully designed homes.

This year, the four-day, self-guided Tour goes virtual, with videos, 360-degree walkthroughs, and live sessions with the architects and collaborators of nine privately owned homes in Austin designed by AIA Austin architect members. This groundbreaking 34th AIA Austin Homes Tour opens its doors to a global audience, as anyone in the world has the ability to experience these exciting homes.

The Tour is featured in multiple media including Austin HOME, LUXE, Modern Luxury Interiors, The Austin American-Statesman, KVUE, KXAN, Tribeza, and Texas Architect, just to name a few. This year we will go beyond Texas, with D Well, Dezeen, ArchDaily, Architectural Record, and other well-known publications announcing the Tour. But even more satisfying than seeing these houses on the pages of design magazines, on TV, and on social media, the Tour offers attendees the chance to step inside and explore these homes and their landscapes, offering an aspirational lifestyle experience like none other. We spend four months promoting the Tour before its October 16-19 dates, with collateral reaching over 50,000 people in the Austin market alone. We expect to double these numbers this year as we expand globally.

AIA Austin seeks partners who understand the power of great design to join us this year! With your participation, this inspired community can be exposed to your brand and products, enhancing their high-design experience.
Our Audience
tour duration
4 days

expected attendees
10,000

expected collateral reach
100,000

ATX pop. growth (last 10 yrs)*
↑36%

average single-family home price in popular homes tour zip codes
$793,750

zip codes with most tour homes
78703
78704
78731

*U.S. Bureau of the Census, Population Estimates
Important Sponsorship Dates:
- Sponsor Q&A meeting with virtual Tour preview: Monday, July 13, 2020, 5 p.m.
- Ticket sales open: July 30, 2020
- Homes Tour: October 16-19, 2020

Sponsorship Levels

There are two categories of sponsorship opportunities available:

House Team - for businesses with products or services included in one or more of the 2020 AIA Austin Homes Tour homes. If you're not sure whether your company has products included in a Tour home, please contact Ingrid Spencer. **Allied Membership is required to be a House Team sponsor.**

Friends of the Tour - for businesses who do not have products included in a Tour home but would like to support the Tour and promote their business to Tour attendees.
House Team Sponsors

Tour Underwriter*

$3,500 + Allied Membership ($500)

- Opportunity to have representative present in the live Q&A session with the architect of sponsored home, with logo on-screen at start of event.
- Opportunity to have product or feature contributed by your company tagged in the 360-degree virtual walkthrough of sponsored home, with a brief description, logo, and link.
- Recognition in Homes Tour catalog (digital and print format)
- 1 ad in the AIA Austin e-newsletter, Archi-Facts (3,700 subscribers and 9% CTR)
- Recognition in AIA Austin social media posts (Instagram: 6,200 followers, Facebook: 5,100 followers)
- Recognition on AIA Austin Homes Tour website with link
- Social media package with branded collateral to promote your support to your followers
- 1 ticket to each Design Talks series event in 2021
- 1 website advertisement on aiaaustin.org
- 12 e-tickets to the Homes Tour
- 5 copies of print catalog, with additional copies available for discounted price
Gold Sponsor*
$2,500 + Allied Membership ($500)

- Opportunity to have representative present in the live Q&A session with the architect of sponsored home, with logo on-screen at start of event.
- Opportunity to have product or feature contributed by your company tagged in the 360-degree virtual walkthrough of sponsored home, with a brief description, logo, and link.
- Recognition in Homes Tour catalog (digital and print format)
- Ad in the AIA Austin e-newsletter, ArchiFacts (3,700 subscribers and 9% CTR)
- Recognition on AIA Austin Homes Tour website with link
- Social media package with branded collateral to promote your support to your followers
- 8 e-tickets to the Homes Tour
- 3 copies of print catalog, with additional copies available for discounted price

Silver Sponsor*
$1,500 + Allied Membership ($500)

- Opportunity to have product or feature contributed by your company tagged in the 360-degree virtual walkthrough of sponsored home, with a brief description, logo, and link.
- Recognition in Homes Tour catalog (digital and print format)
- Recognition on AIA Austin Homes Tour website with link
- Social media package with branded collateral to promote your support to your followers
- 4 e-tickets to the Homes Tour

* These packages are for those who provided products or services in one (or more) of the homes on the 2020 Homes Tour. If you have products/services featured in more than one home on the Tour, contact AIA Austin to discuss multi-home pricing. Allied Membership is the first step towards becoming a Homes Tour sponsor, and there are two membership options available. You can choose between an Allied Membership for the remainder of 2020 for $500, or an Allied Membership through 2021 for $750. Sign up for Allied Membership online at aiaaustin.org. The deadline for receipt of sponsorship application and payment is July 20, 2020.
Bronze Sponsor*
Free with Allied Membership ($500)

- Recognition in Homes Tour catalog (digital and print format)
- Recognition on AIA Austin Homes Tour website with link
- Social media package with branded collateral to promote your support to your followers
- 2 e-tickets to the Homes Tour

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These sponsorships are for companies who would like to participate in the 2020 Homes Tour, but who do not have products or services featured in a home on the Tour. The deadline for receipt of sponsorship and payment is July 20, 2020.
QUESTIONS?

Contact Us

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AIA Austin

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