Dear Community Partner,

This has been a tumultuous year to say the least, all of us at SAF are grateful to have the opportunity to serve our community in new ways. While we planned to celebrate the 30th anniversary of our architectural walking tours this year, we instead found ourselves adjusting to a new way of life and providing virtual opportunities for the public to engage with architecture & design.

By quickly adapting, we maintained a considerable amount of programming. We prioritized supporting youth & families with online curriculum and virtual design + build workshops, and even summer camp. We have also started working in partnership with professional architecture organizations about how we can play a more active role in building a more diverse pipeline of future architects through our work in schools.

2020 also brought the launch of new ways of making some of our longest running programs more accessible. We launched a self-guided tour app, based off our popular guidebook to allow for independent exploration. Our 23rd Annual Model Exhibit, *Iterations*, showcased the work of more than 15 local firms, and offered online and in person viewing. Through creative partnerships and committed volunteer tour guides, we ran virtual tours and small, in-person, walking tours. Our hope is to keep people engaged in our changing city and neighborhoods even during these unusual times.

We are committed to continuing programs in whatever form best suits societal needs and hope we can count on your support to keep our work going in 2021. While we maintained basic operations this year, we have also reduced expenses in light of lost revenue due to cancelled events that simply won’t be able to take place for a while.

If you are in a position to support SAF this year by serving as a Sponsor, Member or making a donation of any amount, we would be most appreciative. Your support will ensure that we make it through these times and can resume our robust programming as soon as possible. We look forward to your participation and hope to count you as a partner in helping us Shape Seattle!

Sincerely,

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Board President

Stacy Segal
Executive Director

Board of Directors

Crystal Loya
Mithun
President

Dave Rauma
Howard S. Wright Construction
Vice President

Pamela Trevithick
LMN Architects
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Graphite Design Group

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Katerra

Jason Morse
Morse Landscape Architecture

Jim Nuerenberg
Community Volunteer

Haruka Saito
ZGF Architects

Kris Salerno
Turner Construction

Rick Workman
W.G. Clark Construction

Seattle Architecture Foundation
Center for Architecture & Design • 1010 Western Avenue • Seattle, WA 98104 • (206) 667 9184 • seattlearchitecture.org
SHAPE SEATTLE!

TOURS | YOUTH & FAMILY PROGRAMS
DESIGN IN DEPTH TALKS
EXHIBITS | SPECIAL EVENTS

2021

SEATTLE ARCHITECTURE FOUNDATION
Campaign Sponsorship Opportunities
For over three decades SAF has served as Seattle’s premier, public-facing nonprofit focused on celebrating architecture and sharing the city’s design-history. Despite unexpected challenges encountered this past year, we have continued delivering relevant programs in new formats, used the time for reflection, and we’ve honed in on what is most important to our mission.

Our work is just as, if not more, relevant than ever. SAF gives people of all ages and backgrounds a critical lens with which to better understand the built environment. How do buildings affect health or climate change? What is the lasting impact of redlining in neighborhoods? How can I be a better advocate for design that makes life better for people in my community? These are questions that SAF’s programs help contextualize and we believe that even from a distance we can examine the built-world in new ways.

2020 was challenging for many non-profits and SAF is no exception, but with your help we plan to continue empowering people to be enthusiastic design advocates in 2021 and beyond.

WE ARE COUNTING ON YOUR SUPPORT IN 2021 TO:

• Support Youth & Families through Virtual Programming
  As the pandemic took hold, SAF quickly shifted gears to serve as an important resource for families and educators. By developing digital architecture curriculum we’ve made it possible for educators and parents to teach the fundamentals of architecture and design from home. Drawing on strong school and community partnerships we will continue providing virtual workshops, summer camps and field trips.

• Highlight History and Celebrate the Built Environment
  Our new mobile app, launched this past year, allows people to explore and learn about Seattle’s architectural heritage while social distancing and our friends and family tours offer the chance to safely explore the city with knowledgeable guides. By leveraging our connections with local historians, architects, designers and our volunteers, we plan on continuing many of our lectures and other programming virtually.

• Opportunities to Explore Architecture from Wherever You Are
  In 2020 we were able to create an online gallery to enhance our physical Annual Architectural Model Exhibit and are exploring what form our 2021 exhibit will take. The annual Model Exhibit is just one example of how SAF provides a platform for the general public to connect with and learn about local architects and the latest projects in our city.

DESIGN BUILDS COMMUNITY EVEN WHILE WE ARE APART

IMPACT:
7,500 Event Participants
550 Youth served annually
22,500 Unique web visitors
5,300 Newsletter subscribers
3,700 Twitter followers
3,600 Facebook likes
2021 SPONSORSHIP OPPORTUNITIES
Sponsorship includes special recognition at sponsored events and in our e-newsletter, which is sent monthly to 5,300 recipients. To maximize your sponsorship, we recommend confirming your support in advance of our marketing start dates.

NOTE ABOUT EVENTS:
These are the major planned events throughout the year and are subject to change and may be held virtually if it is not safe to convene in person. Any changes to the schedule will be shared with confirmed sponsors.

TOUR PROGRAM UNDERWRITER
Event timeline: Year Round
Marketing Begins: Spring 2020 for high season
Audience: Design interested public, 70% locals/30% visitors
Reach: 2,000 Individuals
Sponsor Profile: Organizations focused on creating a more vibrant city and local businesses located where tours operate.

Description: Walking tours showcase the diverse architecture of downtown Seattle and other dynamic neighborhoods. SAF tours allow Seattle residents and visitors a new appreciation of their surroundings. SAF distributes 20,000 tour marketing pieces per year; the Tour Program Underwriter is recognized on all promotional tour materials and in SAF’s e-newsletter.

Series: $5,000 +
Individual Tour Sponsor ($1,250 or $2,500)

YOUTH & FAMILY PROGRAMS
Event Timeline: September – June
Marketing Begins: Summer, for School Year
Audience: Youth and their families
Reach: 550 served annually
Sponsor Profile: Businesses and organizations who are committed to creating the next generation of designers and stewards of our city.

Description: Virtual workshops (in-person workshops will resume when it is safe to do so) connect youth to design through hands-on model building, school-based programs, and fieldtrips. Programs encourage creativity and problem-solving skills in response to contemporary design issues and explore the history of Seattle’s built environment. All programs are offered at an affordable cost or free, enabling youth of all backgrounds to participate.

Opportunities at $5,000, $2,500 or $1,250
ANNUAL MODEL EXHIBIT & EXHIBITOR RECEPTION (TBD)

Event Timeline: Fall 2021  
Marketing Begins: June 2021  
Audience: AEC Leadership  
Reach: More than 2,000 individuals visit the Exhibit during its 3-month run, typically in conjunction with the Seattle Design Festival.  
Sponsor Profile: Consultants, Engineers, Contractors, Insurance, Finance and other Professional Services that support the industry  
Description: SAF’s Annual Model Exhibit, showcases the talent of Seattle’s architectural community. Your firm has the opportunity to sponsor the physical exhibit, exhibit website, and related programming. If we are safely able to offer an in-person Exhibitor Reception we will do so.  

Opportunities at $5,000, $2,500 or $1,250

2021 DESIGN IN DEPTH LECTURE SERIES (Virtual)

Event Timeline: Year-Round  
Marketing Begins: Ongoing, and sponsors receive recognition for all events in the series  
Audience: Design interested public as well as individuals in the AEC field; audience varies by topic  
Reach: 30–70 people per event  
Who: Architects, Consultants, Engineers, Contractors and others in the AEC industry  
Description: Exhibits at the Center for Architecture & Design demonstrate the value and relevance of excellent design and engage visitors to explore design as a tool in everyday life. As a partner in the Center we collaborate on exhibits providing public programming that is designed to connect the public to the built environment. The Design in Depth series will elaborate on the content and themes conveyed in our exhibits. Talks, films, and other exhibit related programs will engage the public and allow them to build a deeper understanding of architecture and design.  

Opportunities at $5,000, $2,500 or $1,250
Annually, SAF engages more than 7,500 individuals in our programming. As Seattle welcomes hundreds of new residents, our programs are a resource for educating the public about design related issues.

- Invitations to members-only events and member pricing for your employees
- VIP Passes for limited engagement events
- Outreach to more than 5,000 individuals inside/outside design industry
- Special recognition at sponsored events
- Company name and/or logo on SAF website & newsletter

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<th>Benefit</th>
<th>$500 Corporate Member</th>
<th>$1,250 Gold</th>
<th>$2,500 Platinum</th>
<th>$5,000 Diamond</th>
<th>$10,000+ Emerald</th>
<th>Sustained Supporter ($1,250 + commitment for three years)</th>
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<td>Opportunity to submit story for inclusion in SAF newsletter</td>
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<td>Name recognition for sponsored event</td>
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<td>Invitations to members only events and priority registration</td>
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<td>and invitations to limited engagement events</td>
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<td>Member discount for all employees</td>
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<td>Logo recognition in conjunction with a sponsored event</td>
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<td>Unlimited Complimentary All Access Pass Code for all SAF events</td>
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SAF reserves the right to cancel any event for any reason. In the event of cancellation of an event, the sponsors of that event will have the right to re-designate their sponsorship to another event.
Total Firm Contribution for 2021

☐ Count us in as a Sustained Supporter!
   We pledge three (3) years of support at the same level. (Minimum $1,250 per year)

☐ Sustained Supporter
   Annual Gift

Maximize your sponsorship dollars with flexible payment options (up to 12 months with pledges confirmed by 12/15/2020). All pledges must be paid by the end of the 2021 calendar year.

Bill my firm:

☐ Once  ☐ Quarterly  ☐ Monthly  ☐ Other Invoice Date(s):
   Annually (automatic renewal)

If paying by check, please make check payable to Seattle Architecture Foundation.

Mail: 1010 Western Ave | Seattle, WA | 98104

E-mail: stacy@seattlearchitecture.org
(PDF of form is available on SAF Website)

Credit Card Number: ____________________________

☐ Visa  ☐ MasterCard  ☐ American Express

Expiration Date: _______________________ Security Code: ______________

Name on Card: ________________________________

Signature: ________________________________

2021 Corporate Sponsorship

MY COMPANY SUPPORTS SAF AT THE FOLLOWING LEVEL:

2021 Design in Depth Lecture Series
All sponsors will be recognized by corresponding level for all lectures

☐ $5,000
☐ $2,500
☐ $1,250

Tours Program Underwriter

☐ $5,000
☐ $2,500
☐ $1,250

Single Tour Sponsor

☐ $2,500
☐ $1,250

Tour Name: ________________________________

Youth & Family Programs

☐ $5,000
☐ $2,500
☐ $1,250

Corporate Member

☐ $500
☐ Other Donation Amount $ ____________________
Thank you to our Sustained Supporters for committing to three years of support

**DIAMOND LEVEL**

CALLISONRTKL™

**PLATINUM LEVEL**

bassetti architects

MG2

INTEGRUS

GRAPHITE

MILLER HULL

MITHUN

SCHUCHART

Stantec

WEBER THOMPSON

ZGF

**GOLD LEVEL**

AHT Insurance • BNBuilders
Brown & Brown Insurance • Cone Architecture, LLC
Coughlin Porter Lundeen • Creoworks
DCI Engineers • Fisher Marantz Stone
Hoffman Construction
MacDonald-Miller Facility Solutions
Moss Adams • Osborne Construction Co.
PCL Construction • Prime Electric Foundation
THANK YOU TO OUR ANNUAL SUPPORTERS!

EMERALD LEVEL

GOLD LEVEL

AHBL • ARC Architecture • Cairncross & Hemplemann • Cary Kopczynski & Co. ERW Lighting • Hargis Engineers • Hillis Clark Martin & Peterson Miller Hayashi • NBBJ • Olson Kundig

CORPORATE MEMBERS

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Donor list gifts confirmed as of 10/27/2020