



TSA

SUPPORT THE TORONTO SOCIETY OF ARCHITECTS

SPONSORSHIP OPPORTUNITIES 2024

About the Toronto Society of Architects

Established in 1887, the Toronto Society of Architects (TSA) is a non-profit volunteer-led organization bringing people together to discuss, learn and explore around our shared passion for the built environment.

We are committed to the betterment of our city and have played an important advocacy role throughout Toronto's history. We do this through a wide range of programs which foster welcoming and inclusive forums for debate and the exchange of ideas, stimulating critical thinking about the design and building issues of our time.

Our public programming is complemented by initiatives supporting the personal growth and professional development of over 2,800 TSA Members. Membership is open to everyone and welcomes design professionals, students and the general public.



Top left: TSA Building Tour: Mirvish Village. Photo by Kurtis Chen. Top right: TSA Walking Tours for Doors Open 2023. Photo by Yianni Tong. Bottom: TSA Lecture 2019. Photograph on front cover by Shiraz Ali.



Top: TSA contingent at 2023 Toronto Pride Parade. Photo by Kurtis Chen. Bottom: TSA Gingerbread City: Kids' Main Street. Photo by Kurtis Chen.

What We Believe

We believe that city-building is a collaborative process strengthened by a diversity of voices, open debate of ideas, and an informed citizenship. Our work exists at the intersection of public and professional discourse, creating common ground for discussion. We believe in life-long learning, helping our members deliver better work for their communities and promoting civic literacy on architecture and design through engaging and accessible programming. We are committed to constantly evaluating our offerings to ensure their continued relevance, responding to changing needs and priorities.

We actively work to create an inclusive and welcoming Society, removing barriers to participation and supporting members throughout their careers. We believe in the importance of diverse viewpoints, emerging voices and untold stories. We work together towards common goals, providing platforms for the sharing of knowledge, experience and ideas.

Our Reach

TSA membership includes over 2,800 passionate individuals including architects (48.2%) and intern architects (17.8%), as well other design professionals, technologists and students, among many others. Our membership has been growing consistently, more than doubling since 2010.

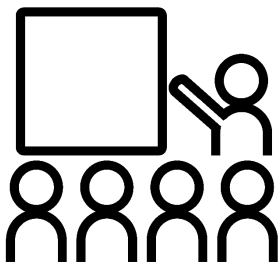
Annually, TSA events are attended by almost 21,000 participants, both in-person and virtually. We also have considerable online engagement with 26,000 social media followers and more than 32,000 website visitors.

What We Do

We take great pride in the diversity and accessibility of our programming. In any given year, the TSA puts together dozens of free or highly affordable events including lectures, networking events, tours, and workshops, among many others. Your support helps us lead important design conversations about the future of our cities and industry and is vital in ensuring our programming remains accessible to all.

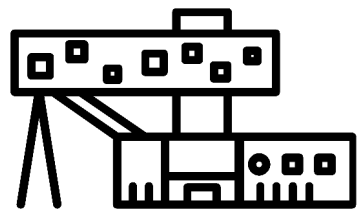
Check out some of our areas of focus over the past several years.

You can learn more about the TSA’s initiatives in our [Annual Reports!](#)



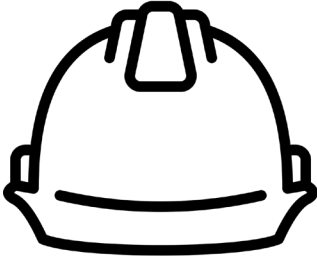
Educational Offerings

From skill-building lectures on technical topics to forums on the city-building issues of our time, we offer timely, relevant, and highly accessible year-round lectures—all of them designed to meet continuing education requirements.



Celebrating the GTA

From Instagram series to virtual and walking tours, we love exploring and celebrating the Greater Toronto Area’s built environment and the people behind it – sharing the stories with our members and the public.



Behind-the-Scenes Tours

Whether it is a glimpse into a private residence or a tour of an under construction facility, we work with industry partners to provide behind-the-scenes tours of projects in the GTA led by the teams behind them.



Scholarships and Outreach

With free student membership and many diverse scholarships in post-secondary institutions across the GTA, we proudly support the next generation of city-builders.



Welcoming Community

We’re committed to creating a more inclusive industry. Our networking sessions allow students, emerging professionals, and newcomers to make industry connections, and our events for Pride and the TSA BASH provide opportunities to celebrate, learn and share together.



Digital Resources

Not everyone can make it to a live event. Our online guide map, past lectures library and resources for internationally trained professionals allows audiences to engage with the TSA on their schedule.

Why Support the TSA?

Supporting the TSA is a great way of showing your commitment for Toronto's design and architecture community, all while putting your brand in front of 2,800 TSA Members, thousands of event attendees and over 26,000 social media followers. Our robust programming calendar always has something coming up - so there is never a dull moment at the TSA!

Need more reasons to support the TSA? Here are a few more...

Reach Thousands of Industry Professionals

With over 2,800 Members and over 20,000 yearly attendees to our events, your brand will be visible to thousands of built environment professionals. Online, our website receives over 32,000 views annually and work is underway for new on-demand resources to further our reach.

Be Part of the Community

Despite our size, we remain committed to our role as a community organization and provide numerous opportunities throughout the year to come together and share with each other. This is THE place to meet and be part of Toronto's architectural community!

Enjoy Year-Round Brand Visibility

As opposed to conferences and one-off events which provide visibility for only a few days, our sponsorship program is designed to provide visibility year-round with events scheduled throughout the year. We value your support and celebrate our sponsors year-round!

Show your Industry Pride

The TSA's reach is far beyond just industry professionals. We are proud ambassadors of the design and construction industry and participate in numerous public events like Doors Open and Pride, as well as run outreach initiatives for youth, students, and the public at large.

Associate Your Brand with Quality Programming

We know you care about quality and so do we! When it comes to events and resources, we work hard to ensure we are delivering great content and the latest industry innovations, so your brand is always associated with amazing experiences.

Help Build a More Inclusive Industry

When it comes to building a more inclusive industry, working together just makes sense! From networking events to outreach opportunities and resources, we work to make meaningful strides to break barriers and reach the next generation of city-builders. By working together we can achieve so much more!

TSA by the Numbers

Growth in membership, attendees and events has been a constant theme at the TSA for the last decade as our programs increase in popularity and reach. We are always finding new and innovative ways to reach our audience and serve the needs of the architecture community.

Here are some of our statistics for 2023 where we saw the return of all our in-person offerings, as well as some of our favourite virtual events.

2,825

members
(15% yearly increase)

66%

of members hold
status with the OAA

264

volunteers made
our programs possible

26,849

social media followers on
four different platforms

14,000

event attendees, not
counting those accessing
content on-demand

32,000

website visitors

151

events, including both
in-person and virtual

6,998

on-demand users

16.5

hours of OAA Structured
Learning offered

SPONSORSHIP OPPORTUNITIES

Your support is critical in ensuring we can maintain and grow our robust programming, delivering timely, relevant and affordable events and opportunities to our members and the public. Supporting the TSA is a great way of showing your commitment for Toronto's design and architecture community—putting your brand in front of over 2,800 TSA Members, thousands of event attendees and over 26,000 social media followers, all while contributing to design advocacy in the Greater Toronto Area.

All our sponsorship programs provide year-round recognition and include tickets to our Summer Appreciation Party, an exclusive event for TSA volunteers and sponsors. Maximize your exposure by making an early commitment—supporters are added to our event banner and website as they are received throughout the year!

Have questions about these opportunities?

Ready to confirm your participation?

Contact Joël León, Executive Director, at
tsa@torontosocietyofarchitects.ca.

Sponsorship Levels & Benefits

All Program Level Sponsorships come with uniquely tailored recognition packages for their initiative, including priority logo placement, tickets to the event, acknowledgement in social media postings, ticketing site, and event signage, among other benefits!

BENEFITS AND RECOGNITION	FRIEND \$250-999	CONTRIBUTOR \$1,000	SUPPORTER \$1,500	PARTNER \$2,500	PROGRAM \$3,000 and up
• Acknowledgment in our Annual Report and Annual General meeting	✓	✓	✓	✓	✓
• Year-round recognition on the TSA website		✓ logo & link	✓ logo & link	✓ logo & link	✓ logo & link
• Complimentary tickets to Summer Appreciation Party		✓ 2 tickets	✓ 2 tickets	✓ 4 tickets	✓ 4 tickets
• Recognition in annual thank you post on TSA social media		✓ logo	✓ logo	✓ logo	✓ logo
• Year-round recognition on pre-event banner during TSA events		✓ logo	✓ logo	✓ logo	✓ logo
• Complimentary tickets to the TSA BASH		✓ 1 ticket	✓ 4 tickets	✓ 6 tickets	✓ 6 tickets
• Recognition on BASH bulletins/web page and in BASH signage			✓ logo	✓ logo	✓ logo
• Custom program specific recognition in events and resources (see Program Sponsors)					✓ custom

PROGRAMMING SPONSORS

Looking for the highest visibility and the biggest impact? Our Programming Sponsor Level provides the highest year-round recognition, while also providing you the opportunity to have your company recognized at one or several of our events and resources throughout the year.

Our Programming sponsors enjoy all the perks of a Partner Sponsor plus additional branding and recognition opportunities uniquely designed for these initiatives.

Programming Sponsorships start at \$3,000 and are custom designed for each initiative. Summarized here are some of the opportunities available.

**Want to learn more about these programs or
looking to support an initiative not currently listed?**

Contact Joël León, Executive Director, at
tsa@torontosocietyofarchitects.ca.

Additional Benefits & Recognition

While each programming sponsorship is customized to best suit the nature of the initiative, some of the common additional benefits include:

- Logo placement on event/resource page and ticket registration system.
- Logo placement in event bulletin posts and post-event certificates.
- Acknowledgment and handle link in social media posts associated to the initiative.
- Acknowledgment during the event.
- Complimentary tickets.
- Priority logo placement on all signage.

Programming Sponsors

2024 Opportunities Summary

All programming sponsorships are non-exclusive unless otherwise noted.

Looking for more exclusive opportunities or custom packages?
Reach out to us at
tsa@torontosocietyofarchitects.ca

INITIATIVE / PROGRAM	ATTENDANCE*	PLANNED EVENTS	AUDIENCE	SPONSORSHIP
Technical Lectures Lecture series focused on technical and business skills relevant to built environment professionals.	1,500+ (70 - 200 per lecture)	10 (one per month)	Industry Professionals	\$5,000
Urban Affairs Forum (UAF) UAF are public forums discussing topics related to the city-building issues of our times.	400 - 600 (200 - 300 per forum)	2 (Spring and Fall)	Industry Professionals Public	\$3,000
TSA CONNECT Our signature structured networking events for newcomers, students and emerging professionals featuring guests from across the industry.	300 - 400 (100 - 130 per session)	3	Newcomers Students Emerging Professionals	\$3,000
Portfolio & Resume Clinic A day of short structured portfolio critique sessions with diverse reviewers joining us from various firms and organizations.	100+	1	Newcomers Students Emerging Professionals	\$3,000

*Attendance forecasts based on 2023 numbers

INITIATIVE / PROGRAM	ATTENDANCE *	PLANNED EVENTS	AUDIENCE	SPONSORSHIP
<p>Building Tours</p> <p>Behind-the-scenes tours led by the design team, this initiative has both in-person events and virtual tours.</p>	<p>140 - 200 in-person 3,000 on-demand</p>	<p>4 (In-person and virtual)</p>	<p>Industry Professionals</p>	<p>\$3,000</p>
<p>Walking + Virtual On-Demand Tours</p> <p>Sharing the stories behind our built environment, our walking and virtual on-demand tours provide fun and accessible opportunities for the public to learn more about Toronto’s buildings and landscapes. Our tours are registered with Tourism Toronto and offered free to school groups.</p>	<p>1,500+ in-person 500 - 1,000 on-demand</p>	<p>90 - 120 (Public tours every weekend from May to October and private tours for schools throughout the year. At least one virtual tour annually)</p>	<p>Public Students</p>	<p>\$3,000</p>
<p>Gingerbread City: Kids’ Main Street</p> <p>Fun-filled workshops for kids (4-12) to design and decorate their very own main street facades with the help of architects and gingerbread experts.</p>	<p>60 Families 500 - 1,000 Online viewers</p>	<p>3</p>	<p>Youth Families</p>	<p>\$3,000</p>
<p>Summer Appreciation Party</p> <p>Help us say thank you to the people that make our initiatives possible! Our annual summer appreciation party is an opportunity to raise a glass to our volunteers, partners and supporters.</p>	<p>100+</p>	<p>1</p>	<p>TSA Volunteers & Partners</p>	<p>\$3,000</p>

INITIATIVE / PROGRAM	ATTENDANCE*	PLANNED EVENTS	AUDIENCE	SPONSORSHIP
<div>TSA BASH</div> <div>Our annual BASH is THE industry event of the year bringing together 300+ members of the architecture community to one great party. No two BASH’s are alike with a new venue chosen every year!</div>	300 - 500	1	Industry Professionals	<div>\$6,000</div> <div>(limited 3: bar, food and venue)</div>

Looking for Something Custom?

Each year the TSA runs dozens of events and launches numerous resources through a wide variety of initiatives. We have many projects underway - from mentorship programs to guide maps - that need your support.

Get in touch and we'll be happy to discuss a custom sponsorship opportunity and package that fits your company's interests and values.

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