TSA Toronto Society of Architects — Est. 1887

Support the Toronto Society of Architects



Guests at the TSA BASH.
Photo by Yianni Tong



A family participates in the TSA Towers Challenge, part of Doors Open Toronto. Photo by Yianni Tong

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.

What We Believe—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.

The 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 grow in popularity and reach. We are always finding new and innovative ways to reach our audience and serve the needs of the architecture community.

200,000
Website Visits

37,000
Social Media Followers

200+
Events Annually

300+
Volunteers

25,478
Audience Engaged

500,000
Total Reach, Including Online

2842
Members and Email Subscribers

65%
Members Holding OAA Status

33 hrs
Structured Con-Ed Hours Offered



Participants on a walking tour. Photo by Yianni Tong.



Participants on a TSA Building Tour admire the view from a mechanical penthouse. Photo by Kurtis Chen.

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 talks, 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.

You can learn more about the TSA's initiatives in our Annual Reports!

View 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.

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.

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.

Celebrating the GTA

From walking tours to virtual Guide Maps, 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.

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.

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.



An audience views a film at the TIFF Lightbox during the Architecture and Design Film Festival. Photo by Harry Choi.



Alex Bozikovic moderates a panel with MVRDV (Nathalie de Vries, Sanne van den Burgh). Photo by Kurtis Chen.



Visitors to an outdoor exhibition as part of the TSA's Pride Street Fair booth. Photo by Kurtis Chen.

Supporting the TSA is a great way of showing your commitment to Toronto's design and architecture community.

And all while putting your brand in front of a captive AEC audience, thousands of event attendees and over 37,000 social media followers. Our robust programming calendar always has something coming up—so there is never a dull moment at the TSA!

Reach Thousands of Industry Professionals

With over 2,800 Members and over 25,000 yearly attendees to our events, your brand will be visible to thousands of built environment professionals. Online, our website receives over 100,000 views annually and work is underway for new on-demand resources to further our reach.

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!

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.

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!

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.

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 opportunites 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!



Participants ask questions during a TSA Doors Open walking tour. Photo by Julia Bewcyk.



A crowd socializes at the TSA BASH. Photo by Yianni Tong.

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.

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Benefits and Recognition	**Friend** $250-999	**Contributor** $1,000	**Supporter** $1,500	**Partner** $2,500	**Program** $3,000+
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	✓ 2 Tickets	✓ 4 Tickets	✓ 6 Tickets
Recognition on BASH bulletins/web page and in BASH signage			✓ Logo	✓ Logo	✓ Logo
Custom program-specific recognition in events and resources*					✓ Custom

*See Programming Sponsors, next section

Programming Sponsors make the biggest impact and receive the highest visibility

Programming Sponsorship 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.

While each Program Sponsor receives custom benefits that best suite the nature of the initiative, some common additional benefits include:

+ Logo placement on event/resource pages and on our ticketing system
+ Logo placement in event bulletin posts and post-event certificates
+ Acknowledgement and social media tags in posts associated with the initiative
+ Acknowledgement during events
+ Complimentary tickets
+ Priority logo placement on all signage

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

Contact Joël León, Executive Director.

Email Joël León ↗

Initiative/Program	Attendance*	Planned Events	Audience	Sponsorship
Technical Lectures Lecture series focused on technical and business skills relevant to built environment professionals.	1500+ 70-200 per lecture	10 about 1 per month	Industry Professionals	$5,000
Urban Affair Forums Public event with moderated panel of speakers discussing topics related to topical city-building issues.	400-600 200-300 per forum	2 spring/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 event	3	Newcomers Students Emerging Professionals	$3,000
Portfolio and Resume Clinic A day of short structured portfolio critique sessions with diverse reviewers joining us from various firms and organizations.	100+	1	Students Emerging Professionals	$3,000



All aboard! Passengers abourd the *Miss Kim Simpson* enjoy a sunset view during a TSA boat tour. Photo by Kurtis Chen.

Initiative/Program	Attendance*	Planned Events	Audience	Sponsorship
Building Tours Behind-the-scenes tours led by the design team, this initiative has both in-person events and virtual tours.	140-200 in-person 3,000 on-demand	4 in-person and virtual	Industry Professionals	$3,000
Walking + Virtual On-Demand Tours Our popular tours provide fun and accessible opportunities for the public to learn more about Toronto's buildings and landscapes. Our popular tours are registered with Tourism Toronto and offered free to school groups.	1,500+ in-person 500-1000 on-demand	90-120 Every weekend from May to October. Private tours for schools throughout the year. At least one virtual tour annually.	Public Students	$3,000
Boat Tours Our newest and most popular offering takes attendees on a 90 minute narrarated tour of Toronto's Inner Harbour, including a visit to the new mouth of the Don River at Biidaasige Park.	700+	20 Sails	Public	$5,000
Gingerbread City: Kids' Main Street 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. This initiative enjoys high online engagement.	60+ families	3	Youth Families Public	$3,000
Summer Appreciation Party 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.	100+	1	TSA Volunteers TSA Partners	$3,000
TSA BASH 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, architecturally significant venue chosen every year!	300-500	1	Industry Professionals	$6,000 3 sponsors exclusively: bar, food, and venue



Friends unite at the TSA BASH. Photo by Yianni Tong.

Looking for a custom sponsorship opportunity?

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.

Email TSA ↗



Participants on a TSA Walking Tour.
Photo by Yianni Tong.

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