



INSTITUTE OF CLASSICAL  
ARCHITECTURE  
& ART

**NATIONAL CONFERENCE**

# ENDURING PLACES



**NOVEMBER 3-5, 2023**  
**CHARLESTON, SOUTH CAROLINA**

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CRAFTSMANSHIP • PRESERVATION • SUSTAINABILITY

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# TABLE OF CONTENTS

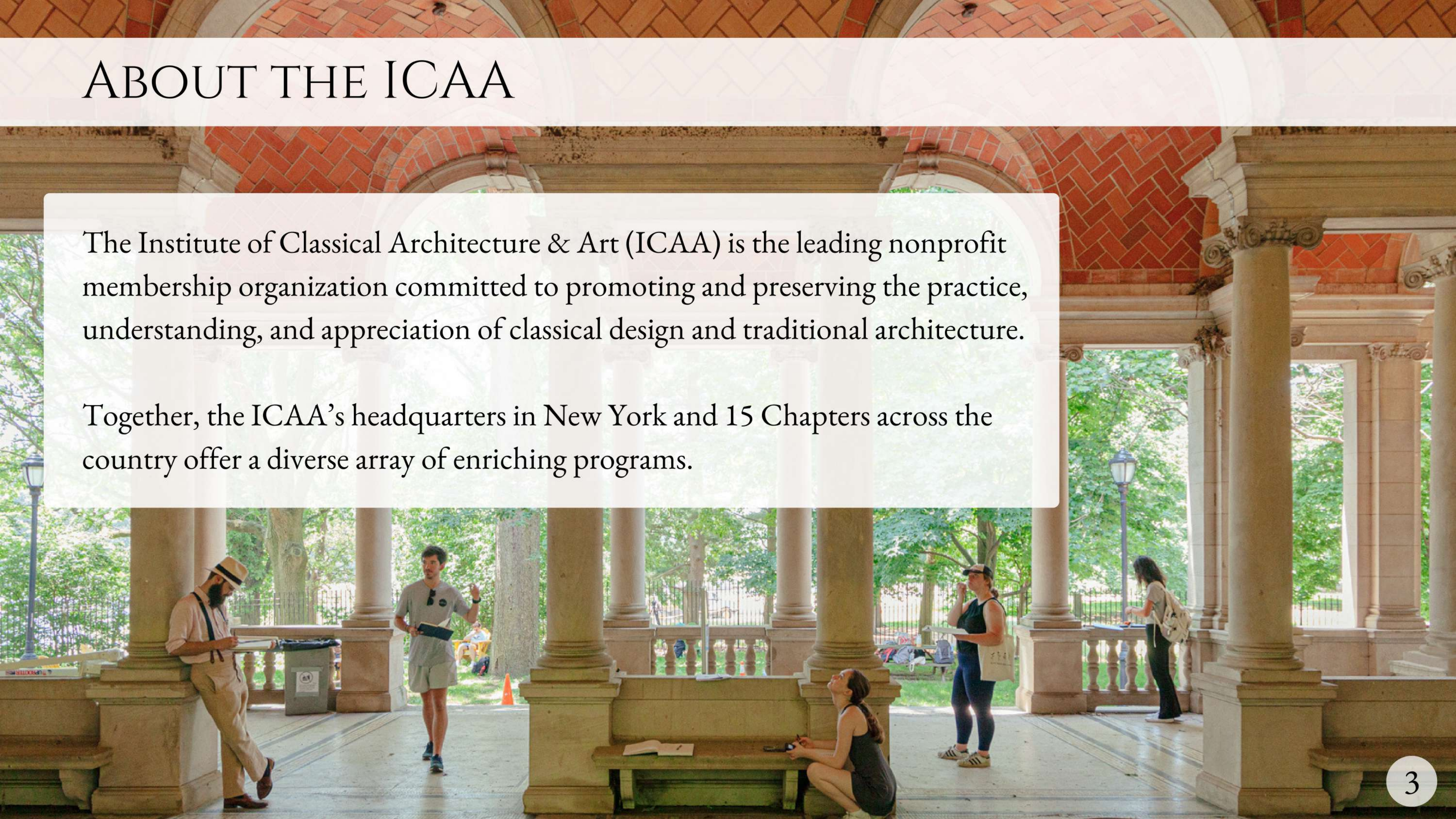
About the ICAA .....	3
Enduring Places: ICAA National Conference .....	4
Student and Young Professionals Exhibition .....	5
Tentative Itinerary .....	6
The ICAA's Audience .....	7
Sponsorship Opportunities .....	8-11
Sponsorship Form .....	12
Contact Us .....	13



# ABOUT THE ICAA

The Institute of Classical Architecture & Art (ICAA) is the leading nonprofit membership organization committed to promoting and preserving the practice, understanding, and appreciation of classical design and traditional architecture.

Together, the ICAA's headquarters in New York and 15 Chapters across the country offer a diverse array of enriching programs.





# ENDURING PLACES: ICAA NATIONAL CONFERENCE

The Institute of Classical Architecture & Art (ICAA) will hold a three-day architecture and design conference for up to 200 attendees in Charleston, South Carolina on November 3-5, 2023. Complete with a diverse offering of talks, panel discussions, working sessions, and tours, the conference will focus on three themes that are at the heart of classical design: **craftsmanship, preservation, and sustainability.**

ICAA members and supporters will get the chance to learn from leading experts in the Charleston area and across the country coming together in celebration of the classical tradition and learning from case studies at both a local and national level.



# STUDENT AND YOUNG PROFESSIONALS EXHIBITION

The Institute of Classical Architecture & Art (ICAA) will host a juried art exhibition of student and young professional work in conjunction with the ICAA's National Conference. Taking place at the historic Aiken Rhett House in partnership with Historic Charleston Foundation, the group exhibition will be on view for the month of November, providing excellent exposure for sponsors.

Students and young professionals, 35 years old and younger, will submit works inspired by the classical tradition for consideration. Categories may include, but are not limited to: drawings, paintings, watercolors, sculptures, stone work, masonry, architectural models, and furniture. A distinguished jury with backgrounds in various design fields will carefully review all submissions and select the finest examples of classical design to include in this historic show.

*Enduring Places* will commence with an opening reception for the Exhibition on the night of Friday, November 3, 2023, and guests will be invited to enjoy the show and its historic setting.



# TENTATIVE CONFERENCE ITINERARY

## **Friday, November 3, 2023**

The weekend will commence with an evening cocktail reception and the opening of the Student and Young Professionals Exhibition at the Aiken-Rhett House.

## **Saturday, November 4, 2023**

Lectures, panels, and breakout sessions will be hosted at the historic Francis Marion Hotel in the morning, where both breakfast and lunch will be provided. The afternoon will be spent touring private homes, attending exclusive project walk-throughs, and live demonstrations. In the evening, there will be a keynote speaker and cocktail reception.

## **Sunday, November 5, 2023**

After breakfast and a morning of lectures and panels at the Francis Marion Hotel, guests will be offered recommendations for additional sites to visit during the afternoon.



# THE ICAA'S AUDIENCE

Enduring Places: ICAA National Conference will welcome up to 200 key members from the classical design community, bringing together a vast network of professionals, enthusiasts, students and scholars from around the world.

## Video Reach

- In the last year ICAA produced videos have received over 614,000 views. Audiences have watched ICAA video content for over 200,000 hours, which is an increase of 21% over the previous year
- In the last year, the ICAA has released 29 hours of new and original content
- The ICAA's original documentary films have also aired on a majority of public media stations nationwide, reaching millions of viewers on platforms such as PBS

## Website & Newsletter Reach

- In the last year the ICAA's website has been visited by over 200,000 people, receiving over 680,000 total page views
- In the last year the ICAA's biweekly e-newsletter, *The World of Classicism*, distributed over 335,000 total copies, which received a 56% open rate (compared to the industry average of 37%)



# SPONSORSHIP OPPORTUNITIES

Exclusive - Feature Sponsor: \$35,000 (*Only 1 Available*)

## Pre-Event Marketing and Promotion

- Company's name, logo, and link on the Conference webpage
- Named recognition with link on all e-blasts, newsletter articles, and print material regarding the 2023 conference
- Opportunity for press inclusion in ICAA media blasts regarding the conference, to audiences such as *Architectural Digest*, *House Beautiful*, and *Veranda*

## On-Site and Perpetual Recognition

- Sole top billing as the Feature Sponsor for the 2023 Conference
- Verbal mention during the beginning of every speaking program and at the seated dinner
- Listing in the video credits for any filmed Conference materials in perpetuity, to be published on the ICAA's website and distributed to the community at-large
- Recognition on all materials that are distributed to the conference attendees, up to 200 professionals and enthusiasts from the classical community
- Named recognition displayed at the exhibition, which will be open for public viewership November 3rd through 26th in the historic Aiken-Rhett House: a popular tourist destination

## Hospitality

- Invitation for 5 guests to attend Enduring Places: ICAA National Conference
- VIP Seating & First choice in sessions and tours
- Invitation for 2 individuals to join the ICAA President's Council for one year, which includes special invitations to private dinners, receptions, and other exclusive events
- Private sneak peak/walkthrough of the Exhibition prior to arrivals
- The opportunity to give away company branded complimentary items to attendees
- VIP welcome dinner with ICAA President Peter Lyden at a historic private home



# SPONSORSHIP OPPORTUNITIES

Partner Sponsor: \$20,000 (*Limited Quantity Available*)

## Pre-Event Marketing and Promotion

- Company's name, logo, and link on the Conference webpage
- Named recognition with link on all e-blasts, newsletter articles, and print material regarding the 2023 conference
- Opportunity for press inclusion in ICAA media blasts regarding the conference, to audiences such as *Architectural Digest*, *House Beautiful*, and *Veranda*

## On-Site and Perpetual Recognition

- Listing in the video credits for any filmed Conference materials in perpetuity, to be published on the ICAA's website and distributed to the community at-large
- Recognition on all materials that are distributed to the conference attendees, up to 200 professionals and enthusiasts from the classical community
- Named recognition displayed at the exhibition, which will be open for public viewership November 3rd through 26th in the historic Aiken-Rhett House: a popular tourist destination

## Hospitality

- Invitation for 3 guests to attend Enduring Places: ICAA National Conference
- VIP Seating & First choice in sessions
- Invitation for 1 individual to join the ICAA President's Council for one year, which includes special invitations to private dinners, receptions, and other exclusive events
- Private sneak peak/walkthrough of the Exhibition prior to arrivals





# SPONSORSHIP OPPORTUNITIES

Collaborator Sponsor: \$10,000 (*Limited Quantity Available*)

## Pre-Event Marketing and Promotion

- Company's name, logo, and link on the Conference webpage
- Named recognition with link on all e-blasts, newsletter articles, and print material regarding the 2023 conference

## On-Site and Perpetual Recognition

- Listing in the video credits for any filmed Conference materials, to be published on the ICAA's website and distributed to the community at-large
- Recognition on all materials that are distributed to the conference attendees, up to 200 professionals and enthusiasts from the classical community

## Hospitality

- Invitation for 2 guests to attend Enduring Places: ICAA National Conference
- VIP Seating & First choice in sessions



# SPONSORSHIP OPPORTUNITIES

Contributing Sponsor: \$5,000 (*Limited Quantity Available*)

## Pre-Event Marketing and Promotion

- Company's name, logo, and link on the Conference webpage
- Named recognition on all e-blasts, newsletter articles, and print material regarding the 2023 conference

## On-Site and Perpetual Recognition

- Listing in the video credits for any filmed Conference materials in perpetuity, to be published on the ICAA's website and distributed to the community at-large
- Recognition on all materials that are distributed to the conference attendees, up to 200 professionals and enthusiasts from the classical community

## Hospitality

- Invitation for 2 guests to attend Enduring Places: ICAA National Conference

**SOLD OUT**



# SPONSORSHIP FORM

Yes! I would like to sponsor *Enduring Places: ICAA National Conference*:

- ☐ \$35,000 ..... Exclusive - Feature Sponsorship
- ☐ \$20,000 ..... Partner Sponsorship
- ☐ \$10,000 ..... Collaborator Sponsorship
- ☐ \$5,000 ..... Contributing Sponsorship

## COMPANY INFORMATION

COMPANY NAME AS YOU WISH TO BE LISTED

PRIMARY CONTACT NAME

COMPANY WEBSITE

CONTACT EMAIL

CONTACT PHONE

PAYMENT CREDIT CARD OR CHECK (CIRCLE ONE)

AMOUNT \$

NAME ON CARD

BILLING ADDRESS

CITY

STATE

ZIP

CARD NUMBER

EXPIRATION DATE

SIGNATURE (REQUIRED FOR CREDIT CARD USE)



# THANK YOU!

Sponsorships at each level are limited, so please confirm your decision with Lexi Hoglund (*Assistant, Development and Office of the President*) via email or phone before submitting the form and payment information.

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Please feel free to reach out with any questions you may have.