

A photograph of a lush tropical courtyard. In the foreground, there are several tall palm trees and various green plants. In the background, a modern building with large glass windows is visible. A fountain with multiple jets of water is located on the right side of the courtyard. The overall scene is bright and vibrant, with a mix of natural and architectural elements.

DOCOMOMO US NATIONAL SYMPOSIUM

M I A M I

SPONSORSHIP
OPPORTUNITIES

JUNE 2024

STREAMS OF MODERNITY:
POSTWAR TO POSTMODERN

SPONSORING

DOCOMOMO US NATIONAL SYMPOSIUM

STREAMS OF MODERNITY: POSTWAR TO POSTMODERN presents a prime opportunity to support national and local preservation efforts while promoting your firm, brand or organization to hundreds of like-minded individuals. The 2024 National Symposium is the 11th annual gathering of Docomomo US. The architectural richness and variety of the greater Miami area as well as its tropical location will make it one of the most sought after gatherings of modern professionals and enthusiasts on the East Coast.

The 2024 National Symposium is a joint partnership of Docomomo US and its Florida and Puerto Rico Chapters, along with the University of Miami School of Architecture, Florida International University, Miami Dade College, Florida Atlantic University, Friends of the Miami Marine Stadium, the Historical Preservation Association of Coral Gables, Miami Beach Preservation League, and others.

The Symposium will be held at the University of Miami on the Coral Gables campus, hosted by the UM School of Architecture. Attendees are encouraged to stay at the Kenneth Triester-designed Mayfair Hotel in Miami's vibrant Coconut Grove neighborhood. Tours and other events will take place throughout the greater Miami area, including our first ever boat tour that will visit Hilario Candela's Miami Marine Stadium.

Docomomo stands for the DOcumentation and COnservation of buildings, sites and neighborhoods of the MOdern MOvement. Docomomo US is the committee of Docomomo in the United States and a 501(c)3 registered non-profit organization. Docomomo US pushes the boundaries to preserve modern architecture, landscapes, and design through principled advocacy, collaboration, and celebration. We envision a world where people value modern heritage and use it to shape vibrant communities.

HIGHLIGHTS

STREAMS OF MODERNITY: POSTWAR TO POSTMODERN

SYMPOSIUM FEATURES

- Over 50 specific well-researched papers on Modernism and preservation efforts will be presented by academics, practicing architects, archivists, preservationists and historians.
- A host of tours to Modernist homes, cultural institutions, and landmarks in and around Miami and its larger region will be featured, showcasing prime examples of climate adapted architecture and tropical postwar Modernism and Postmodernism.
- Local attendees will be able to register for the Symposium at a significantly reduced fee allowing greater opportunities to engage with residents in advocating for preservation within our own region.
- Keynote presentations by nationally recognized figures on a diverse set of topics surrounding architecture, urbanism and preservation.

MAY 29 - JUNE 1, 2024

PROGRAM DATES

WEDNESDAY / Opening Keynote, Reception

THURSDAY / Tours, Sessions

FRIDAY / Tours, Sessions, Reception

SATURDAY / Tours

CONFERENCE SESSIONS

STREAMS OF MODERNITY: POSTWAR TO POSTMODERN

TOPICS

- The Pink Revolution: Modern Architecture and Popular Culture
- Tropical Brutalism
- Postwar Campus Planning in the (Sub)tropics
- LGBTQ+ Modernism
- Postwar Architecture of Tourism
- Disruption of Communities through Postwar Infrastructure
- Postwar Development and the Intersection with Ethnicity
- Re-Using Modern and Post-Modern Structures
- Preservation under Threat: Political Pressures
- Polychrome Modern & Integration of the Arts
- Pre-Digital: Work and Representation Methods
- From Pre-Digital to Digital: The Future of Archival Collections
- A.I. Potential and the Future of Preservation



WHY

SPONSOR?

STREAMS OF MODERNITY: POSTWAR TO POSTMODERN

Promote your business to a local and national audience while supporting an organization dedicated to the preservation of modern architecture, landscape and design through sponsorship of the 2024 Docomomo US National Symposium in Miami.

From modern aficionados to seasoned design professionals, participating as a sponsor of the National Symposium offers unique access to a community of taste makers and influencers who are keenly focused on mid-century design.

Sponsorships are available at a variety of price points geared to fit all budgets. Your sponsorship will be promoted beyond just Docomomo members as a series of partner community, academic and civic organizations will contribute to and promote the Symposium.



PROGRAM AUDIENCE

STREAMS OF MODERNITY: POSTWAR TO POSTMODERN

DEMOGRAPHICS

ATTENDEES INCLUDE

Architects and Landscape Architects

Preservationists and Historians

Modern House Homeowners

Realtors and Developers

Engineers and Designers

Educators and Students

Modernism Enthusiasts

97% of Docomomo US members have a bachelor's degree or higher, and 75% have a masters degree or higher.

Attendees have a high interest in design, architecture, modern real-estate and furnishings

Median income of Docomomo US members is \$175,000

Past Attendees have come from 40 states and 8 countries.

Participation at past Symposiums has ranged from 200-400 attendees.

OVERVIEW OF SPONSORSHIP LEVELS

\$15,000+

MIRROR GLASS

Two Available.

At the MIRROR GLASS level, your company/organization receives priority print and web placement acknowledging your support, verbal recognition at each event as a Host Sponsor, and the opportunity to craft a benefits package that reflects your specific interests, including the ability to welcome guests at the beginning of the event. This is the highest level of support and ensures quality throughout the Symposium programming.

Opportunities include:

- Branding on all signage/publications/web presence
- Verbal recognition at each event
- Ability to welcome guests verbally during the opening welcome event
- Table placement or acknowledgement at the main Symposium registration table
- Opportunity to provide material for inclusion in the Symposium tote bag
- Full page program advertisement
- 10 full Symposium admissions
- 20 tickets and priority registration to any tour
- Logo inclusion on Symposium tote bag
- Advertising in print material



\$10,000

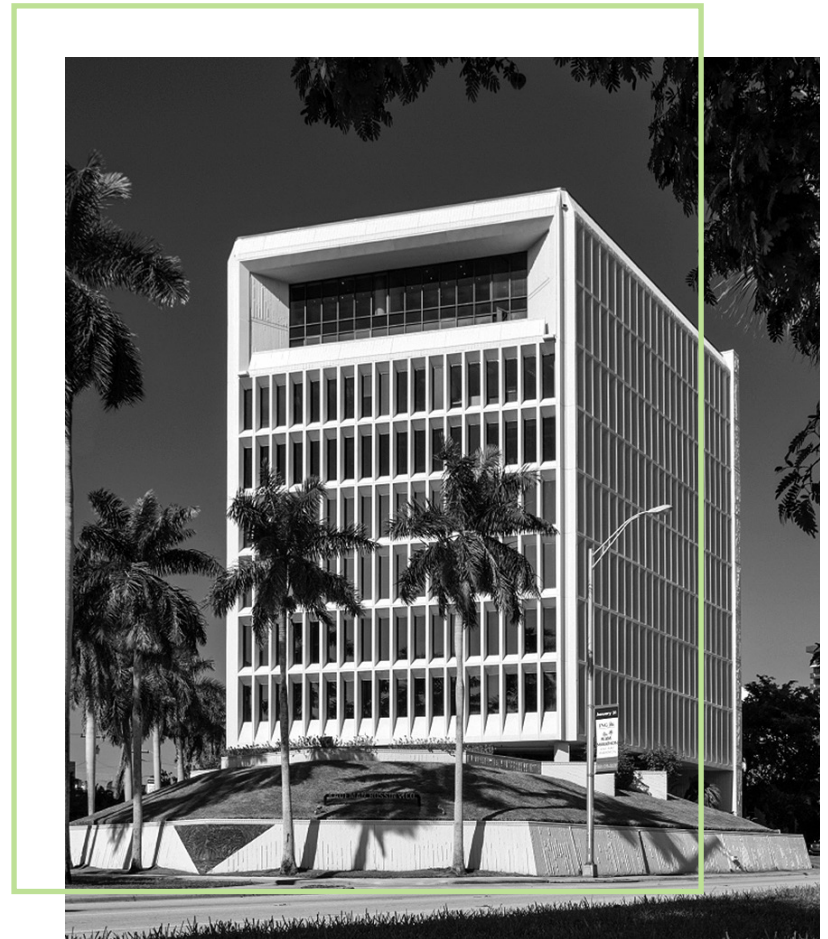
BRISE-SOLEIL

Three Available.

BRISE-SOLEIL Sponsorship allows your company/organization to be verbally acknowledged as a Symposium Sponsor of the Day and to address Symposium guests directly during one special event. You will receive priority print and web placement acknowledging your support and the opportunity to craft a benefits package that reflects your specific interests.

Opportunities can include, but are not limited to:

- Branding on all signage/publications/web presence
- Verbal recognition at each event
- Table placement or acknowledgement at the main Symposium registration table
- Opportunity to provide material for inclusion in the Symposium tote bag
- 6 full Symposium admissions
- 12 tickets and priority registration to any tour
- Advertising in print material
- Logo inclusion on Symposium tote bag



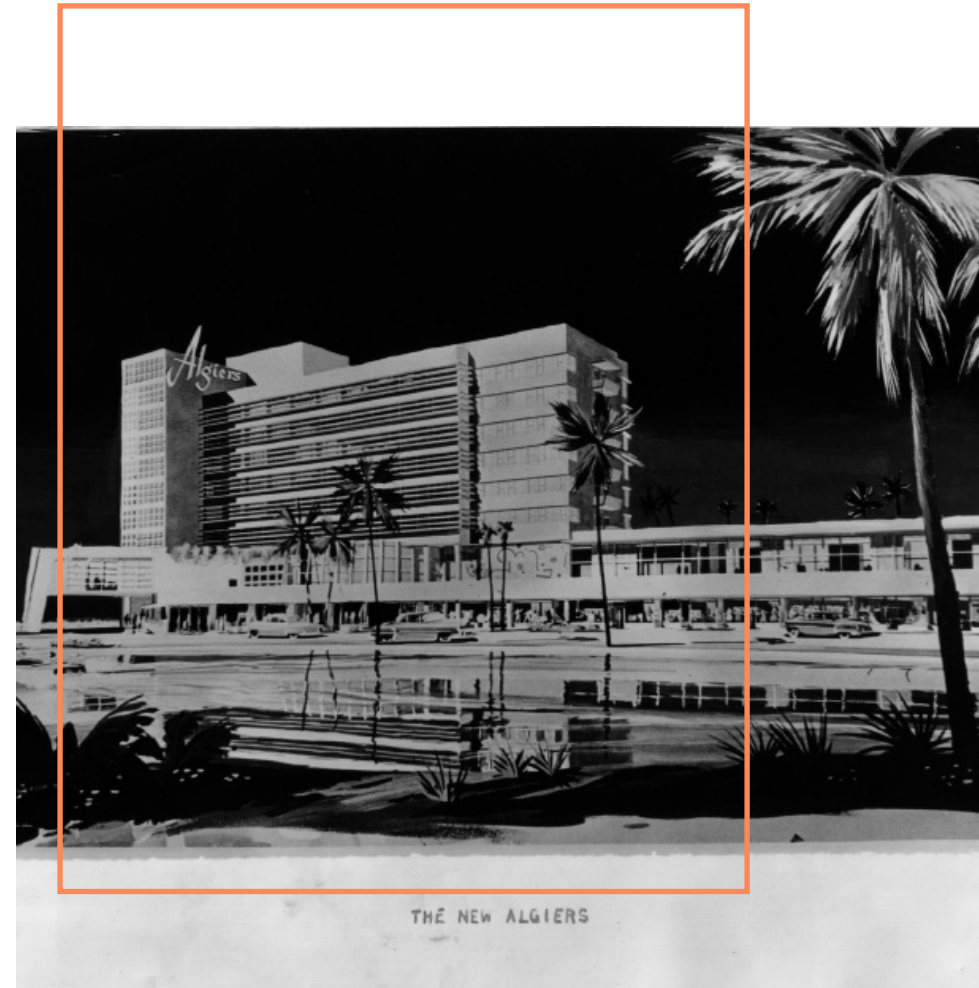
\$5,000

EYEBROW

EYEBROW Sponsorship allows your company/organization table placement or acknowledgement during breakfast/lunch or at the main Symposium registration table. Sponsors will be recognized throughout the duration of the 4-day Symposium through print materials, visual banners and social media.

Plus:

- Opportunity to provide material for inclusion in the Symposium tote bag
- 4 full Symposium admissions
- 12 tickets and priority registration to any tour



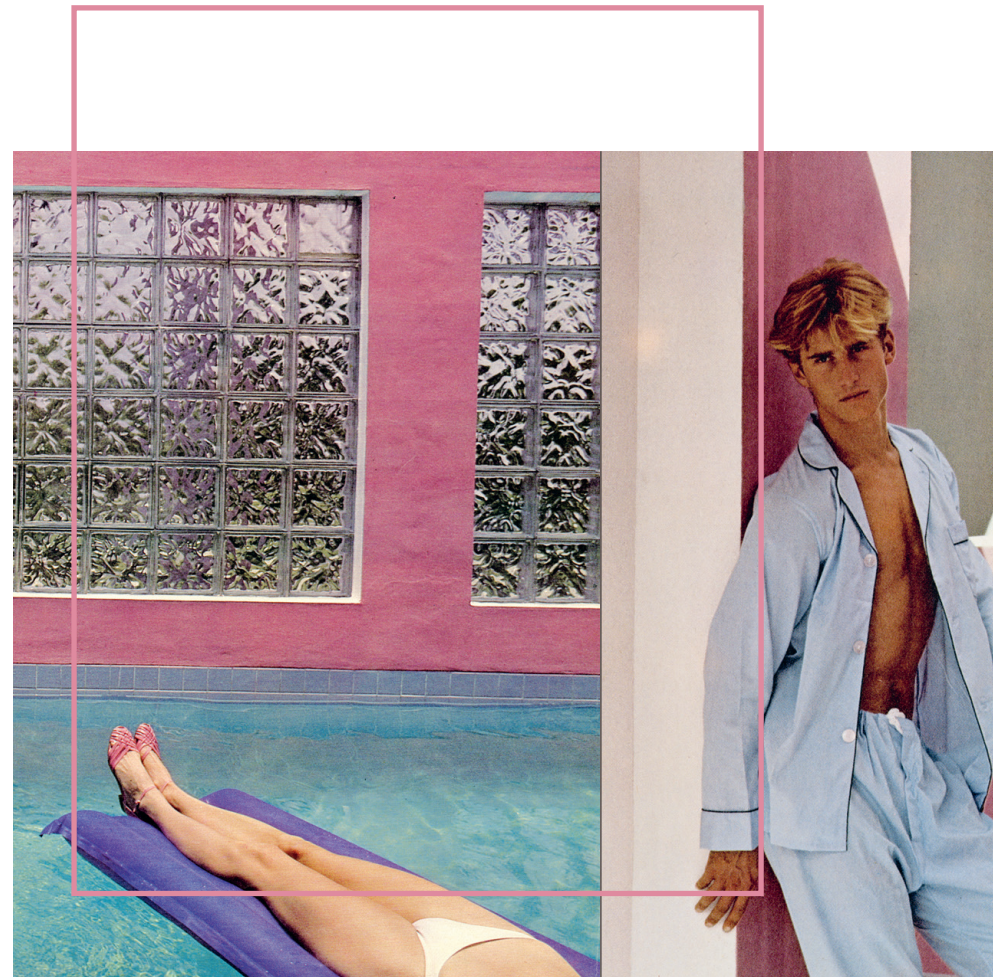
\$2,500

GLASS BLOCK

GLASS BLOCK Sponsors will be recognized throughout the duration of the 4-day Symposium through print material, visual banners and social media.

Plus:

- Logo inclusion on the Symposium lanyard (one available)
- Opportunity to provide material for inclusion in the Symposium registration bag
- 2 full Symposium admissions
- 6 tickets and priority registration to any tour



\$1,000

CERAMIC

CERAMIC Sponsors will be recognized through print materials, visuals and social media.

Plus:

- 1 full Symposium registration
- 2 tickets to any tour



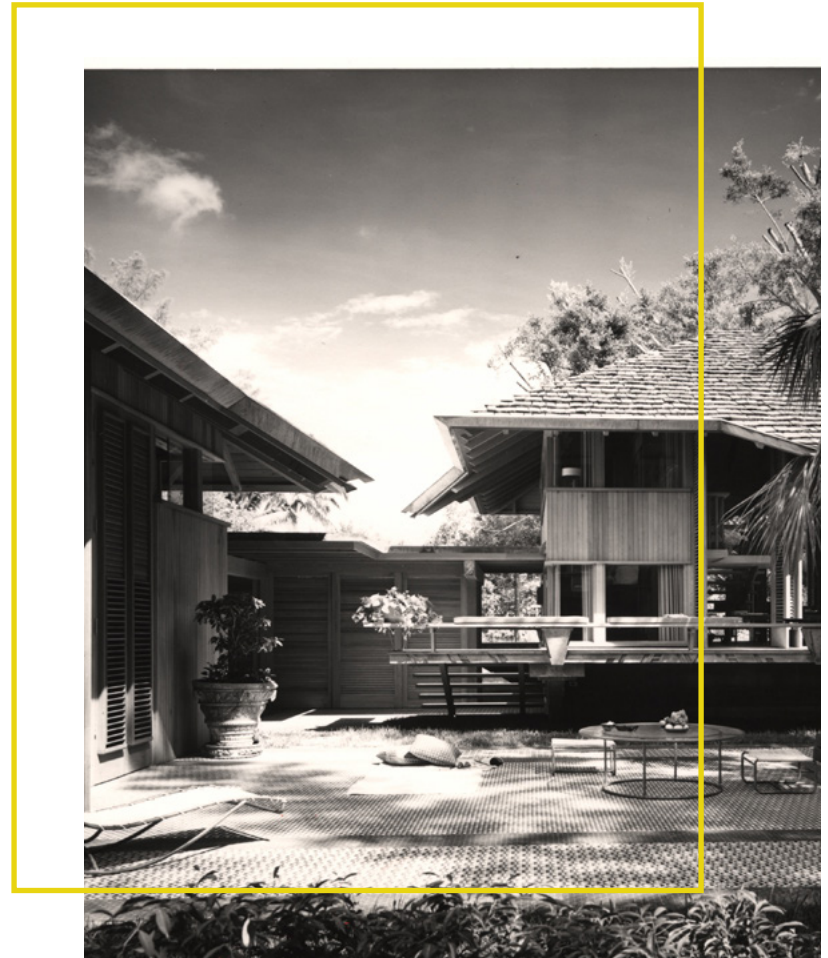
\$500

LOUVERS

LOUVERS Sponsors will be recognized through print materials, visuals, and social media.

Plus:

- 1 full Symposium registration



IN-KIND PARTNERSHIPS

Docomomo US offers a limited number of In-Kind Partner Sponsorships to local organizations, media outlets or other like-minded groups who provide services or goods at no cost. All partners will be acknowledged in print and on website, newsletters and on social media. Partnership includes 1 full Symposium registration.

SPONSORSHIPS

MIRROR GLASS	Two Available.	\$15,000+	Marquee Sponsor Extensive Branding Opportunities
BRISE-SOLEIL	Three Available.	\$10,000+	Sponsor of the Day Multiple Branding Opportunities
EYEBROW		\$5,000	Print, Web, Verbal Brand Recognition
GLASS BLOCK		\$2,500	Logo Inclusion in Event Materials, Print and Social Media Recognition
CERAMIC		\$1,000	Print and Social Media Recognition, Multiple Registrations
LOUVERS		\$500	Print and Social Media Recognition



FOR FUTHER QUESTIONS OR INFORMATION:

Liz Waytkus

Docomomo US, Executive Director

lizwaytkus@docomomo-us.org

DOCOMOMO US NATIONAL SYMPOSIUM SPONSORSHIP AGREEMENT

We, the undersigned, agree to sponsor/partially sponsor this event. We have included all the necessary information and have included our contribution or agree to send our contribution no later than April 1, 2024.

Contact information:

Company: _____

Contact: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

Website: _____

Signature: _____

Payment Information:

Check enclosed in the amount of \$ _____

To: Docomomo US

P.O. Box 230977

New York, N.Y. 10023

Electronic payment to PayPal via:

Payment@docomomo-us.org

Please attach a brief description of your company/ organization (up to 250) words and email a print ready copy of your logo to: symposium@docomomo-us.org Sponsorships can also be registered online with a credit card at: docomomo-us.org/events/national-symposium/ sponsorship-opportunities



THANK YOU