

JUNE 2023

**DOCOMOMO US**  
**NATIONAL SYMPOSIUM**  
**NEW HAVEN**

# **SPONSORSHIP OPPORTUNITIES**

COMPLEXITIES OF THE MODERN AMERICAN CITY



# SPONSORING

## DOCOMOMO US NATIONAL SYMPOSIUM

Complexities of the Modern American City 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 2023 National Symposium is the 10th annual gathering of Docomomo US. The architectural richness of New Haven and its ideal geographic location will make it one of the largest ever gatherings of modern professionals and enthusiasts on the East Coast.

The 2023 National Symposium is a joint partnership of Docomomo US and its New York Tri-State chapter along with the New Haven Preservation Trust, Preservation Connecticut, Yale University and the Connecticut State Historic Preservation Office.

Docomomo US is pleased to present Hotel Marcel as the featured National Symposium hotel. Originally designed by Marcel Bruer for the Armstrong Rubber Company, this Modern landmark has recently been transformed into a sustainable, solar-powered hotel.

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

## COMPLEXITIES OF THE MODERN AMERICAN CITY

### 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 New Haven will be featured, showcasing how specific design strategies continue to be relevant in light of our search for sustainable community solutions.
- 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.

### PROGRAM DATES

**JUNE 21-24, 2023**

WEDNESDAY / Opening Keynote, Reception

THURSDAY / Sessions, Walking Tours

FRIDAY / Sessions, Walking Tours, Reception

SATURDAY / Bus Tours

# WHY SPONSOR?

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 2023 Docomomo US National Symposium in New Haven.

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.

## COMPLEXITIES OF THE MODERN AMERICAN CITY





# PROGRAM AUDIENCE

## COMPLEXITIES OF THE MODERN AMERICAN CITY

### 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 200-600 attendees.

## OVERVIEW OF SPONSORSHIP LEVELS

# CORTEN STEEL

\$15,000+

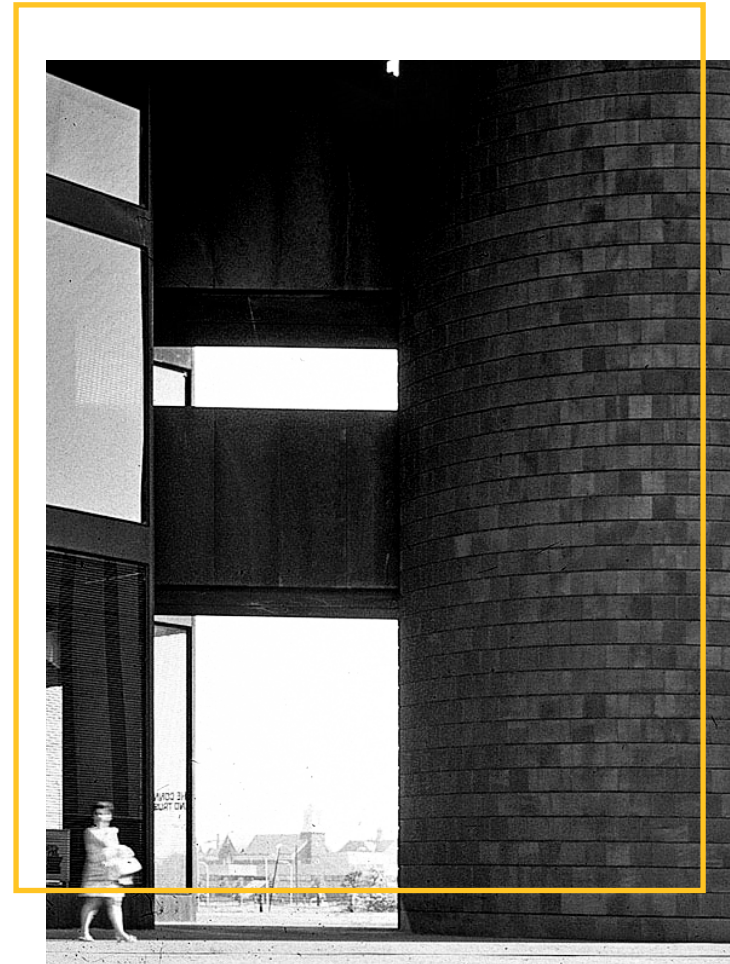
Two Available.

## SPONSORSHIP LEVELS

At the Corten Steel 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 can include, but are not limited to:

- 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
- Opportunity to provide material for inclusion in the Symposium
- 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



# CUT STONE

\$10,000+

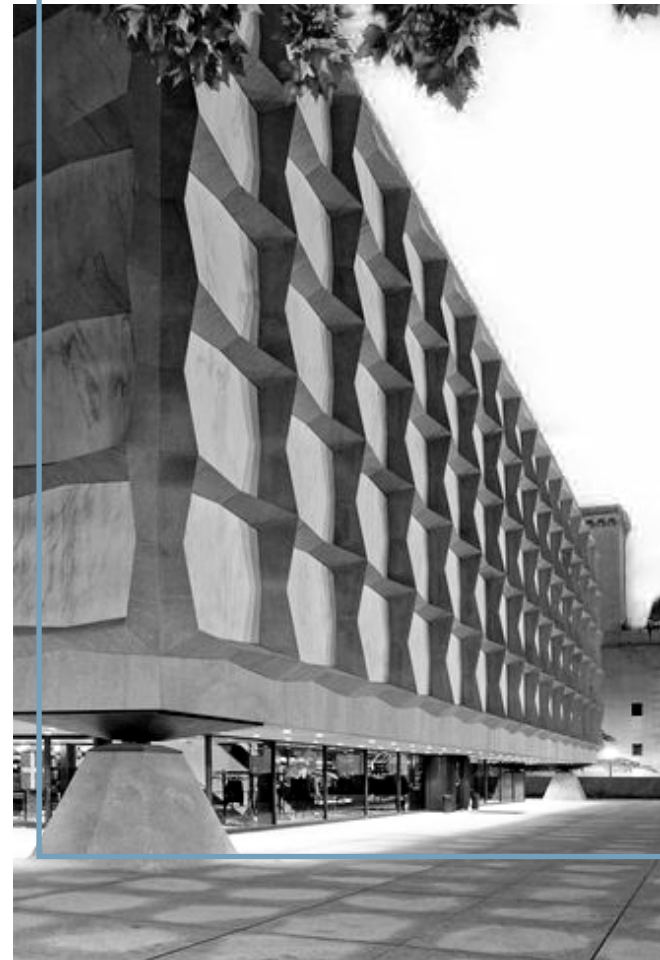
Three Available.

## SPONSORSHIP LEVELS

Cut Stone 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
- Opportunity to provide material for inclusion in the Symposium
- 6 full Symposium admissions
- 12 tickets and priority registration to any tour
- Advertising in print material
- Logo inclusion on Symposium tote bag



# POURED CONCRETE

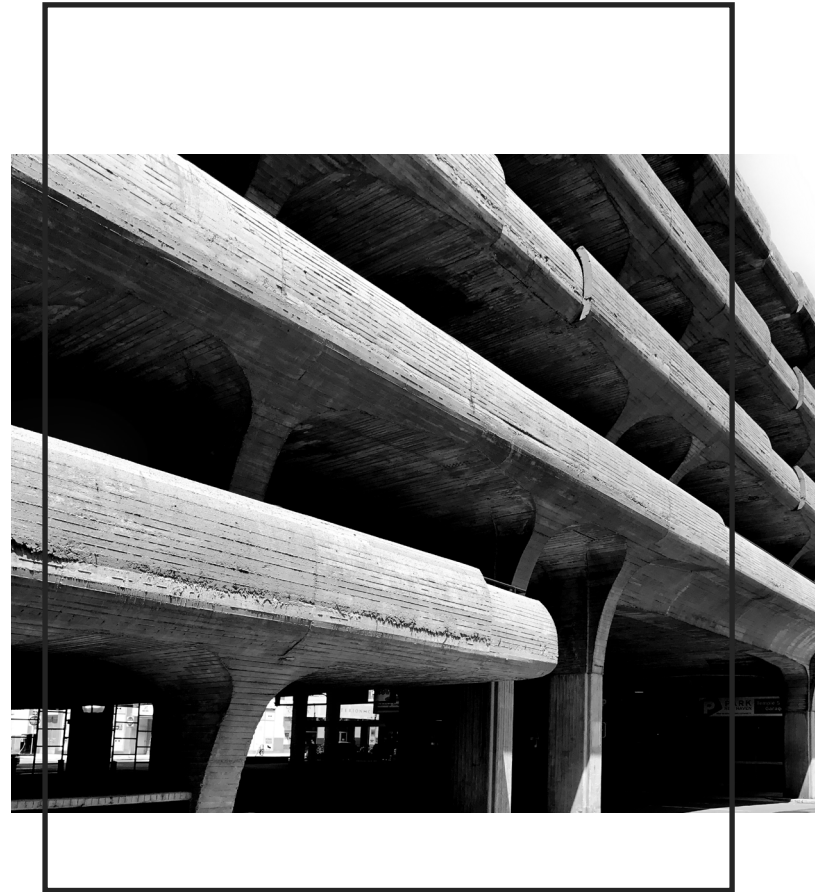
\$5,000

## SPONSORSHIP LEVELS

Poured in Place Concrete 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 registration bag
- 4 full Symposium admissions
- 12 tickets and priority registration to any tour





# PRECAST CONCRETE

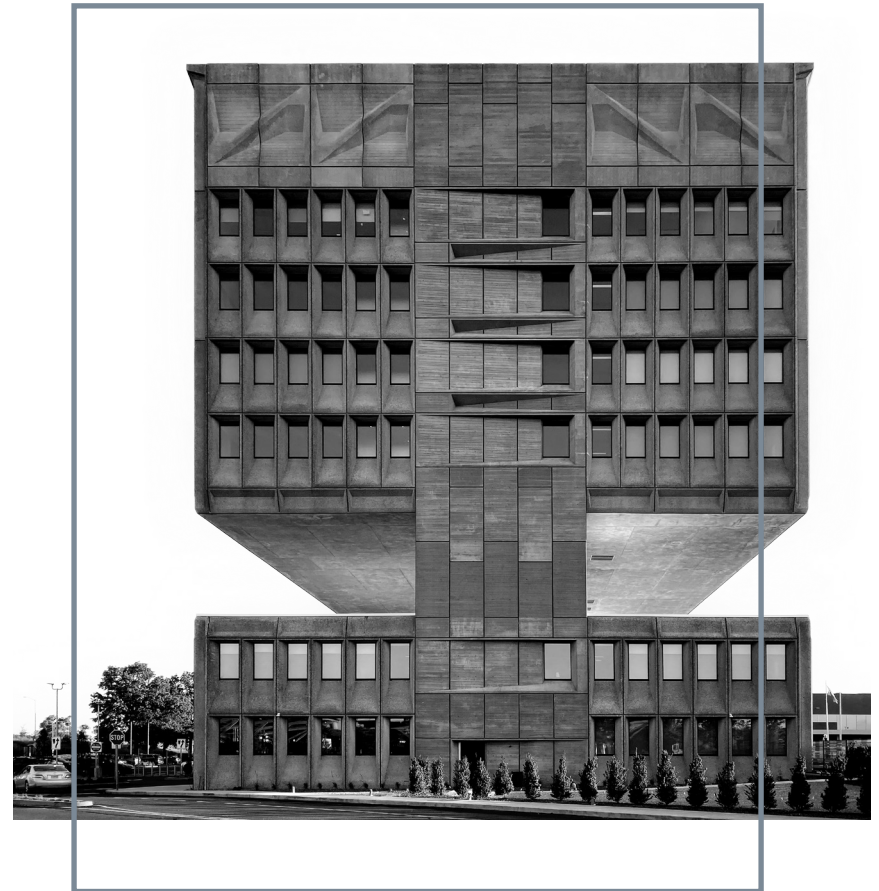
\$2,500

## SPONSORSHIP LEVELS

Precast Concrete Panel 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

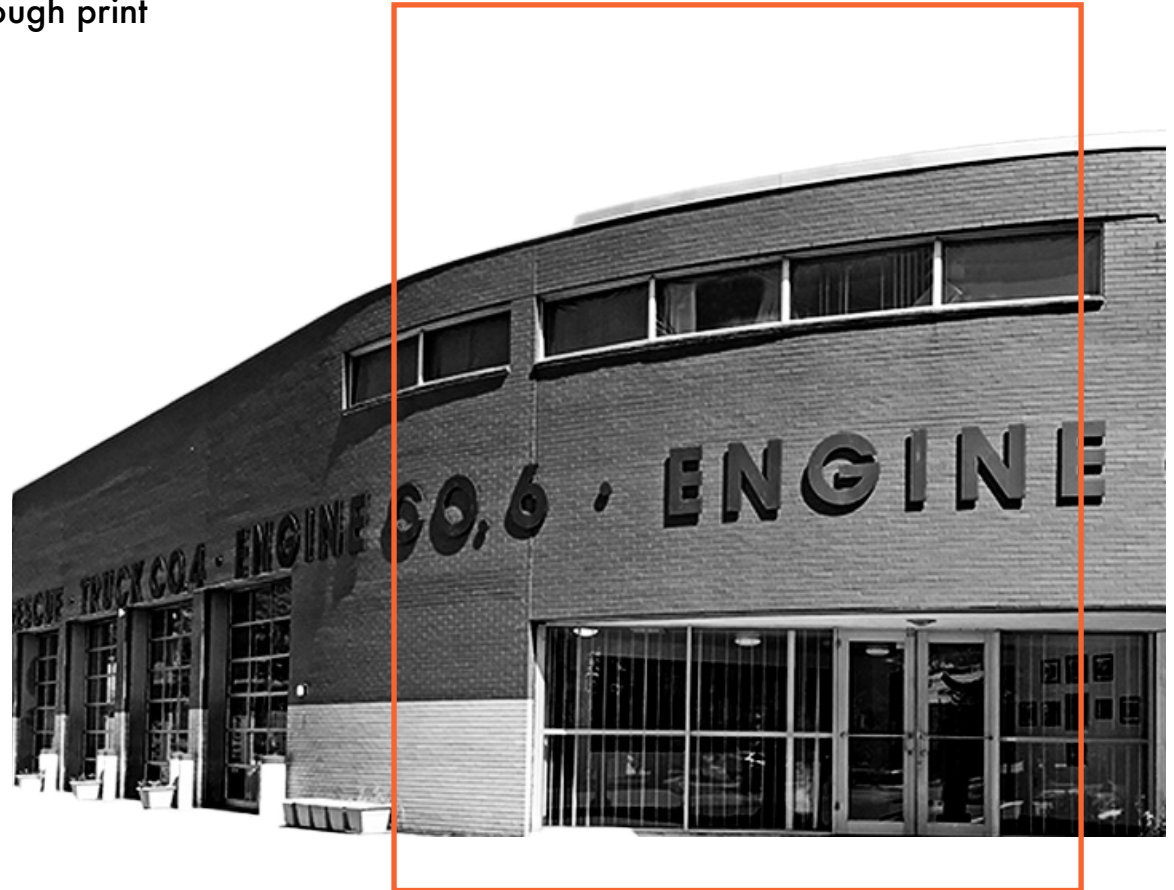
# BRICK

## SPONSORSHIP LEVELS

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

Plus:

- 1 full Symposium registration
- 2 tickets to any tour



# CONCRETE BLOCK

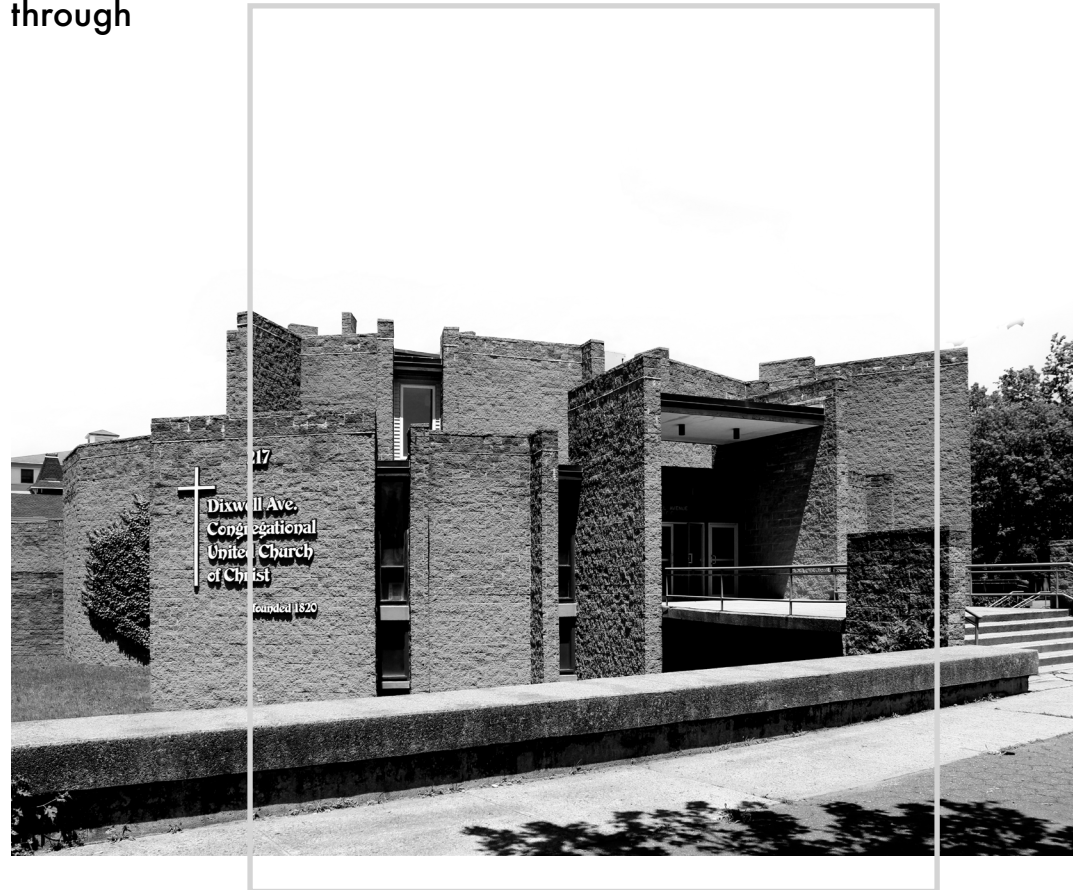
\$500

## SPONSORSHIP LEVELS

Concrete Block 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

## CORTEN STEEL

Two Available.

\$15,000+

Marquee Sponsor  
Extensive Branding  
Opportunities

## CUT STONE

Three Available.

\$10,000+

Sponsor of the Day  
Multiple Branding  
Opportunities

## POURED CONCRETE

\$5,000

Print, Web, Verbal  
Brand Recognition

## PRECAST CONCRETE

\$2,500

Logo Inclusion in Event  
Materials, Print and  
Social Media Recognition

## BRICK

\$1,000

Print and Social Media  
Recognition, Multiple  
Registrations

## CONCRETE BLOCK

\$500

Print and Social  
Media Recognition



FOR FUTHER QUESTIONS OR INFORMATION:

Liz Waytkus

Docomomo US, Executive Director

[lizwaytkus@docomomo-us.org](mailto: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, 2023.

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](mailto:symposium@docomomo-us.org) Sponsorships can also be registered online with a credit card at: [docomomo-us.org/events/national-symposium/sponsorship-opportunities](http://docomomo-us.org/events/national-symposium/sponsorship-opportunities)

THANK YOU