



**SPONSORSHIP GUIDE**

**OPEN HOUSE SAN DIEGO™**

**MARCH 6 - 8, 2020**

**CELEBRATING ARCHITECTURE, URBAN DESIGN & THE BUILT ENVIRONMENT**





Please consider connecting your brand to the OH! San Diego cause by becoming a Sponsor. Your help would be greatly appreciated.



Greetings!

OH! San Diego, taking place March 6 - 8, 2020, is FREE to the public. As a valued Sponsor, you'll help to keep it free.

OH! San Diego (Open House San Diego) is a program of the established San Diego Architectural Foundation (SDAF), which also produces the prestigious annual Orchids & Onions Awards Ceremony.

OH! San Diego provides rare, behind-the-scenes access to iconic, cutting edge, and historical buildings that shape our City's DNA. Residents and out-of-town visitors get to experience San Diego's dynamics and learn about its unique history and design. Event attendees will have the opportunity to explore the neighborhoods of Downtown, Bankers Hill, Barrio Logan, Point Loma, La Jolla, and new for 2020, Coronado.

OH! San Diego is a great educational tool, demonstrating how architecture and design impact the quality of our lives here in San Diego. It engages our citizens in planning a sustainable, equitable, and beautiful future. Through guided site tours and interactions with architecture, design and planning professionals, attendees learn about relevant issues: smart growth, environmental sustainability, public infrastructure, repurposing of space, and historic preservation.

OH! San Diego is honored to represent San Diego, one of only four U.S. cities selected, as an Official Open House Worldwide City (OHWW). OHWW, founded in London in 1992, is the world's largest architectural and urban design festival. As a young program, OH! San Diego is already getting noticed locally and nationally, and receiving rave reviews. In 2019, attendance was tallied at an impressive 8,700 site visits, a 16% increase from 2018. In 2020, site visits could reach over 10,000. As a Sponsor, you'll be able to connect directly with this audience.

Your support will enable SDAF to offer this high quality, impactful program to our diverse audience for years to come.

Warmest Regards,



**Carol Chin**  
Program Director  
858.705.8892



**Maxine Ward, AIA**  
Event Chair  
SDAF Director



**Susanne Friestedt, UCA**  
Founder





## PROGRAM OVERVIEW



San Diego's largest, free architectural festival, OH! San Diego, returns for its 5th season on March 6 - 8, 2020, opening doors to our City's finest buildings and places. It's a way for residents and visitors alike to experience the personality of the City as well as learn about its history and design. You're encouraged to become an OH! San Diego Sponsor today!

### OH! San Diego is MUCH MORE than a tour of a random bunch of buildings.

OH! San Diego is a FREE, annual public engagement event providing all San Diegans rare behind-the-scenes access to, and in-depth information about, the architecture and design of dozens of carefully curated buildings and spaces in San Diego's distinctive neighborhoods. It promotes awareness of San Diego's urban environment to a diverse audience and sparks lively discussion about good planning and design and the critical issues facing San Diego.

**"OH! San Diego has the potential to become one of San Diego's largest and most important cultural events."**

OH! San Diego enhances personal connections with the City, inspires future architects, engages over 350 volunteers, and promotes the value of architects and designers in an urban environment. 100% of visitors said that OH! San Diego achieved the mission to educate and engage.

### Each OH! San Diego site is carefully selected for its unique architectural, historic or cultural value.

Such sites as award-winning architecture and design studios, museums, schools, world-class scientific research facilities, hotels, high-rises, fire stations, libraries, workplaces, theaters, and SDAF Orchid Award winners are thrilled to participate in this celebration of our City's great architecture and urban design.

OH! San Diego gives participating sites a platform for proudly interacting with the community and explaining their history and importance.

### How OH! San Diego helps our neighborhoods.

OH! San Diego is an economic engine. Conservative estimates show that during the OH! San Diego Weekend, visitors spend \$15 to \$52 per person in local businesses and restaurants, thereby contributing to the local economy. 'Cultural tourism' attendees from other cities and countries spend even more on hotels, transportation, and souvenirs.

A portion of sponsorship dollars goes towards the San Diego Architectural Foundation Scholarship Program for aspiring architects and urban designers.

### Your help is greatly appreciated!

When you become an OH! San Diego Sponsor, your brand will receive lots of exposure throughout the region to a diverse audience with an interest in architecture and community.

By connecting your brand to our cause, you are showing your commitment to design quality, public engagement and to the advancement of San Diego as a world class city.

Your support will go far to help maintain the high quality of this popular FREE program for years to come.

## YOUR NEXT STEP

Now that you know a bit more about OH! San Diego, and the impact this wonderful program is having here in San Diego, please consider helping out.

Select the Sponsorship Level that works best for your organization, then fill out the Sponsorship Form and send it, along with your check, to the address you'll find on the form. Or visit [sdarchitecture.org/program/openhouse](https://sdarchitecture.org/program/openhouse) and click on the Sponsor button.







## OH! San Diego is an official Open House Worldwide City.

OH! San Diego is part of this international architectural festival founded in London in 1992. San Diego is the only California city to host the event and the third city in the United States designated as an official Open House Worldwide City.



**"As a college student, I'd been unclear about my future direction. Getting to tour so many different sites and listen to the in-depth presentations really resonated with me. Now I'm inspired to pursue a career in architecture."**



## OH! San Diego is a program of The San Diego Architectural Foundation.

The San Diego Architectural Foundation (SDAF), an established 501(c)3 non-profit organization, produces OH! San Diego. For over forty years, SDAF has been fulfilling its mission by inspiring San Diegans to discover the value of good design in architecture, urban design, and the built environment through educational enrichment programs and events. SDAF produces the highly-regarded Orchids & Onions Awards. The SDAF Scholarship Program provides critical support to worthy, aspiring local architecture and urban design students.

OH! San Diego was founded by Susanne Friestedt, a native San Diegan and Point Loma resident, as her way of giving back to her hometown in a meaningful, lasting way.



**"A TERRIFIC cultural asset for San Diego - a real jewel of an event!"**

**"Thank you for the opportunity to be an OH! San Diego site. The printed materials were first class and the volunteers knowledgeable and most helpful. I appreciated their enthusiasm and commitment. Sign us up again for next year!"**



**"After attending OH! San Diego, we've started thinking about retaining local architects to design both our home and a commercial space we own."**

## QUESTIONS?

Contact Carol Chin  
Program Director, OH! San Diego  
E: [carol@sdarchitecture.org](mailto:carol@sdarchitecture.org)  
T: 858.705.8892





2019 BY THE NUMBERS



8,700

SITE VISITS

(16% increase over 2018)

98  
SITES

(18% increase over 2018)

1,144

DOWNLOADS OF OUR NEW APP

350+  
VOLUNTEERS

★★★★★  
94%  
OF SITES RATED VERY  
GOOD OR EXCELLENT

120,000  
INDIVIDUALS REACHED THROUGH  
LOCAL AND NATIONAL PRESS

10,500  
SOCIAL MEDIA FOLLOWERS

16,000  
UNIQUE WEBSITE VISITORS

7,000  
E-NEWSLETTER RECIPIENTS

ATTENDEES RANGED IN AGE

1% 23%  
15 – 24 25 – 44  
39% 37%  
45 – 64 65+

27%  
OF ATTENDEES VISITED  
5 SITES OR MORE

OUT OF TOWN  
VISITORS  
CHICAGO, LOS ANGELES, LONDON,  
NEW YORK, ITALY, MEXICO, JAPAN



## SPONSORSHIP BENEFITS

	TITLE \$10,000	HORTON \$5,000	SPRECKELS \$2,000	MARSTON \$1,000	CABRILLO \$500
<b>TITLE SPONSOR</b>					
Sole right to the 2020 Title Sponsorship and first right of refusal for the 2021 Title Sponsorship	●				
<b>PRESS VISIBILITY</b>					
Name credit in all press releases and media kit	●				
Opportunity for quote from your company in press releases	●				
<b>ENHANCED VISIBILITY</b>					
Opportunity to host special event programmed exclusively for your company	●				
Speaking opportunity at Wrap Party	●				
Opportunity to provide promotional gift items at the event	●	●			
<b>PRINT VISIBILITY</b>					
Logo credit on all print materials, including postcard, poster, event guide & advertisements	●				
Advertisement in event guide	●	●			
Logo credit in event guide sponsor page	●	●	●	●	
Name credit in event guide sponsor page					●
<b>EVENT VISIBILITY</b>					
Logo placement on event t-shirt	●				
Logo credit on sponsor poster at all OH! San Diego Neighborhood Hubs & Wrap Party	●	●	●	●	●
<b>EMAIL CAMPAIGNS</b>					
Prominent logo credit with link on OH! San Diego e-blasts and SDAF e-newsletters (Jan-Mar)	●				
Logo credit with link on OH! San Diego e-blasts		●			
Name credit on OH! San Diego e-blasts			●	●	●
<b>WEB VISIBILITY</b>					
Logo credit with link on SDAF home page	●				
Logo credit with link on OH! San Diego web page	●	●	●	●	
Name credit on OH! San Diego web page					●
<b>SOCIAL MEDIA</b>					
Exclusive sponsor highlight post on Facebook & Instagram	4	2	1		
Live tag with post on Facebook	●	●			
Included in general sponsor highlight post on Facebook & Instagram	●	●	●	●	●
<b>SDAF BENEFITS</b>					
Special Thank You in SDAF e-newsletter	●	●	●	●	●



## SPONSORSHIP PLEDGE FORM

### COMPANY INFORMATION

Company: \_\_\_\_\_  
(Please list your company name EXACTLY as you want it to appear on sponsorship materials)

Contact Person: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Web Site: \_\_\_\_\_ Fax: \_\_\_\_\_

**Yes! Count us in as sponsors of Open House San Diego at the level marked below:**

\_\_\_\_\_ **\$10,000 Title Sponsor**

\_\_\_\_\_ **\$1,000 Marston Sponsor**

\_\_\_\_\_ **\$5,000 Horton Sponsor**

\_\_\_\_\_ **\$500 Cabrillo Sponsor**

\_\_\_\_\_ **\$2,000 Spreckels Sponsor**

### PAYMENT TERMS:

☐ My check is enclosed for the full amount.

Please bill my credit card ☐ Visa ☐ MasterCard ☐ American Express

Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Month / Year

Cardholder Signature: \_\_\_\_\_ CVC#: \_\_\_\_\_  
(3-digit code on back of card)

### By signing this pledge form, I understand and agree to the following:

Sponsorship is activated upon receipt of payment in full.

Acceptance of this pledge form shall be approved by the Open House San Diego committee.

Benefits of this agreement are listed with the Open House San Diego Sponsorship Guide.

Provide my logo and any other marketing material to the Open House San Diego committee in a timely fashion.

Authorized Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Checks may be made payable and mailed to:

San Diego Architectural Foundation (SDAF), PO Box 122228, San Diego, CA 92112-2228

Federal Tax ID: 95-3513927

Please complete and return this form by December 31 to ensure your company will be included in the printed event guide. Send completed electronic copies of this form and your company logo to [carol@sdarchitecture.org](mailto:carol@sdarchitecture.org).

**Thank you for your sponsorship. We value your support!**

*OH! San Diego, Open House San Diego, Open House San Diego Weekend, San Diego Architectural Foundation, and SDAF are trademarks of the San Diego Architectural Foundation, a 501(c)3 not-for-profit organization. Open House Worldwide and OHWW are trademarks of Open House Worldwide, a London-based not-for-profit organization.*





# CELEBRATING ARCHITECTURE, URBAN DESIGN & THE BUILT ENVIRONMENT

- OH! San Diego is a **FREE** event giving the public rare behind-the-scenes access to, and in-depth information about, the architecture and design of our City's finest buildings and places.
- Create your own OH! San Diego weekend itinerary from the range of tours on offer – self-guided, guided or expert-led.
- Visit architectural award winners, design studios, schools, hotels, fire stations, workplaces, research laboratories, theaters, galleries – historic and contemporary.
- Enter OH! San Diego's photo competition for a chance to win prizes.

EMAIL [info@sdarchitecture.org](mailto:info@sdarchitecture.org)  
CALL (619) 232-1385

#OHSanDiego2020  
Facebook @sdafinfo  
Instagram @sdarchitecture

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[sdarchitecture.org/program/openhouse](http://sdarchitecture.org/program/openhouse)



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