

National City Aquatic Center, Safdie Rabines Architects

Open House San Diego™

Celebrating Architecture, Urban Design
& the Built Environment



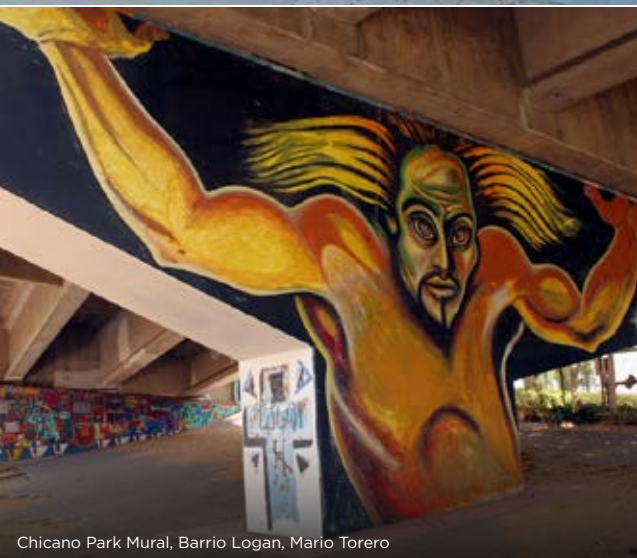
March 5 - 12, 2021



**Showcase Your Company
and Become a Sponsor!**



Ocean Discovery Institute, Rob Wellington Quigley Architects



Chicano Park Mural, Barrio Logan, Mario Torero



Encanto Village, Studio E Architects / National CORE

San Diego's largest, free, architectural festival, OH! San Diego, returns for its 6th season on March 5 - 12, 2021, opening the doors to explore a diverse mix of San Diego-area neighborhoods.

OH! San Diego is a free, annual public showcase that promotes appreciation of San Diego's urban environment through behind-the-scenes access to and information about buildings and spaces in San Diego neighborhoods.

OH! San Diego is a program of the San Diego Architectural Foundation (SDAF). For more than 40 years, SDAF has been fulfilling its mission to inspire San Diegans to discover the value of design in the built environment. SDAF programs include the annual Orchids & Onions program, celebrating the best and worst in San Diego architecture and design; the Built Environment Education Program (BEEP), inspiring San Diego's youth through fun and interactive activities; Pecha Kucha Night (PKN), and more. 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.

As an official Open House Worldwide city, San Diego is one of just four cities in the U.S. and 45 cities across the globe designated as Open House Worldwide (OHWW) locations. OHWW, founded in London in 1992, is the world's largest organization dedicated to educating and engaging the public about the best in urban design and architecture, and the critical challenges facing our cities.

OH! San Diego 2021: Design + Community

As we have been spending more time closer to home, our neighborhoods have become all the more vital to us. At the same time, equity, diversity, and inclusion are at the forefront. 2021 brings an opportunity for OH! San Diego to expand beyond its traditional borders and encourage San Diegans to explore and appreciate a diverse and culturally rich mix of communities — National City, Chula Vista, Southeast San Diego, City Heights, Barrio Logan, San Marcos, and La Mesa.

Exploring the intersection of design and community, OH! San Diego 2021 will offer a series of activities offering an exploration of each neighborhood's history, public spaces, and behind-the-scenes views of architecturally and socially significant developments both existing and yet to come. OH! 2021 will feature self-guided tours, socially distanced outdoor experiences and activations, virtual tours, and panel discussions.



OH! San Diego 2020 Visibility



9 NEIGHBORHOODS

DOWNTOWN / GASLAMP / EAST
VILLAGE / BARRIO LOGAN / BANKERS
HILL / BALBOA PARK / POINT LOMA

8,500
SITE VISITS

↑ 89
SITES

☆☆☆☆☆
100%

OF VISITORS SAID OH! ACHIEVED ITS
MISSION TO EDUCATE AND ENGAGE

“A wonderful civic, city-wide “happening,”
bringing a pride and connectedness to all of
San Diego. Count us in for next year!”

“Every single person that came
to my location was thrilled
to see my business and very
engaged in the tour.”

1,435 
APP DOWNLOADS ON ARCHIMAPS

“OH! San Diego is an
amazing concept,
executed very well.”

SDAF Audience Engagement

2,500+ 
UNIQUE MONTHLY WEBSITE VISITORS

8,000 
E-NEWSLETTER RECIPIENTS

13,000 
SOCIAL MEDIA FOLLOWERS

10+ 
ANNUAL PROGRAMS & EVENTS

Please consider connecting your brand to OH! San Diego by becoming a sponsor. This year **your support will make it possible for OH! to reach a broader, more diverse range of communities** and help us adapt our programming to a virtual environment.





Sponsor Levels and Benefits



| | NEIGHBORHOOD SPONSOR \$2,500 (7 available - one per neighborhood) | ADVOCATE \$1,000 | SUPPORTER \$500 |
|---|---|---------------------|--------------------|
| SPECIAL BENEFIT | | | |
| Show your support for your community with our highest level of sponsor recognition! You'll receive featured placement in all neighborhood-focused content including OH! website, e-newsletter and social media recognition. | ● | | |
| WEBSITE VISIBILITY | | | |
| Spotlight feature on SDAF website and OH! website neighborhood page, with linked logo | ● | | |
| Logo recognition on OH! website (includes recognition on 1 neighborhood page) | | ● | |
| Name recognition on OH! website | | | ● |
| EMAIL VISIBILITY | | | |
| Premium placement logo recognition in all event emails, with link | ● | | |
| Spotlight feature in e-newsletter | ● | | |
| Logo recognition in all event emails | ● | ● | |
| Name recognition on event emails | | | ● |
| EVENT VISIBILITY | | | |
| Logo recognition on event posters | ● | | |
| Name recognition on event posters | | ● | |
| SOCIAL MEDIA VISIBILITY | | | |
| Sponsor Highlight post | ● | ● | |
| Thank you recognition | | | ● |
| CUSTOM BENEFITS | | | |
| Other ideas? Participate in or host a panel discussion? Talk to us! | | | |



Are You In?

Please complete the following form and return to openhouse@sdarchitecture.org or visit sdarchitecture.org and click the Sponsor button. **Questions?** Contact: openhouse@sdarchitecture.org



Sponsorship Pledge Form



COMPANY INFORMATION

Company: _____
(Please list your company name EXACTLY as you want it to appear on promotional materials)

Contact Person: _____ E-Mail: _____

Mailing Address: _____ City, State, Zip: _____

Website: _____ Phone: _____

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

_____ **\$2,500 Neighborhood Sponsor*** _____ **\$1,000 Advocate** _____ **\$500 Supporter**

*Only one sponsorship offered per neighborhood. Please contact us for availability.

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. I am responsible for providing my logo and any other marketing material to the Open House San Diego committee in a timely fashion.

Authorized Representative: _____ Title: _____

Signature: _____ Date: _____

PAYMENT TERMS

Step 1:

Send completed copy of this form and your company logo (Neighborhood Sponsor and Advocate) to **openhouse@sdarchitecture.org**.

Step 2:

Make your secure online payment by credit card at **sdaf.wildapricot.org/sponsorship**
OR 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 return this form by December 31, 2020 to ensure your company will be included in the printed event materials.

Thank you for your sponsorship. We value your support!

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