

2022 SPONSORSHIP GUIDE

Ocean Discovery Institute, Rob Wellington Quigley Architects



Open House San Diego™



Celebrating Architecture, Urban Design
& the Built Environment

March 18 - 20, 2022



Showcase Your Company
and Become a Sponsor!



National City Aquatic Center, Safdie Rabines Architects



Chicano Park Mural, Barrio Logan, Mario Torero



Parco National City, image credit Chip Hatter / Miller Hull

San Diego's largest, free, architectural festival, OH! San Diego, returns for its 7th season on March 18-20, 2022, 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 2022

2021 brought 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, from South Bay to central San Diego, La Mesa and San Marcos. This year, we'll be revisiting some of these neighborhoods for a closer look, along with some OH! favorites, and one new neighborhood for 2022!

In keeping with the times, OH! 2022 will feature self-guided tours and public spaces, as well as a selection of in-person tours and experiences. Walk, bike or ride the trolley to explore these 2022 neighborhoods: **Barrio Logan, City Heights, Chula Vista, Downtown, La Mesa, National City, and UC San Diego.** Explore each neighborhood's unique history, character and architecturally significant developments both new and old.



SDAF - An Engaged Audience



1300 MEMBERS

8,000 EMAIL NEWSLETTER RECIPIENTS

15,000 SOCIAL MEDIA FOLLOWERS

OH! San Diego 2021 Visibility

7 NEIGHBORHOODS

BARRIO LOGAN / CHULA VISTA / LA MESA NATIONAL CITY / CITY HEIGHTS / SAN MARCOS / SOUTHEASTERN SAN DIEGO

900 PARTICIPANTS OH! CHATS & EXPERIENCES

120 SITES

“What is really fun about the event is that it expands your normal area that you know about.”

“A great opportunity for residents and visitors to learn more about architecture and design.”

1,000 UNIQUE WEBSITE VISITORS IN ONE DAY

2,000+ VIDEO VIEWS

5,300 INSTAGRAM FOLLOWERS (500 NEW FOLLOWERS)

3,900 CONTENT INTERACTIONS

2021 Media Coverage

- San Diego Union Tribune
San Diego Business Journal
Architect's Newspaper



Little Saigon Mural, greetingstour.com



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!			

*Spotlight feature – send us up to 250 words for our light edits and we'll share your story with our audience.



Are You In?

Your support helps keep this program free to the public and helps us to adapt our programming to a changing environment. Please complete the following form and return to openhouse@sdarchitecture.org or visit sdarchitecture.org and click on the **Sponsor** button.



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 February 15, 2022 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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