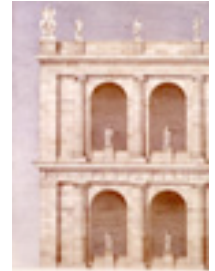




WHAT IS THE ICA&CA?

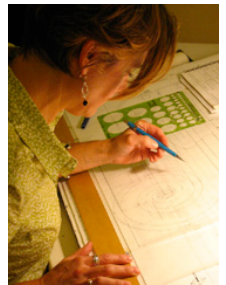
The Institute of Classical Architecture & Classical America (ICA&CA) is the leading nonprofit organization dedicated to advancing the practice and appreciation of the classical tradition in architecture, urban planning, and their allied arts. The Institute's headquarters in New York and fourteen regional chapters together offer a diverse array of courses, publications, lectures, tours, awards, and travel programs.



Institute members are well informed and connected to the very best of classicism and its contemporary application.

WHO ARE ICA&CA MEMBERS?

ICA&CA members are comprised of **1,088** households who are patrons of the arts, emerging professionals, design students, and enthusiasts as well as **705** professional member firms and corporations each with between 1 and 300 employees.



*407 Architect/Designers
89 Builders*

*33 Landscape Architect/Designers
105 Vendor/Manufacturers*

*201 Interior Designers
56 Allied Artisans*

Our professional members include many of the top **100** classical architects and designers in practice today, as well as many notable interior designers, landscape designers, allied artisans, manufacturers, and construction professionals.

HOW DO WE COMMUNICATE WITH OUR AUDIENCE?

The Forum Newsletter 2,000 mailed to members, donors, and sponsors; 2,000 distributed to chapters and public program participants; published Spring and Fall

E-Monthly Newsletter 5,689 subscribers receive regular e-newsletters and e-promotions

The Classicist Peer reviewed journal featuring current practice and theory; edition of 3,500

Publishing 30+ book titles in the "Classical America Series in Art & Architecture"

Social Media Visit Facebook, Twitter, or LinkedIn where you'll find lively interactions with fans, friends, followers, and group members

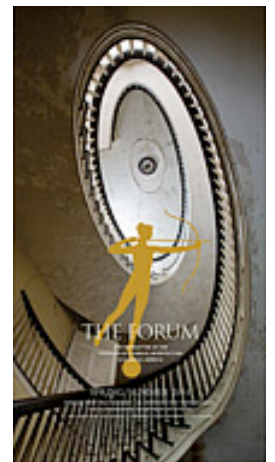
Continuing Education Catalog Includes descriptions of courses, lectures, and tours; 2,000 printed and mailed to members, donors, and students; 2,000 distributed to chapters and public program participants; published Spring and Fall

Chapters 14 regional chapters nationwide—and growing

<i>Charleston</i>	<i>Charlotte</i>	<i>Chicago-Midwest</i>	<i>Florida</i>	<i>Mid-Atlantic</i>	<i>Philadelphia</i>	<i>New England</i>
<i>Northern California</i>	<i>Ohio and Erie</i>	<i>Rocky Mountain</i>	<i>Southeast</i>	<i>Southern California</i>	<i>Tennessee</i>	<i>Texas</i>

Web site Enhanced links for online registration, professional member directory, Classicist Blog, Chapter sites, and active public programs calendar that drives visitors to *classicist.org*

As of May 16, 2010: 115,554 Page Views 2009: 303,854 Page Views 2008: 311,978 Page Views 2007: 18,063 Page Views
Visit <http://www.classicist.org/membership-chapters/professional-members> to view our searchable Professional Membership Directory



To learn more about sponsoring an event or program in your area, please contact your regional Chapter President.

INSTITUTE OF CLASSICAL ARCHITECTURE & CLASSICAL AMERICA

20 West 44th St., Ste. 310, New York, NY 10036 ~ telephone (212) 730-9646, ext. 106 ~ fax (212) 730-9649 ~ e-mail sdurkacs@classicist.org

SPONSORSHIP OPPORTUNITIES 2010–2011

The Forum Newsletter & Monthly E-Newsletter ~ The Institute's seasonal newsletter is published in Spring and Fall editions and is mailed to 2,000 households including members, donors, and alumni. In addition, 2,000 newsletters are distributed at lectures and events across the country; and TBEC conferences. The E-Newsletter is e-mailed to 5,689 subscribers the first week of each month. Sponsors are acknowledged with a hyperlink in the E-Newsletter (either July–December or January–June) and a full-page announcement (the design is created with compliments from Dyad) in *The Forum*.

\$5,000 2 Full Page-Full Color Sponsorships available per issue: Fall 2010: Northern Roof Tiles & Vella Interiors ~ Spring 2011: Zepso Industries

The Classicist No. 9 ~ The Institute's award-winning annual journal is the only publication in North America dedicated to celebrating contemporary classicism in architecture and the related arts and building crafts. *The Classicist* is edited Dr. Richard John, professor at the University of Miami, School of Architecture. Copies are distributed to ICA&CA members and alumni, professionals, design libraries, schools of higher education, and architectural bookstores nationwide and beyond. An edition of 3,500 is printed with an estimated readership of 10,000.

As of 6-24-2010 ~ 8 Sponsorship Pages out of 40 are available; Double Facing Pages are SOLD OUT

\$2,500 Full Page, **\$1,500** Half Page, **\$750** Quarter Page, **\$350** Listing



Fellows' Summer Lecture Series ~ Held at the New York School of Interior Design this year, the Institute presents a four-part series titled *The Most Democratic Art: Looking at American Landscape Design*. Package includes non-exclusive sponsorship with announcements at the beginning of all events; acknowledgement in print and electronic media; and a hyperlink to your firm from classicist.org.

Lecture 1 ~ Sponsored by **Andrew V. Giambertone & Assoc. Architects** and **Precision Stone** *How Good Design Affects the Quality of City Life* with Lynden B. Miller

Lecture 2 ~ Sponsored by **P.E. Guerin** *Opposing Olmsted: The Life and Works of Landscape Architect Ferruccio Vitale* with Terry Schnadelbach

Lecture 3 ~ Sponsored by **Haddonstone** ~ *Evolution in the Garden* with James Doyle

Lecture 4 ~ Sponsored by **Peter Cosola** ~ *From Copeland to Kiley: American Landscape Design and The Idea of Nature* with Robin Karson

\$2,500/ Per Lecture

Public Program Sponsor ~ Sponsorship of a lecture/special program during the Fall or Winter/Spring season. The package includes acknowledgement in our seasonal program catalog where the lecture is listed, six reserved seats at the lecture, special mention in *The Forum* calendar, special mention at the introduction of the event and acknowledgement in other selected print materials and online. *Limited to one sponsor per lecture.*

Lecture 1 ~ Sponsored by **R.D. Rice Construction** ~ *Contemporary Practice Series* with Albert Righter Tittmann Architects ~ October 15, 2010

Lecture 2 ~ Sponsored by **Flower Construction** ~ *Contemporary Practice Series* with Ike Kligerman Barkley ~ October 27, 2010

Lecture 3 ~ Sponsored by **Flower Construction** ~ *Contemporary Practice Series* with Peter Pennoyer Architects ~ November 12, 2010

Lecture 4 ~ Sponsored by **R.D. Rice Construction** ~ *Lecture with Michael Beirut, graphic designer, design critic and educator* ~ January 27, 2011

Lecture 5 ~ Sponsored by **Flower Construction** ~ *The Finest Rooms in America with Thomas Jayne* ~ February 10, 2011

Lecture 6 ~ *The Row House Reborn: Architecture and Neighborhoods in New York City, 1908-1929* with Andrew Dolkart ~ February 24, 2011

\$850/Per Lecture

SUPPORT THE ICA&CA WITH YOUR SPONSORSHIP

The Institute provides learning and networking opportunities like no other non-profit organization for the architect, designer, or manufacturer of classical or traditional building components. Participation with the Institute provides access to ICA&CA programs, valuable networking opportunities, and potential for recognition of your firm's work.

"It has been a pleasure to be a resolute supporter since the Institute's inception. With such profound success at hand, one might think their continued support gratuitous, yet I now have an even greater sense of commitment, having witnessed the Institute's phenomenal growth and evolution. Viewed as an "investment," I couldn't be more pleased with its continual maturation."—Rhett Butler, E.R. Butler & Co.

I am a proud sponsor of the ICA&CA, and count myself fortunate to have participated as a student in the academic programs. As a result, I have been able to apply my expanded knowledge of classicism to my work, which has been extremely rewarding. The importance of the Institute's educational mission and the community it fosters grows daily, and I am very glad it is part of my life"—Sarah Blank, SBD Kitchens LLC

To learn more about sponsoring an event or program in your area, please contact your regional [Chapter President](#).

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2010-2011 ~ SPONSORSHIP RESERVATION & PAYMENT FORM

Institute of Classical Architecture & Classical America

- YES! My firm will pledge to sponsor the following in the coming year.
Send me information about sponsoring the 2011 Arthur Ross Awards.

Sponsorships are tax-deductible to the fullest extent as allowed by law. Membership dues are not included.

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Sponsorship Opportunities Information

- The Forum ~ Spring 2011 ~ Full Page Sponsorship Monthly E-Newsletters ~ January-June, 2011 each \$5,000
The Forum ~ Fall 2011 ~ Full Page Sponsorship Monthly E-Newsletters ~ July-December, 2011 each \$5,000
The Classicist No. 9 ~ 40 8 Sponsorship Pages are available ~ Artwork Deadline: July 1, 2010
Fall 2010 Issue is Sold Out!
Fellows' 2010 Summer Lecture Series each \$2,500 Sold Out!
Fall ~ Winter/Spring Public Program Lecture each \$850

Method of Payment

- TOTAL Amount Enclosed \$
CHECK Please make payable to ICA&CA, mail to 20 West 44th Street, Ste. 310, New York, NY 10036-6603
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