

# WARMING

ARCHITECTURE FOR A CHANGED WORLD

ARCHITECTURE COMPETITION  
2020 SPONSORSHIP OPPORTUNITY PACKAGE

 arch out loud

OUR  
WORLD IS  
CHANGING.

## INDEX

**3** Introduction

### **arch out loud**

**5** About

**6** Why Competitions?

**7** Past Experience

### **WARMING COMPETITION**

**10** Brief

**12** Audience

**13** Schedule

### **SPONSORSHIP OPPORTUNITIES**

**15** Sponsor Packages Overview

**16** Premier Sponsor Package

**17** Feature Sponsor Package

**18** Official Sponsor Package

**19-22** Benefit Examples



| scientists examining a melt pond on sea ice |

# INTRO

Over the past five years **arch out loud** has critically examined some of the most pressing issues facing our world today.

As an organization, we have brought opportunities to thousands of architects and designers all across the globe through design competitions.

These competitions have helped reshape the way society views these problems, and has created a platform for all designers to take part in these discussions and propose innovative ideas.

In February **arch out loud** will release its newest competition series, *WARMING*, which will examine how we can both prevent and adapt to a world that is undergoing a climate transformation.

**arch out loud** is seeking progressive and enthusiastic sponsors to join us in providing a platform that enables designers to solve today's problems.

In this package you will find information about our organization, the *WARMING* competition, and the sponsorship opportunities that are available to you.

Our team is extremely excited about the opportunity this competition will bring and looks forward to discussing a partnership with your company.

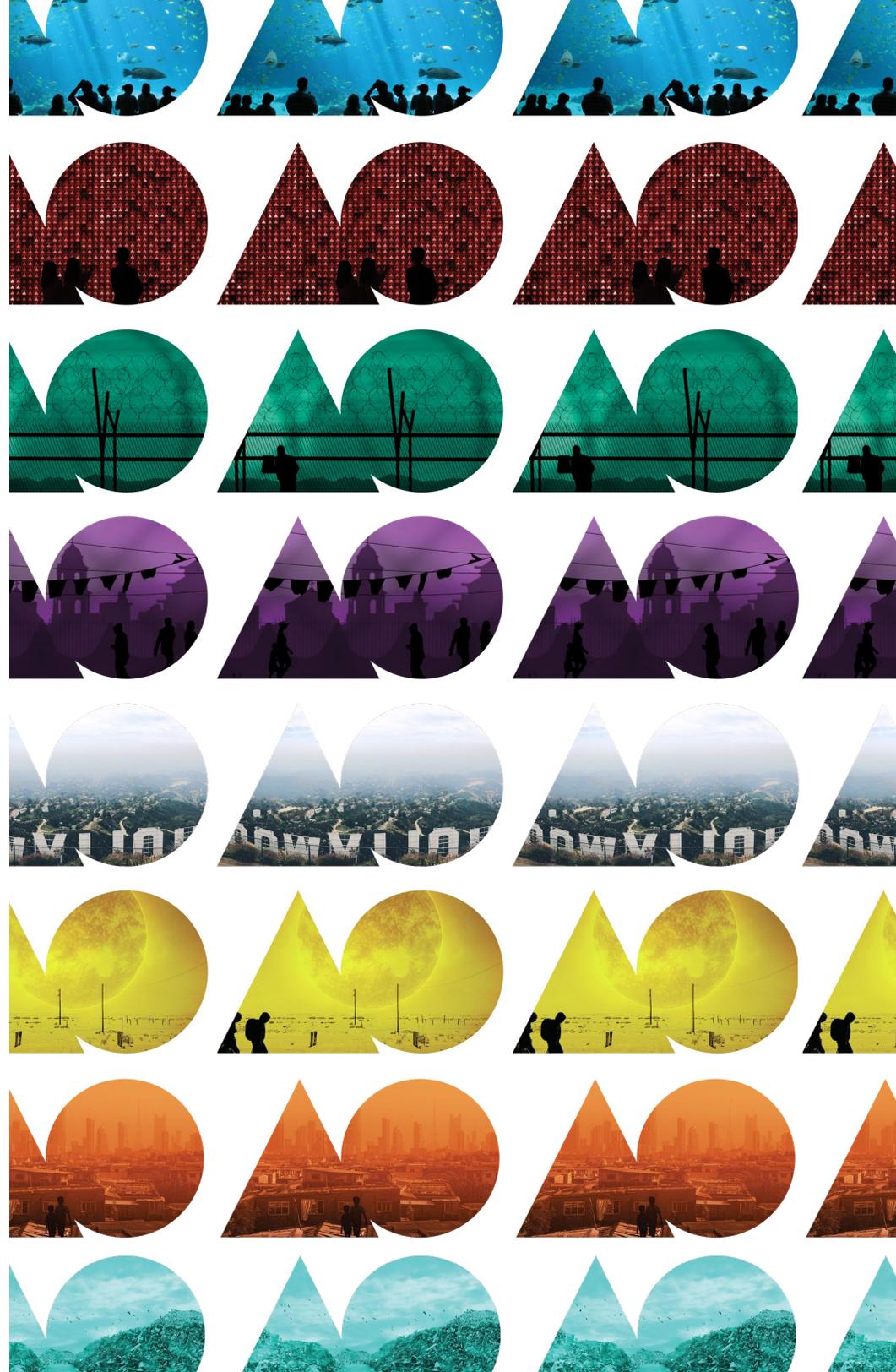
ABOUT  
**ARCH OUT LOUD**

# ARCH OUT LOUD

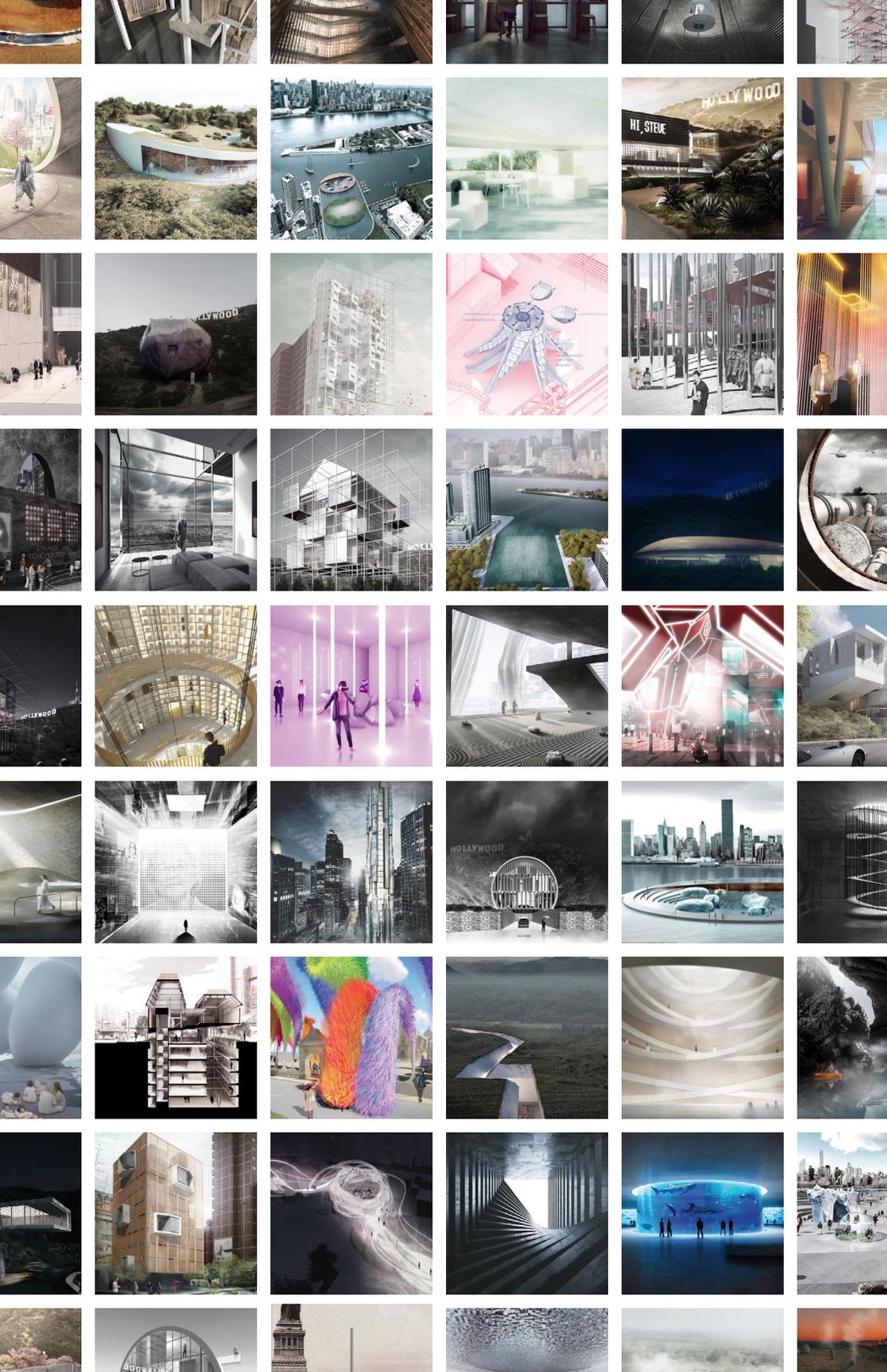
**arch out loud** is an architectural research initiative dedicated to exploring the future of our built environment. Through printed research publications and international competitions, **arch out loud** maintains a platform through which professional architects, students, landscape architects, developers, engineers, artists and more, test the limits of how we design, build, and think about our physical surroundings.

Hosting design competitions is **arch out loud's** means of igniting conversation within the fields of design, development, and construction. Our annual competitions focus on real world processes within the built environment.

Our current endeavours intend to explore ground breaking and innovative spaces, buildings, and construction techniques.



| past competition logos |



# WHY A COMPETITION?

Competitions live on the border of what is possible today and what will be the norm tomorrow. The conceptual nature of design competitions opens the door for creativity and allows designers to think in ways they typically wouldn't be able to. This type of creative thinking leads to innovative solutions that stand at the forefront of our most pressing issues.

Competitions give all designers the opportunity to propose ideas to architectural challenges. These opportunities lead to a more diverse and better range of solutions. Competitions that are hosted by **arch out loud** enable a global and open approach to design instead of only allowing our critical issues to be solved by a small, privileged group of people. Competitions bring a larger group of people together from across the globe to propose ideas that can change our world.

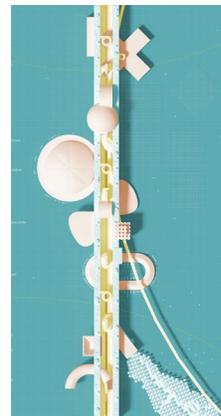
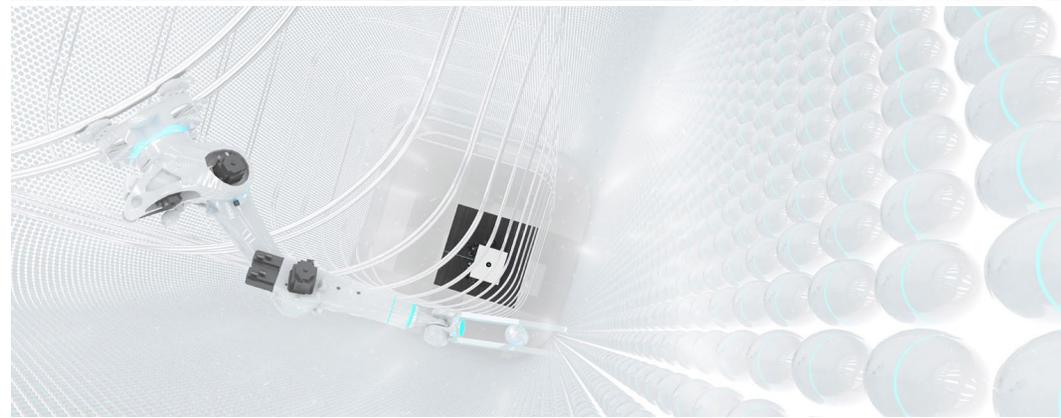
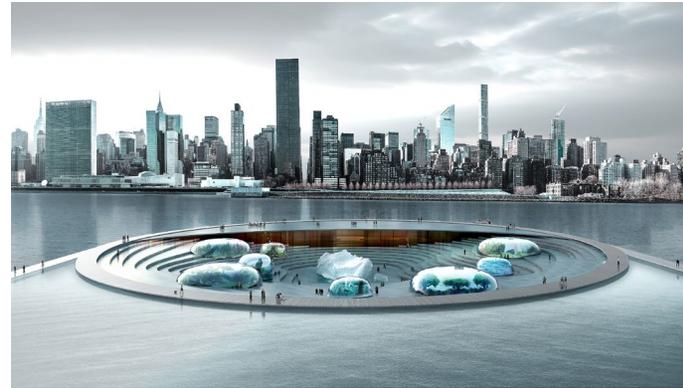
| past competition proposals |

# ARCH OUT LOUD'S EXPERIENCE

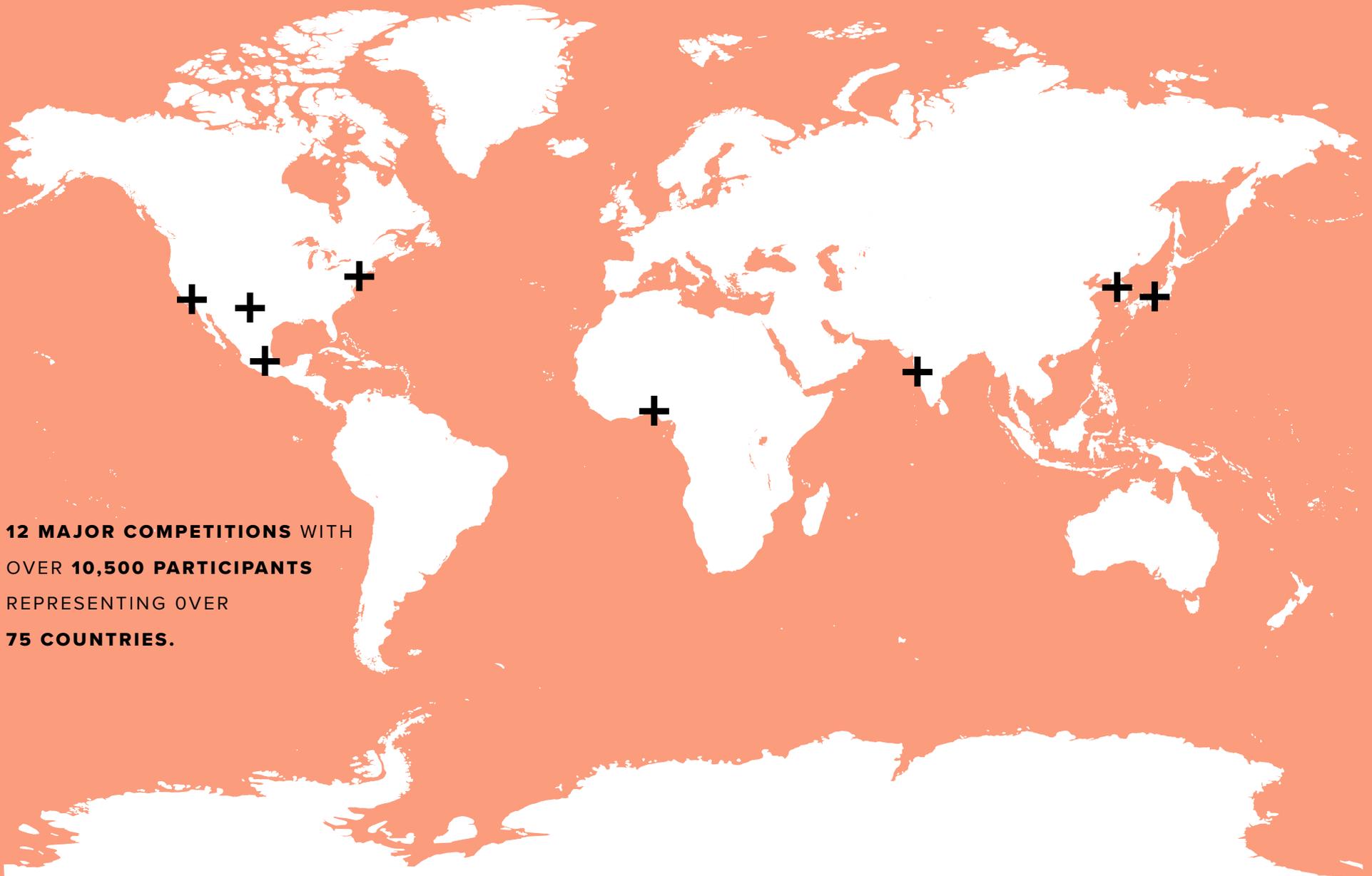
With over 10,500 participants from more than 75 countries to date, **arch out loud** has successfully served as an international platform for contemporary design. Furthermore, **arch out loud** has established itself within the global design community as a leading competition host through its international awareness, printed works, industry leading panel of jury members, and global press.

Amongst the many competitions our team has lead, our first competition called for the integration for a public waterfront park and aquarium along the East River in New York City, and our most recent proposed a sustainable mixed housing development on one of the last remaining undeveloped sections of Mumbai's coastline.

Our team has been excited to look towards the future role architecture will play in our professional, personal, and social lives. **arch out loud** partnered with the owner of the residential lot directly beneath the iconic Hollywood Sign in 2017 to challenge participants to design the home of the future. After the competition's success, our team developed and launched The HOME Competition, an annual competition that studies the future of housing on a much larger, global scale. The HOME Competition recently concluded its second annual running and has been awarded the top design competition of the year by Bustler.net in both 2018 and 2019.



| past competition proposals |



**12 MAJOR COMPETITIONS WITH  
OVER 10,500 PARTICIPANTS  
REPRESENTING OVER  
75 COUNTRIES.**

ABOUT THE  
**WARMING COMPETITION**



# WARMING

Our world is changing.

Imagine Miami Beach permanently underwater, hurricanes constantly clashing against downtown New York City, devastating droughts in London, and heat waves that render Barcelona unlivable.

A future like this currently occupies our imagination but inches closer to reality each day.

What does our world look like in this future? How do our lives change? How will our built environment and decisions as a society react to rising sea levels, extended droughts, climbing temperatures, and other symptoms of climate change? How can our buildings, processes, and lifestyles prevent the severity of natural disasters, degrading air quality, melting ice caps, and global warming at large?

WARMING calls on students and professionals from the fields of architecture, planning, design, and engineering; plus problem solvers from all backgrounds to help guide and imagine humanity's pathway forward on Earth.

Quite often, the severity of global warming is overlooked or ignored. Information is commonly presented in scientific detail that is not easily understandable or relatable from the perspective of the general public. As designers, architects, and problem solvers, we can depict the future that we may soon face, as well as strategies to react to it and prevent its severity.

## OBJECTIVES TO ADDRESS

Participants can propose strategies to react to the future world we will inhabit, or strategies to prevent the rise of global warming. Participants are also free to take a combined approach.

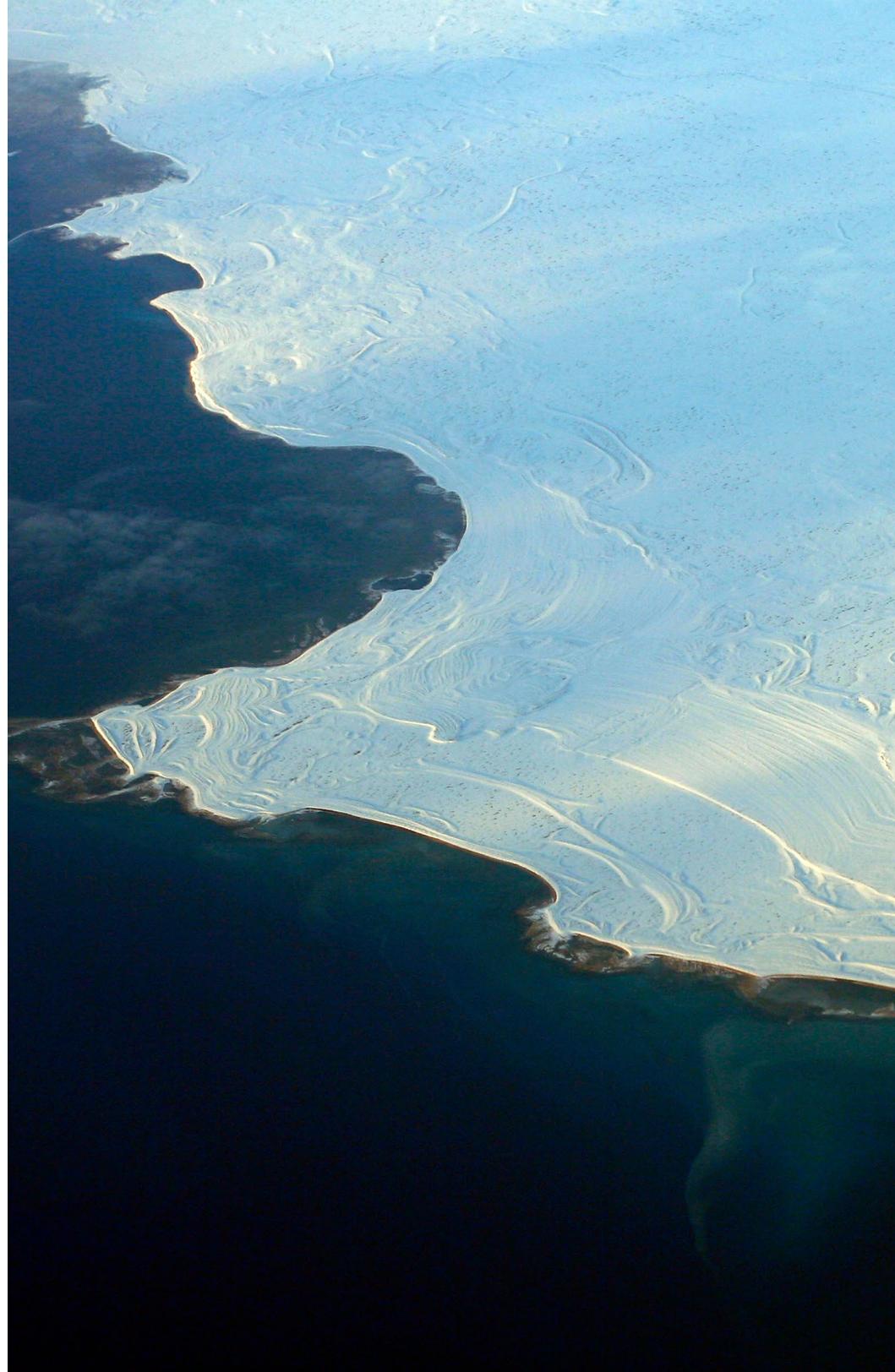
## CALL

Designs can be any building type such as residential, commercial, industrial, cultural, etc.

This competition is open to all designers and disciplines. Participation is encouraged from architects, planners, graphic designers, engineers, and others. Teams can have up to four members and can be interdisciplinary.

## REWARDS

- \$3,000**      **Overall Winner**  
**Sponsorship Opportunity**
  
- \$1,000**      **Runner-Up** - Preventative Futures Category:  
Architectural designs that prevent warming  
**Sponsorship Opportunity**
  
- \$1,000**      **Runner-Up** - Reactive Futures Category:  
Architectural designs reacting to the effects of warming  
**Sponsorship Opportunity**
  
- Honorable Mentions (10)**



## DISCIPLINES



architect



urban planner



landscape  
architect



engineer



industrial  
designer



transportation  
specialist



graphic  
designer



architecture  
visualizer



entrepreneur

## POSITIONS



Professionals



Students



Professors

# COMPETITION AUDIENCE

The audience that will be attracted to the WARMING competition will be vast. Global warming is a threat to all humanity and all of us should play a role in finding and implementing solutions.

WARMING will be an interdisciplinary competition, participation is encouraged from architects, planners, graphic designers, engineers, and others. Teams may have up to four members and can be interdisciplinary or composed of members from alike backgrounds. The highest amount of participants will come from the architecture field as design competitions are commonplace within the industry.

Example teams will be made up of all architects, all planners, planner-architect combinations, planner-architect-engineer combinations, and many more.

Participants range from college students to industry veterans.

# SCHEDULE

The schedule is designed to allow maximum time of exposure, around six months, so that your sponsor package will reach more people and be seen by a large international audience. Following the results announcement, there will be an additional month of press coverage in which your company will get exposure through announcements and articles.

2020

**FEB. 3RD** ● International competition release to public

*SIX MONTH COMPETITION DURATION*

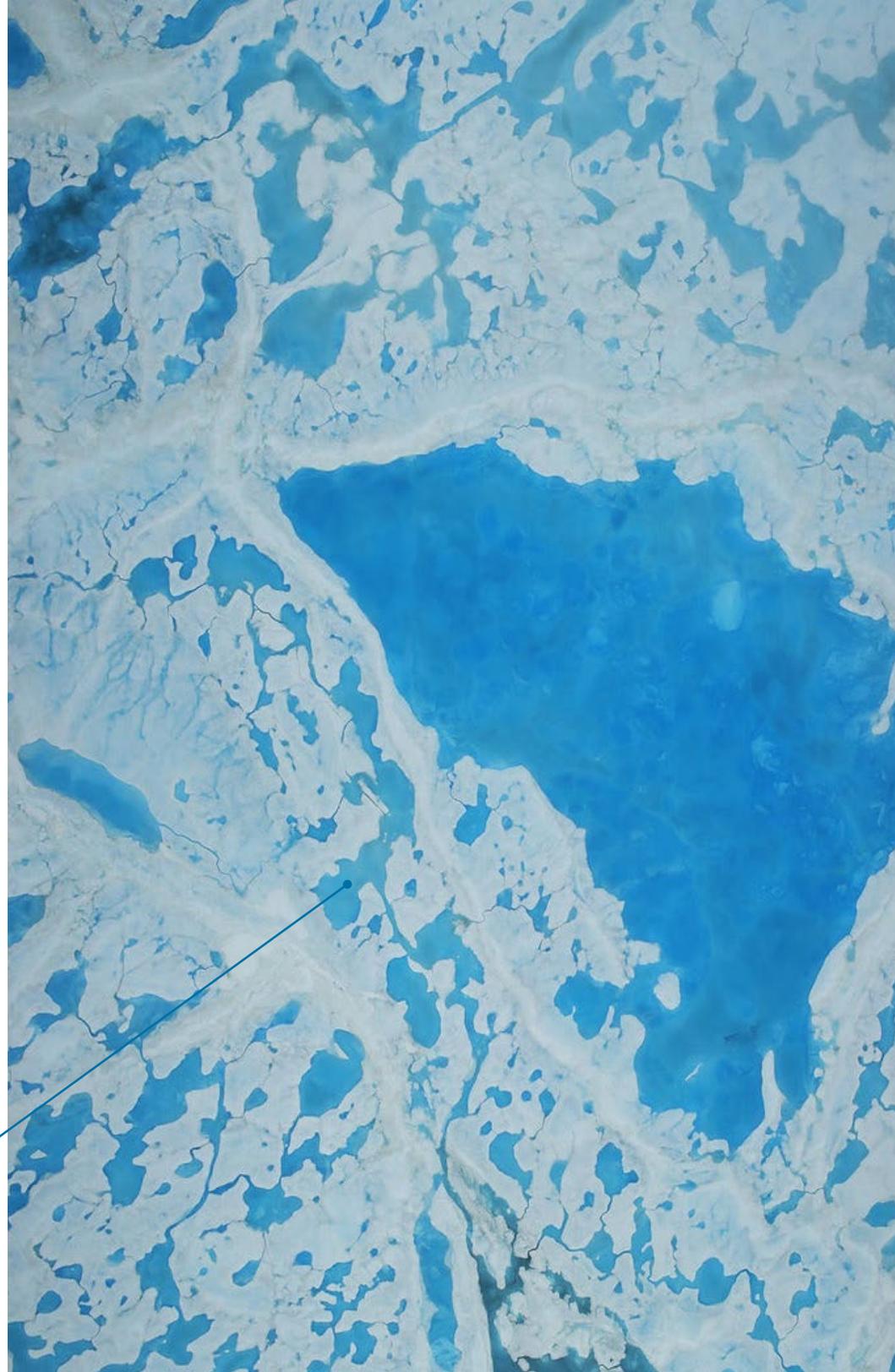
**AUG. 3RD** ● Competition closes and voting begins

**AUG. 28TH** ● Jury voting ends

**SEP. 15TH** ● Winning results announced

**SEP. 16TH** ● Press period begins

**DEC. 10th** ● Print publication release



# **SPONSORSHIP OPPORTUNITIES**

# SPONSOR PACKAGES OVERVIEW

Three levels of sponsor packages are available to choose from. Packages range in amount of exposure opportunities.

On the following pages 16-18 you will find a full list of the benefits for each package. After the full benefit pages, on pages 19-27, we have provided graphic examples of some of the listed benefits using past competition's materials.

Please reach out to us with any questions you have about the packages and the listed benefits. **arch out loud** will create a free mockup of your company's feature webpage and other graphic materials.

## **PACKAGE 1** **PREMIER** **SPONSOR**

The Premier Sponsor is the main sponsor of the WARMING competition. The Premier Sponsor package includes a large range of media presence. With this package your company gets maximum exposure and is included in every component of the competition presentation. Some highlights of the package include title rights as the main competition sponsor, listed as the sponsor to the overall winner award, a specific company feature webpage, and a position on the competition jury for a member from your company.

## **PACKAGE 2** **FEATURE** **SPONSOR**

The Feature Sponsor package includes a large range of media presence. The package is configured to allow your company to be listed as the sponsor for a specific award prize. Highlights for this package include listed as the sponsor to a Runner-Up award, a specific company feature webpage, and a position on the competition jury for a member from your company.

## **PACKAGE 3** **OFFICIAL** **SPONSOR**

An Official Sponsor will have their products or organization recognized as the sole market leader for the competition. This package is designed to give unique marketing and attention to the specific product of your choosing. Sponsor categories include:

The official **material** of WARMING  
The official **render engine** of WARMING  
The official **technology** of WARMING  
The official **product** of WARMING

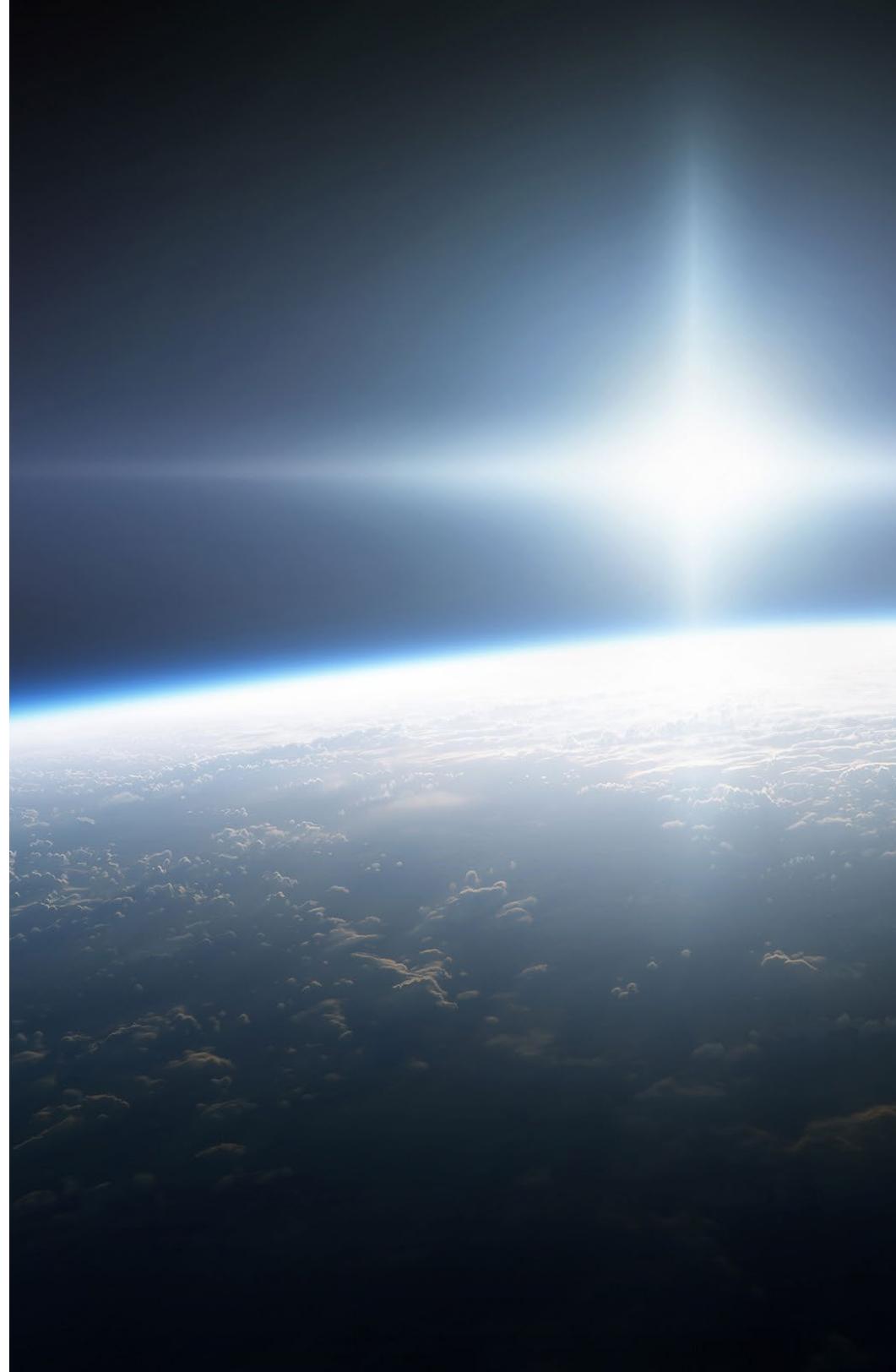
# PACKAGE 1

## THE PREMIER SPONSOR

### Premiere Sponsor Benefits include:

- Competition title rights  
“Warming Competition sponsored by...(company name)”
- Your company logo added to WARMING Competition logo
- Named sponsor of the Overall Winner Award
- Company feature page on website and in competition brief
- Social media post featuring company sponsorship (17,500+ Instagram followers)
- Personalized feature page on WARMING website
- Company feature in email to entire arch out loud listserve (12,000+ subscribers)
- Competition jury position for a member of your company
- Listed as Premier Sponsor on all digital and print marketing
- Listed as Premier Sponsor in the Warming Competition book
- *arch out loud will plant 300 trees on behalf of your company*

Premier Sponsorship Package - \$6,000





# PACKAGE 2

## FEATURE SPONSOR

### Feature Sponsor Benefits include:

- Listed as sponsor for a Competition Runner-Up Award
- Competition jury position for a member of your company
- Social media post featuring company sponsorship (17,500+ Instagram followers)
- Company feature page on website and in competition brief
- Personalized feature page on WARMING website
- Company feature in email to entire arch out loud listserve (12,000+ subscribers)
- Listed as Feature Sponsor on digital and print marketing
- Listed as Feature Sponsor in the Warming Competition book
- *arch out loud will plant 200 trees on behalf of your company*

Feature Sponsor Package - \$3,000

# PACKAGE 3

## OFFICIAL SPONSOR

### Official Sponsor Benefits include:

- Listed as official sponsor for the specific company category on the WARMING Competition main page
- Company feature page in distributed competition brief
- Personalized feature page on WARMING website
- Company feature email to entire arch out loud listserve (12,000+ subscribers)
- Listed as Official Sponsor on digital and print marketing
- Listed as Official Sponsor in the Warming Competition book
- *arch out loud will plant 100 trees on behalf of your company*

Official Sponsor Package - \$1,500



# COMPETITION BRIEF

THESE VARIOUS FEATURES INCLUDED WITH:

- PACKAGE 1
- PACKAGE 2
- PACKAGE 3

arch out loud has developed a brief from scratch for each new design competition. A successful brief creates excitement about the competition, relays all competition details, and clearly states the rules, regulations, and expectations. All participants download and review the entire brief in order to gain all the necessary information for the project.

As competition sponsors you will received a full spread inside the competition brief, laid out by arch out loud. Additionally, the Premier Sponsor's logo will be placed on the front page of the competition brief.

1 past competition briefs |



YOUR COMPANY'S JUROR LISTED IN BRIEF

YOUR FEATURE PAGE HERE

YOUR LOGO HERE  
\*PACKAGE 1 ONLY

# COMPETITION WEBSITE

THESE VARIOUS FEATURES INCLUDED WITH:

- PACKAGE 1**
- PACKAGE 2**
- PACKAGE 3**

The **arch out loud** team has designed, developed, and currently manages multiple competition websites. Participants come to the competition website in order to get all information about the competition, register for the competition, and submit to the competition.

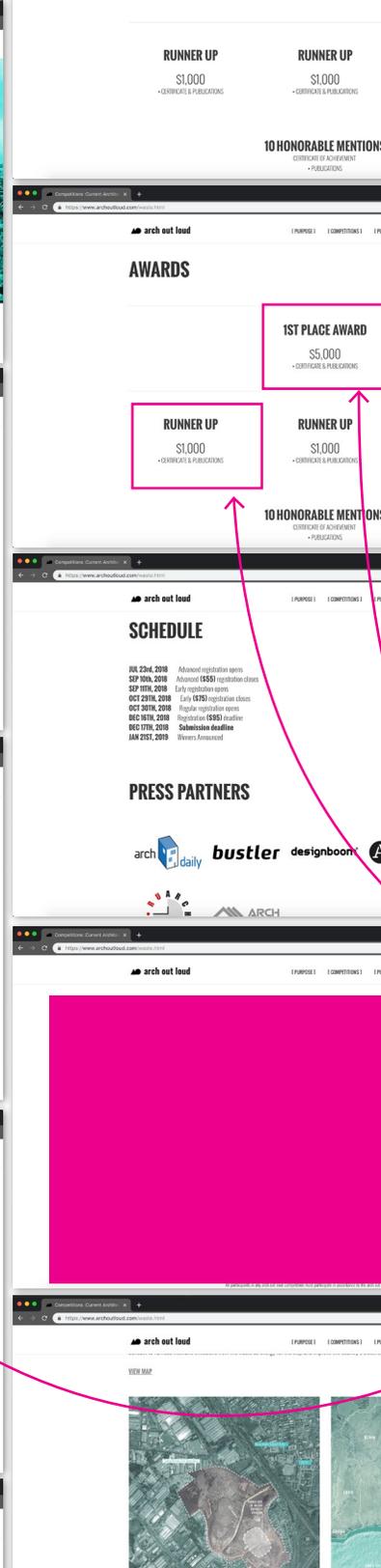
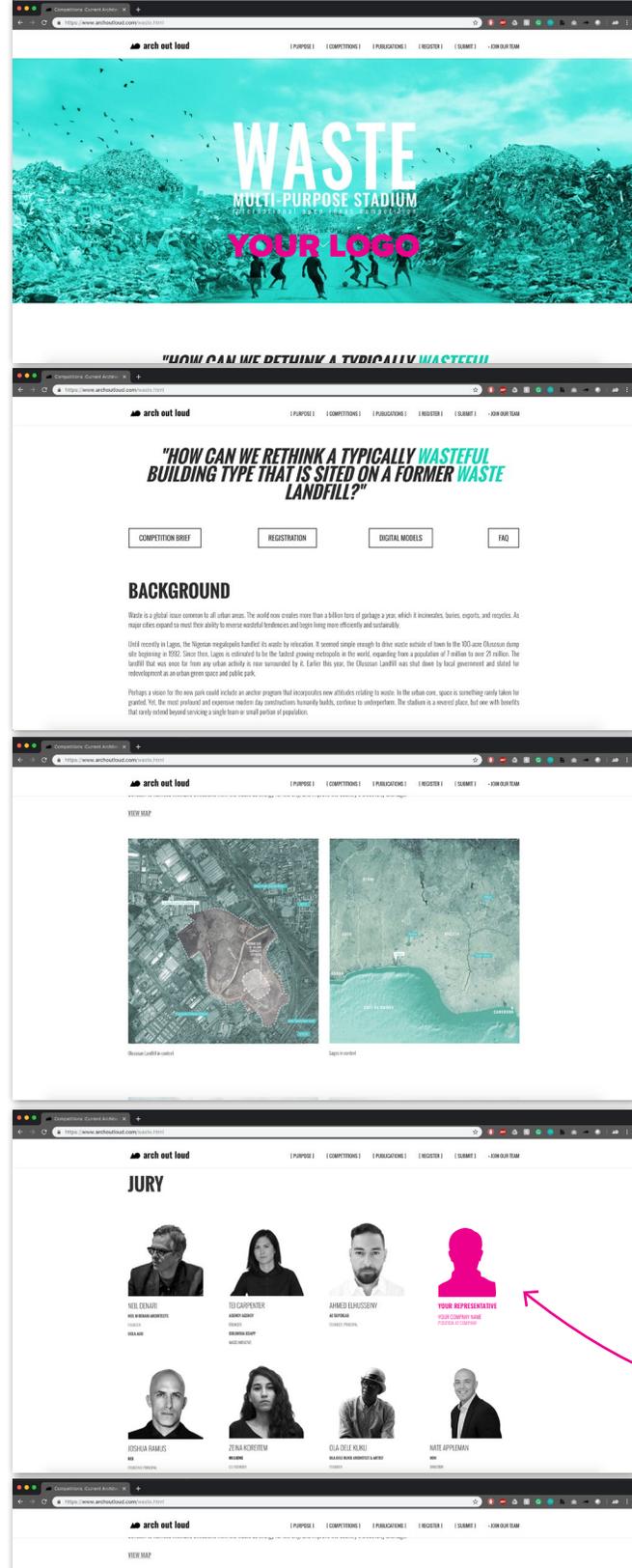
As a competition sponsor you will get your own individual feature page hosted on the arch out loud website.

**LISTED AS OVERALL WINNER (PACKAGE 1 ONLY) AND RUNNER-UP (PACKAGE 2 ONLY) AWARD SPONSOR**

**YOUR COMPANY'S FEATURE WEBPAGE**

**YOUR COMPANY'S JUROR LISTED ON SITE \*PACKAGE 1 & 2 ONLY**

I past competition website |



# COMPETITION JURY

THESE VARIOUS FEATURES INCLUDED WITH:

PACKAGE 1  
PACKAGE 2

arch out loud has had the privilege to work with internationally renowned jury members like Patrik Schumacher, Norman Foster, Daniel Libeskind, Martha Schwartz, Thom Mayne and David Adjaye. We aim to maintain a diverse jury, balanced by influential designers from a wide array of backgrounds and areas of expertise.

A strong design jury is one of the critical elements when developing a design competition. A competition featuring some of the top names in architecture and urban planning can drastically increase participation. Aside from a talented panel of jurors, it is important for the panel to be made up of a relatively large number of experts, this ensures quality and consistency in the evaluation and selection process where a couple choices do not inflate a projects standing too drastically.

Past Jurors



**SRI PRAKASH**  
ARCHITECTS  
PRINCIPAL



**THOM MAYNE**  
MORPHOSIS ARCHITECTS  
FOUNDER, PRINCIPAL



**VISHAAN CHAKRABARTI**  
PAU  
FOUNDER, PRINCIPAL



**ANNE LISE KJAER**  
KJAER GLOBAL  
FOUNDER



**ERIC BUNGE**  
ARCHITECTS  
CO-FOUNDER, PRINCIPAL



**VIA LAVIN**  
CLA AUD  
STOR OF CRITICAL STUDIES



**DANIEL LIBESKIND**  
STUDIO LIBESKIND  
FOUNDER, PRINCIPAL



**DEBORAH BERKE**  
DEBORAH BERKE PARTNERS  
YALE SCHOOL OF ARCH.  
DEAN



**DOMINIQUE PERRAULT**  
DOMINIQUE PERRAULT  
ARCHITECTURE  
FOUNDER, PRINCIPAL



**TATIANA BILBAO**  
TATIANA BILBAO ESTUDIO  
FOUNDER



**L DENARI**  
L DENARI ARCHITECTS  
PRINCIPAL



**YOUR REPRESENTATIVE**  
YOUR COMPANY NAME  
POSITION AT COMPANY



**JOSHUA PRINCE-RAMUS**  
REX  
FOUNDING PRINCIPAL, PRESIDENT



**NORMAN FOSTER**  
FOSTER + PARTNERS  
FOUNDER, EXECUTIVE CHAIRMAN



**GEETA MEHTA**  
ASIA INITIATIVES  
FOUNDER, PRESIDENT  
COLUMBIA GSAPP



**IAN ALLEN**  
IAN ALLEN ARCHITECT  
FOUNDER, PRINCIPAL



**LIAM YOUNG**  
TOMORROWS THOUGHTS TODAY  
SCI ARC  
MS FICTION & ENTERTAINMENT COORD.



**PATRIK SCHUMACHER**  
ZAHA HADID ARCHITECTS  
PRINCIPAL



**DAVID ADJAYE**  
DAVID ADJAYE ASSOCIATES  
FOUNDER, PRINCIPAL



**MARC TSURUMARU**  
LTL ARCHITECTS  
FOUNDER, PARTNER



| past jury members |

# PRESS RELEASE & MEDIA OUTLETS

THESE VARIOUS FEATURES  
INCLUDED WITH:

- PACKAGE 1
- PACKAGE 2
- PACKAGE 3

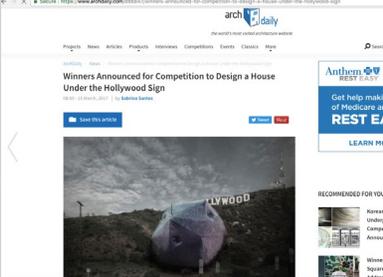
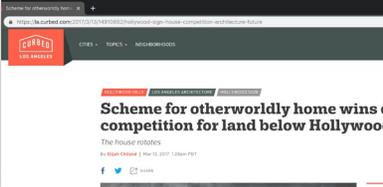
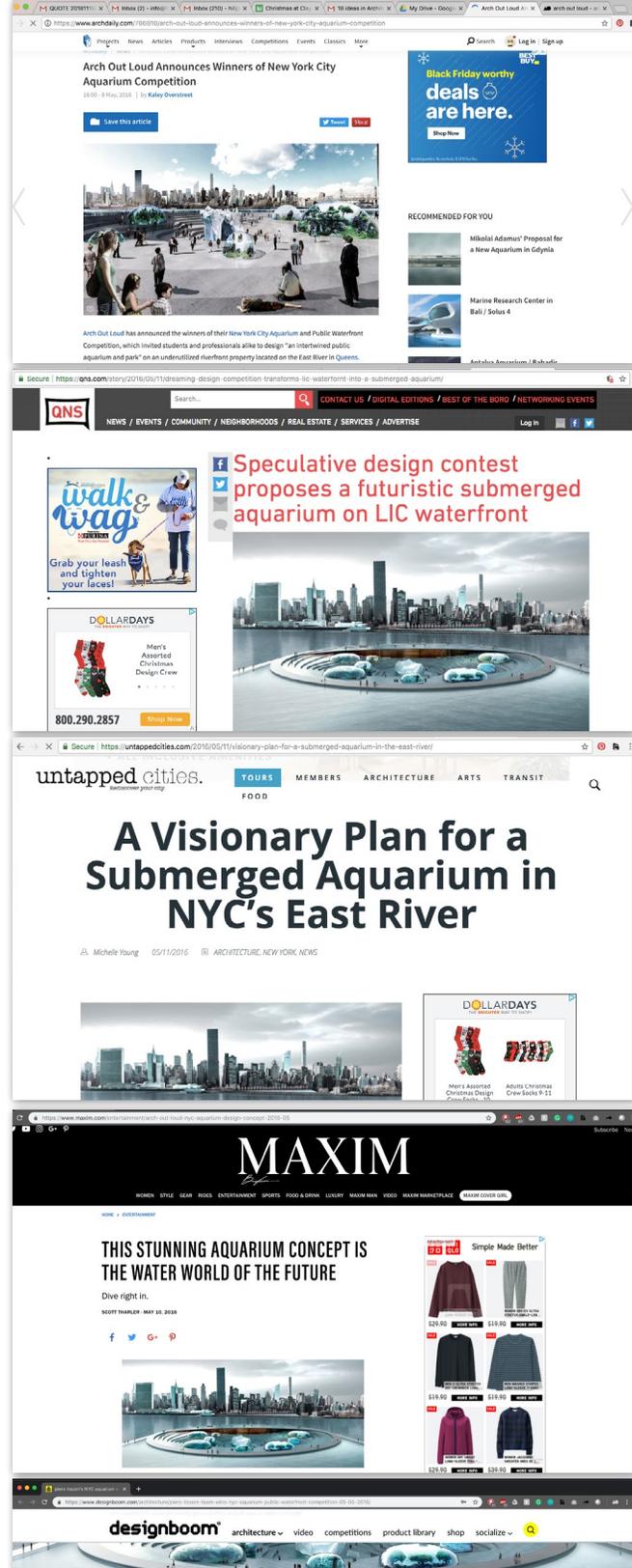
arch out loud creates press packages that outline the competition, project, partner, and results. It is included with the results web page. This gives websites, newspapers, reporters, and blogs easy access to all background information and high resolution files with just a few clicks.

arch out loud competition results have been some of the most widely published design competitions. Our team takes a strategic approach in immediately contacting the largest publications who prefer to post to their sites and print publications before the materials have been widely viewed.

We provide valuable insight for in person and over the phone interviews. We also interview our winning teams to hear behind the scenes development processes for what resulted in the most innovative and inspiring proposals

Sponsors will be listed on all press releases so that articles published on various international media platforms will mention your company's support for the competition.

competition results published on various media platforms



# MOVING FORWARD

Our team is grateful for the opportunity to present just this small piece for how we see your company strongly benefiting from the WARMING Competition.

We strongly believe that global warming is one of, if not *the*, greatest threat to our current world. Your contribution could help steer the way people come to understand this threat and take action against it. We invite you to be a part of an exploration that leads the charge to change our future.

Thank you for your time and consideration. We look forward to partnering with you.

-the **arch out loud** team

HELP  
CHANGE  
OUR  
FUTURE.

**YOUR COMPANY** IN PARTNERSHIP WITH **arch out loud**

