

Lake Superior Design Retreat

34th Annual Lake Superior Design Retreat Sponsorship Opportunities

February 25–26, 2022
VIRTUAL

VIRTUAL

Align your company with this unconventional and thought-provoking design retreat, and reach an audience of varied, experienced design professionals who are eager for creative ideas and innovative products.

What is the Lake Superior Design Retreat?

The [Lake Superior Design Retreat](#) (LSDR), created by AIA Minnesota, began more than 30 years ago. To protect the health and safety of our Retreat attendees, this year the Retreat is VIRTUAL!

LSDR is an interdisciplinary and rejuvenating event that explores design ideas and creative processes that push boundaries in the worlds of architecture, planning, engineering, literature, craft, dance, music, the fine arts, the environment, and more.

This Year's Presenters

Order of presenters subject to change.

Friday, February 25, 6:00–9:00 pm

- **Dr. Tiara Moore**, marine biologist at the University of Washington and [the Nature Conservancy](#); founder of [Black in Marine Science](#) and [A WOC Space](#).
- **Brian Alexander**, transdisciplinary experience designer, [Trace Bloom](#).
- Social time with suggested cocktail/mocktail recipes

Saturday, February 26, 8:30–3:00 pm

- Breakfast and coffee social time
- **Cole Wehrle**, Tabletop-game designer and creative director, [Leder Games](#), and cofounder, [Wehrlegig Games](#).
- **William Swanson**, Minneapolis-based true crime, suspense, and mystery [writer](#).
- **Katie Swenson**, senior principal, [MASS Design Group](#), an international nonprofit architecture firm whose mission is to research, build, and advocate for architecture that promotes justice and human dignity, and recipient of the 2022 AIA Architecture Firm Award.
- Social time

Who attends the Lake Superior Design Retreat?

The Retreat averages 120–150 attendees. Attendees range in discipline and background, and include architects, graphic designers, artists, engineers, and more. Retreat attendees tend to be well-educated design professionals with a natural curiosity and interest in a variety of design concepts.

- 65% are AIA members
- 55% are over 55 years old
- 45% are from St. Paul or Minneapolis
- 18% are from Duluth

See Sponsor Levels on next page!



AIA
Minnesota

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2022 Sponsorship Levels:

Lake Superior – \$1,400

- Verbal and slide recognition of sponsorship at the Retreat.
- Two-minute video (provided by Sponsor) played during Retreat.
- Logo on website home page and sponsor page.
- 50-word description (provided by Sponsor) on website sponsor page.
- Logo in promotional emails leading up to the Retreat.
- Four promotional social media posts on AIA Minnesota Facebook, Instagram, or Twitter accounts.
- Two complimentary event registrations. (Approx. \$210 value.)

Red Lake – \$1,000

- Verbal and slide recognition of sponsorship at the Retreat.
- Logo on website sponsor page.
- Logo in promotional emails leading up to the Retreat.
- Two promotional social media posts on AIA Minnesota Facebook, Instagram, or Twitter accounts.
- One complimentary event registration. (Approx. \$105 value.)

Mille Lacs – \$500

- Verbal and slide recognition of sponsorship at Retreat.
- Logo on website sponsor page.
- Logo in promotional emails leading up to the Retreat.
- One promotional social media post on AIA Minnesota's Facebook, Instagram, or Twitter account.

Sponsorship deadline is February 18, 2022

TO RESERVE YOUR SPONSORSHIP:

Register online: <https://www.aia-mn.org/events/lcdr/sponsors>

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