

Lake Superior Design Retreat

36th Annual Lake Superior Design Retreat Sponsorship Opportunities

February 23 & 24, 2024

Duluth, MN • **NEW VENUE:** Zeitgeist Arts

Align your company with this invaluable, fan-favorite 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. 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

- **Tenna Florian, FAIA**, partner and co-leader of the [LakelFlato](#) Eco-Conservation Studio
- **Jon Hallberg, MD**, University of Minnesota professor, creative director of the UMN Center for the Art of Medicine, focusing on the intersection of design and the practice of medicine
- **Alejandra Peña Gutiérrez**, director of the [Weisman Art Museum](#) and architect
- **Jesse Puka-Beals**, researcher at the University of Minnesota in the Department of Agronomy and Plant Genetics, with a focus on kernza wheatgrass
- **Aaron Wallace**, woodworker and founded of [Oxbow Designs](#)



Who attends the Lake Superior Design Retreat?

The retreat averages 100 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

2024 Sponsorship Levels:

Lake Superior – \$2,000

- Logo + 50-word description prominently displayed on sign at the Retreat.
- 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 (provided by Sponsor) on AIA Minnesota LinkedIn, Facebook, Instagram, or Twitter account.
- Opportunity to display at sponsor table at the Retreat. (Space is limited, filled on a first-come basis.)
- Two complimentary event registrations. Lodging and travel costs not included. (Approx. \$420 value.)

Red Lake – \$1,000

- Logo listed on the sponsor sign displayed at the Retreat.
- 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 (provided by Sponsor) on AIA Minnesota LinkedIn, Facebook, Instagram, or Twitter account.
- Opportunity to display at sponsor table at the Retreat. (Space is limited, filled on a first-come basis.)
- One complimentary event registration. Lodging and travel costs not included. (Approx. \$210 value.)

Mille Lacs Lake – \$750

- Logo listed on the sponsor sign displayed at the Retreat.
- 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 (provided by Sponsors) on AIA Minnesota's LinkedIn, Facebook, Instagram, or Twitter account.
- Opportunity to display at sponsor table at the Retreat. (Space is limited, filled on a first-come basis.)

Leech Lake – \$500

- Logo listed on the sponsor sign displayed at the Retreat.
- Verbal and slide recognition of sponsorship at Retreat.
- Logo on website sponsor page.
- Logo in promotional emails leading up to the Retreat.

Drink Ticket Sponsor – \$1,250

- Sponsor a free drink for each attendee at the Friday night reception. Drink ticket and signage featuring your logo by bar.
- Sponsorship includes logo listed on sponsor board at the Retreat, on website sponsor page, and in promotional emails leading up to the Retreat.

Sponsorship levels continue on next page!



AIA Minnesota

AIA Minnesota
105 South 5th Avenue, Suite 485
Minneapolis, MN 55405
612-338-6763

Mug or Water Bottle Sponsor – \$300

- Sponsor provides LSDR attendees with your branded drinkware. (Quantity 98)
- Sponsorship includes logo listed on sponsor board at the Retreat, on website sponsor page, and in promotional emails leading up to the Retreat.

Custom Sponsorship Packages

- Share your idea for a custom sponsorship and see if it aligns with our event.

Sponsorship deadline is February 9, 2024

TO RESERVE YOUR SPONSORSHIP:

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

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