2020 Homes by Architects Tour

Architect Orientation Meeting
June 26, 2020
Meeting Agenda

1. Welcome and introductions
2. Introduce AIA MN staff and roles
3. Overview of virtual tour format
4. Spacecrafting scanning visit vs. still photography
5. Sponsorship and advertising
6. PR and marketing
7. Social media, communication with architects
8. Questions
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Virtual Tour Format for 2020

• Spacecrafting will capture content for and produce the virtual tours for each project

• Each project has a dedicated page on the tour website containing photos (or renderings), project details, project description, list of sponsors and a link to the virtual tour

• Potential to create some additional online content such as audio or video of the design team discussing aspects of the projects

• Possibility of hosting an in-person or virtual panel event to facilitate audience engagement with design teams
2020 Tour Timeline

- **June**: 
  - Sponsorship recruitment

- **July**: 
  - Spacecrafting visits (half-day in length)
  - Tour program creation

- **August**: 
  - Tour tickets on sale

- **September**: 
  - Tour goes live on Sept 26th
Digital Tour Program

- Each project has one full dedicated page, including contact information for designing firm
- Supplemental content includes resources for the public such as how to interview an architect, design trends, etc.
- Sponsor Directory
Spacecrafting 3D Scan Visit

Scheduled in consultation with homeowners and architect to allow for time for staging the home, if desired

Takes about 4 hours

Entire interior must be scanned in order to create the ‘dollhouse view,’ but any sections/rooms/areas of the home may then be turned off so viewers cannot tour those areas
**Sponsorship and Advertising**

**2020 Homes by Architects Tour**
Beginning September 26

**A Virtual Format for 2020**

No need to fill the tank, look up directions, or put on shoe covers. We will bring the 15 tour homes to you. To protect the health and safety of tour goers, architects and sponsors we will be hosting this year’s event virtually.

As a sponsor, you will have the opportunity to align with a state-of-the-art virtual experience to bring the best of residential architecture to an audience of consumers who have discerning taste and appreciate quality design. The Matterport 3D virtual format offers new ways for your company to align, be seen, and link to your website directly from the tour site. As viewers virtually tour each house, your product can be identified using a Mattertag™ hotspot. The viewer clicks the tag for more information, allowing your logo, website, or other details about the products or services you offer to be displayed. We also have social media and a digital program to support your participation.

**Experience the best of residential architecture from the comfort of your own home!**

AIA Minnesota’s annual, self-guided home tour is the only event that presents architect-designed homes to a public audience, offering a unique and diverse range of new and remodeled homes in an array of styles, budgets, scopes and environments to showcase the wide ranging talents of our vibrant local architecture community.

For companies who provided products or services to these showcased projects, you have the opportunity to align your business with the quality of design our audience has come to know and reach an audience of over 1,500 local consumers.

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**About Our Audience**

Tour participants are likely to be highly educated, sophisticated consumers with discerning taste and an appreciation for quality design. Many are in the market for a future building project. Nearly one quarter of the audience is a design professional or industry partner. Your sponsorship participation means targeted exposure to an audience of consumers as well as the professionals who are positioned to recommend your product or service. According to past surveys of attendees:

- 73% have attended this event before
- 49% are planning a new home design project in the future
- 34% report an annual household income of $75,000+
- 70% are aged 46-75

See pages 2 and 3 for sponsorship and advertising opportunities.
PR and Marketing

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Social Media

https://www.instagram.com/homes_by_architects_mn/
742 followers

https://www.facebook.com/hbatour/
826 followers
Questions?