# Homes by Architects Tour 2020 Timeline*

**June 26**  Architect orientation session
Sponsorship recruitment in progress

**July 6**  Tour website and project pages live
Production and layout of digital tour program begins

**July 31**  Second installment of participation fee invoiced
Space reservation deadline for tour program advertising

**August 1**  Digital tour program proofs sent to architecture firms for review and approval

**August 7**  Materials deadline for tour program advertising

**August 10**  Online ticket sales begin

**Sept 1**  Earned media marketing campaign begins

**Sept 18**  Deadline for virtual tour content to be completed

**Sept 26**  Online tour content goes live to paid ticket holders

**October 10**  Final day to access online tour content

*High-resolution, print-ready project photography of tour projects will be used by AIA Minnesota to promote and market the event on the tour website, in digital and print advertisements, in the digital tour program, and on social media platforms including Facebook and Instagram.*

*Photography will be accepted at any time until September 25 for use in any/all of the above materials. In the absence of project photographs, the project's promotional image (provided during submission) will be utilized on the tour website and in the digital tour program.*

*\*subject to revision or change at any time.*