



Sponsor & Advertiser Prospectus

Saturday & Sunday, September 19 & 20

Experience the best of residential architecture!

The 2026 tour features 12 projects: 9 to tour in person (including 2 Rochester-area projects, part of our expanded footprint pilot) and three only available to tour online.

Why Sponsor the Tour?

In its 19th year, the [Homes by Architects Tour](#), hosted by [AIA Minnesota](#), is a two-day, public residential home tour showcasing the highest quality, new and remodeled, architect-designed homes. Each September, approximately 2,000 ticketed guests attend the tour to experience high-quality residential design, learn the newest trends in products and services, talk with the architects and their project partners, and gather information for future projects. Companies who participate as tour sponsors help underwrite this valuable public outreach.



2026 tour home designed by Rehkamp Larson Architects.

Who Attends the Homes by Architects Tour?

Average attendance for this premier event is 2,107 (avg. 844 visits per home). Tour visitors are likely to be sophisticated consumers with discerning taste and a well-honed appreciation for quality design; many are in the market for a remodel or new build project. Nearly one quarter of the audience is a design professional or industry partner.

Your participation allows you to reach the designers who recommend your products and services to their clients, as well as the consumers who enjoy them. Don't miss this opportunity to showcase your products as a contribution to the quality and design of these homes!

About Our Audience

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
- » **47%** are planning a new home design project in the future
- » **38%** report an annual household income of \$175,000+
- » **70%** are aged 46-75

HOMES BY ARCHITECTS

TOUR 2026 

2026 In-Person Tour Homes

Barn Yard	4140 Vincent Ave. S. Minneapolis, MN 55410	SALA Architects
Bassett Creek Revival <i>Small Projects Showcase</i>	2400 Brookridge Ave. Golden Valley, MN 55422	E.J. Hansen, AIA
Deephaven Craftsman	19380 Walden Trail Deephaven, MN 55391	David Heide Design Studio
Habibi House	1402 NE Madison St. Minneapolis, MN 55413	Still Weather Projects
Orchard House	4016 Silver Creek Rd NE Rochester, MN 55906	SALA Architects
Orono House	1650 Orchard Creek Trail Orono, MN 55356	VJAA
Sirkel Kjøre	5180 Circle Dr. Edina, MN 55439	Shelter Architecture
Swedish Modern Farmhouse	18600 Minnetonka Blvd Wayzata, MN 55391	Albertsson Hansen Architecture and Interior Design
Well Framed	5515 Vince Ln. SW Rochester, MN 55902	Rehkamp Larson Architects

2026 Virtual-Exclusive Tour Homes

Ely Retreat Home	Ely, MN	Snow Kreilich Architects
Lake Minnetonka Island Cottage	Minnetrista, MN	Albertsson Hansen Architecture and Interior Design
Shell Lake Cabin	Shell Lake, WI	Shelter Architecture



2026 virtual-only tour home designed by Shelter Architecture.

HOMES BY ARCHITECTS

TOUR 2026  Minnesota

Showcase your products and services in front of our captive audience of tour attendees! Vendors with products in tour homes receive exclusive access to in-home sponsorship opportunities; other projects partners may be featured in the tour guidebook or social media. **Reserve your sponsorship [online](#) or reach out to Liz Harder about sponsorship and advertising opportunities: harder@aia-mn.org / 612-767-1744.**

Gold Sponsor | \$8,240

- **Align with tour homes in which you have product** with in-home signage and sales representatives.
- **Complimentary Program Ad:** free FULL PAGE ad in the official tour program (\$1,050 value.)
- **Promotional Print & Digital Ads:** logo on all print and digital advertising.
- **Wristband:** logo on tour wristbands provided to all attendees.
- **Website Home Page:** premium placement of logo with a link to your website.
- **Tour Program Cover:** company logo on cover of tour program and sponsor page.
- **Program listing:** 75-word company description and logo placement in tour program.
- **Free Digital Ad:** on AIA Minnesota's *Enter* site for 1 month, based on availability (\$495 value).
- **Social Media:** 5 complimentary posts on the Homes by Architects Tour Instagram and Facebook pages (\$825 value).
- **Comp Tickets:** 8 complimentary tour tickets (\$200 value).

Silver Sponsor | \$4,120

- **Align with up to 3 tour homes in which you have product** with in-home signage and sales representatives.
- **Complimentary Program Ad:** free HALF PAGE ad in the official tour program (\$650 value).
- **Promotional Print & Digital Ads:** logo on all print and digital advertising.
- **Website Sponsor Page:** logo placement with a link to your website.
- **Program listing:** 50-word company description and logo placement in tour program.
- **Social Media:** 3 complimentary posts on the Homes by Architects Tour Instagram and Facebook pages (\$495 value).
- **Comp Tickets:** 4 complimentary tour tickets (\$100 value).



2026 virtual-only tour home designed by Snow Kreilich Architects.

more opportunities listed on the following page.

HOMES BY ARCHITECTS

TOUR 2026



Most Popular!

In-Person Home Sponsor | \$1,260*

- **Align with 1 tour home in which you have product** (additional homes for \$525 each).
- **On-Site Presence** for up to 2 staff persons at ONE tour home.
- **Full-color sponsor signage** provided in-home.
- Ability to place **outdoor signage** at home.
- **Ability to distribute** literature in-home.
- **Ability to engage** with tourgoers and represent product in-person.
- **Website Project Page:** Company name on your aligned project page with link to your website.
- **Website Sponsor Page:** logo placement with a link to your website.
- **Tour Program:** logo placement and contact information listed in tour program; company name listed as a project partner on aligned project page in program.
- **Comp Ticket:** 2 complimentary tour tickets (\$50 value.)

**In-Person Home Sponsor of projects on the Small Projects Showcase receive a discounted rate of \$800.*

**In-Person Home Sponsors of this year's two Rochester-area tour homes will receive a discounted rate of \$1,200, recognizing the Rochester expansion is being tried out on a pilot basis this year.*

Virtual Home Sponsor | \$800

- **Align with 1 tour home in which you have product** with a Mattertag* linking to your website or other content (\$215 per each additional Mattertag).
- **Website Project Page:** Company name on your aligned project page with link to your website.
- **Website Sponsor Page:** logo placement with a link to your website.
- **Tour Program:** logo placement and contact information listed in tour program; company name listed as a project partner on aligned project page in program.
- **Comp Ticket:** 2 complimentary tour tickets (\$50 value).
- **Social Media:** 1 complimentary post on the Homes by Architects Tour Instagram and Facebook pages (\$165 value).

What is a Mattertag?

Mattertags are interactive labels that can give users information about a product or finish within the home's virtual tour. Learn more:

<https://shorturl.at/2of6e>

Literature-Only Display | \$525 for one home, \$110 for each additional home

Provide your own literature (brochures, business cards, fliers, etc.) to be displayed prominently in a tour home of your choice. *Exclusive to vendors with product in the tour home.*

Additional Opportunities

Guidebook Advertising (see next page) | \$650-\$1360

Promote your product or service in the official tour guidebook. Reach 2,000+ design-savvy tour attendees and align your company with high-quality design.

Promotional Post on Social Media | \$165

Promote your company with content you select with one social media post on the Homes by Architects Instagram and Facebook pages, reaching over 2,800 and 1,100 followers, respectively.

HOMES BY ARCHITECTS

TOUR Minnesota



2026 tour home designed by David Heide Design Studio.

Homes by Architects Tour Program

Showcase your company and products in the official Homes by Architects Tour guidebook.

This year, we expect approximately 2,000 ticket holders to attend the tour in-person to experience high-quality residential design, learn about the newest trends in products and services, and see the architects and their project partners.

This is your opportunity to promote your connection with the residential architects and their beautiful projects. We will provide a printed program to all tour ticket holders. We also create a digital version.

Ad Rates (4C or B/W)

Back Cover 	\$1,360
Inside Front or Page 1 	\$1,360
Page 2-3	\$1,255
Full Page	\$1,050
Half Page (horizontal)	\$650

Ad Dimensions

8.125" x 10.5" trim/page size / 8.375" x 10.75" bleed
8.125" x 10.5" trim/page size / 8.375" x 10.75" bleed
8.125" x 10.5" trim/page size / 8.375" x 10.75" bleed
8.125" x 10.5" trim/page size / 8.375" x 10.75" bleed
7.125" x 4.625"

Space deadline: Friday, August 14
Ads due: Friday, August 21

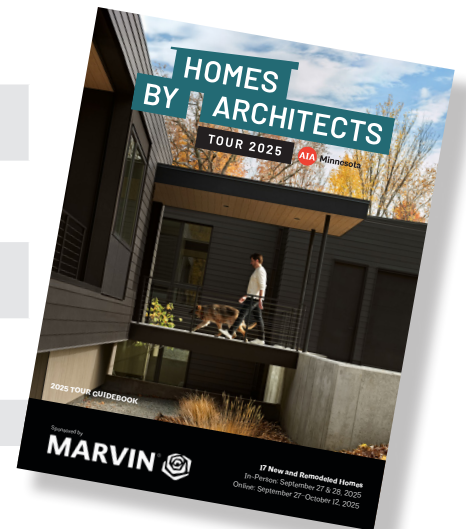
Ad Specifications:

Ads must be submitted as a PDF file at 300 dpi and in CMYK. All logos, images, and artwork within the ad must be saved as 300 dpi and CMYK before placing in your ad. Ensure the ad matches the above ad dimensions. **See next page for example of full-page ad dimensions.** Send ad file to: harder@aia-mn.org.

Reserve Your Sponsorship And/Or Ad: aia-mn.org/misc-event/2026-homes-architects-tour-sponsorship

Contact: Liz Harder, 612-767-1744 or harder@aia-mn.org, or reserve your ad by [clicking here](#).

AIA Minnesota hosts the Homes by Architects Tour and is the publisher of the official tour guidebook.





Homes by Architects Tour Full Page ad size with bleed

