Align your company with this invaluable 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. It is an annual two-day design retreat at the historic Fitger’s Inn in Duluth. It traditionally features six speakers, a group dinner, a tour, and often a film. 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.

Attendees come for its unconventionality, and are delighted by surprising connections between fresh concepts, carefully curated speakers, and curious crowds of old friends and new.

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

2020 Sponsorship Levels:

Gold — $2,000

- Logo + 50-word description prominently displayed at the Retreat.
- Verbal and slide recognition of sponsorship at the Retreat.
- Logo in the LSDR brochure and on website home page and sponsor page.
- Two promotional social media posts on AIA Minnesota Facebook and Twitter accounts.
- Opportunity for sponsor table at the Retreat. (Space is limited, filled on first-come basis.)
- Two complimentary event registrations. Lodging and travel costs not included. (Approx. $400 value.)

(See reverse for more opportunities.)
Silver — $1,000

- Logo listed on the sponsor board displayed at the Retreat.
- Verbal and slide recognition of sponsorship at the Retreat.
- Logo in the LSDR brochure and on website sponsor page.
- One promotional social media post on AIA Minnesota Facebook and Twitter accounts.
- Opportunity for sponsor table at the Retreat. (Space is limited, filled on first-come basis.)
- One complimentary event registration. Lodging and travel costs not included. (Approx. $200 value.)

Bronze — $500

- Logo listed on the sponsor board displayed at the Retreat.
- Verbal and slide recognition of sponsorship at the Retreat.
- Logo in the LSDR brochure and website sponsor page.
- Opportunity for sponsor table at the Retreat. (Space is limited, filled on first-come basis. Priority given to Gold and Silver sponsors.)

SOLD Mug or Water Bottle Sponsor — $300

- Provide LSDR attendees with your branded drinkware. (Quantity 120–150.)
- Sponsorship includes logo listed on sponsor board at the Retreat, in LSDR brochure, and on website sponsor page.

New! Hot Chocolate or Apple Cider Sponsor — $500

- Sponsor hot chocolate, cups, and fixings for all attendees. Signage featuring your logo. A great opportunity to distribute branded mugs!
- Sponsorship includes logo listed on sponsor board at the Retreat, in LSDR brochure, and on website sponsor page.

SOLD Drink Ticket Sponsor — $1,000

- Sponsor a free drink for each attendee at the Saturday night closing reception. Drink ticket and signage featuring your logo.
- Sponsorship includes logo listed on sponsor board at the Retreat, in LSDR brochure, and on website sponsor page.

New! Custom Sponsorship Packages

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

Sponsorship deadline is January 31, 2020

TO RESERVE YOUR SPONSORSHIP:
For Gold, Silver, or Bronze sponsorships, register online: https://www.aia-mn.org/events/lsdr2020/sponsors
For specialty sponsorships, contact us directly:

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