

SPONSORSHIP PROSPECTUS

NOMA NATIONAL CONFERENCE

UNPLUGGED

NASHVILLE 2022

GRAND HYATT, NASHVILLE • OCTOBER 26-30, 2022



**T**he National Organization of Minority Architects (NOMA) thrives only when voluntary members and donors contribute their time and resources. ♦ Our goals are to increase the level of participation in the social, political, and economic benefits afforded the citizens of this nation and to tear down the barriers that make full participation unattainable. ♦ By partnering with us, you become part of the solution. Here is your opportunity to raise your visibility in this effort.

Strength in NOMA is built through unity in the cause that created the organization. Our impact is felt when our organization wrestles with the dilemmas that face this nation, particularly as they affect our profession. There is strength in numbers. By increasing the number of people in this organization, we add strength to the voice with which we can speak against apathy, systemic barriers, intolerance and ignorance; against abuse of the natural environ-

ment; and for the un-empowered, the marginalized and the disenfranchised.

By building a strong organization, we develop a showcase for the excellence and creativity which have been ignored for so long. Through our publications and conferences, we are able to inform the world that minority professionals have the talent and capabilities to perform in design and construction with any other group.





# NOMA

## UNPLUGGED

### 20 NASHVILLE 22

October 26–30, 2022 | In partnership with NOMAnash

The National Organization of Minority Architects is proud to present the 51st Annual NOMA International Conference Unplugged on October 26–30, 2022. So what does ‘Unplugged’ mean? At the 51st Annual Conference, over 1000 professional designers from across the nation plan to cut loose from our routine of staying indoors by ‘unplugging’ from our ritualistic ZOOMcalls and fellowshipping once again with colleagues and friends. We are excited to host the conference in Nashville, TN, showcasing the best food, dance, art, culture, and music that “Music City” has to offer.

Fifty-one years ago, NOMA was founded by twelve African-American architects who saw the need to advocate for the Architecture and Design industry to be more inclusive, cultivate emerging talent that is often overlooked, and create more equitable communities. We are excited to showcase an exposition in the heart of one of NOMA’s newest and fastest-growing chapters: Nashville. Designers, planners, innovators, and thought leaders will congregate together in one of America’s most talked-about and celebrated cities to discover the latest in design, innovation, current events, and culture.

We welcome you to join us in person as we celebrate the advancement of our community as the most ambitious and progressive minority professionals from the built environment come together to celebrate the future of architecture and design.





# WELCOME TO NASHVILLE



**As the National President of NOMA**, it is my honor and pleasure to invite you to NOMA's upcoming 50th Annual Internal Conference taking place October 26–30, 2022 in Nashville, TN. In 1971, twelve African-American architects from across the country came together to form NOMA in hopes of fighting against discriminatory practices, biases, and policies they faced across the building and design industry. A year later, the twelve founders and their wives hosted the very first NOMA Conference in Nassau, Bahamas.

This year, as we slowly step forward out of the heavy shadows of the global pandemic, we're excited to commemorate that first official NOMA meeting and reconnect in person with our extended NOMA family and friends to celebrate NOMA's rich legacy while charting towards the next 50 years of this great organization. This much anticipated event offers an opportunity for NOMA to return to our original in-person conference format, while also incorporating a few technical advances we've learned over the last two years to support virtual engagement as well.

We thank you for your partnership and support during this milestone moment in NOMA's history and look forward to seeing you in Nashville, TN. later this fall as we gather to **Educate**, **Elevate** and **Empower** our valued membership base.

Onward and Upwards,

**JASON PUGH**, NOMA, AIA, AICP, LEED AP  
National President NOMA



**Welcome to Music City!** Although Nashville is mostly known for Country Music, it is home to so much more than that. Nashville is home to four historically black colleges and universities, the nation's first minority-owned architecture firm, Mckissack and McKissack, the National Museum of African American Music, and an extensive record of rich history. NOMA Nash invites you to get Unplugged and experience our southern hospitality at NOMA's 51st Annual National Conference.

These past few years have been difficult for us all in so many ways. The global experience of the pandemic changed the ways that we communicate and interact with each other, forcing many of us to view the world through the confines of our computers and phone screens. It is time to reconnect. We welcome you to unplug with us for our first National Conference back in person! We look forward to seeing you as we gather to celebrate, rejuvenate, and educate.

I would like to personally thank the NOMA Nash chapter for their hard work and dedication to make this a wonderful conference and extend a special thanks to our sponsors and partners

Sincerely,

**KENDRA WINBUSH**, NOMA  
NOMANash Conference Chair



# NOMA NATIONAL CONFERENCE ATTENDEES



The 2021 NOMA Conference, **NOMA 50: DETROIT HOMECOMING**, reached

# 1,500+

in person and online participants.

NOMA membership has increased in recent years to

# 3,200

members—and growing!

Members come from various design professions and outlets, including:

Architecture, Engineering, Planning Professionals

Students of Architecture at all levels

Interior Designers

Urban Designers

Building Operations and Maintenance Engineers

Landscape Designers

Green and Sustainable Designers

Revitalization and Economic Development Officials

University and College Faculty & Recruiters

Emerging Professionals—and more!

# of NOMA Professional Chapters

# 37

# of NOMA Student Chapters

# 80

# PARTNERSHIPS MATTER

**NOMA sponsors are loyal—returning year after year.**

Why? We take the time to assess your needs, understand your short-term and long-term goals, and develop solutions that deliver.

## 2021

### **NOMA 50: Detroit Homecoming**

Global, Detroit; Detroit Curated

#### **DIAMOND**

AIA  
Bedrock  
Gensler  
HOK  
Perkins & Will

#### **PLATINUM**

AECOM  
Lamar Johnson Collaborative

#### **GOLD**

Adjaye & Associates  
Carnegie Mellon University  
NORR

#### **STUDENT DESIGN COMPETITION**

SOM

#### **BRONZE**

BRIC Architecture, Inc.  
Columbia University, GSAPP  
Corgan  
Fishbeck  
Harvard University  
Jacobs  
KTYG  
MSU  
National Council of Architectural Registration Boards  
Robert A.M. Stern Architects  
Stantec  
University of Detroit-Mercy  
University of Pennsylvania  
ZGF ARCHITECTS LLP

#### **TRANSPORTATION**

DIEKEMA HAMANN architecture & engineering

#### **HOST CHAPTER PARTY**

University of Detroit-Mercy

## 2020

### **Spatial Shifts: Reclaiming Our Cities**

Global, Oakland; California curated

#### **DIAMOND**

AIA  
Gensler  
HOK  
Perkins & Will

#### **GOLD**

Carnegie Mellon University  
Stantec

#### **SILVER**

Graphisoft  
HGA  
S9Architecture

#### **STUDENT DESIGN COMPETITION**

SOM

#### **BRONZE**

ACADIA / Autodesk  
Columbia University, GSAPP  
Corgan  
Enterprise Community Partners  
Harvard University  
HKS  
KTYG Architecture + Planning  
Mithun  
University of Pennsylvania  
SHoP Architects  
ZGF



# CONFERENCE SPONSORSHIP

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Company or Organization Name, Logo and Website Link on Conference Mobile App and conference program					
In-Person Conference Registrations	5	4	3	3	2
NOMA National Memberships	5	3	2		
Ad size in NOMA Magazine released at Conference (Artwork must be delivered by September 1st)	Full page	½ page	¼ page	¼ page	⅛ page
Logo Recognition in Print Media					
Exclusive Opportunity for Direct E-Blast to NOMA Membership over 6,000 contacts	2	1			
Recognition on all print and digital media, and press releases as Signature Sponsor					
Guaranteed Seminar Speaker Spot					
Special Remarks Opportunity at one (1) Signature Event					



## SPONSORSHIP OPPORTUNITIES

### Diamond Level Sponsors

# \$25,000

**Company or Organization Name, Logo and Website Link on Conference Mobile App and conference program**

**5 Full Conference Registrations**

**Prime Location Exhibit Space at the Vendor Expo w/ 2 Expo Only Passes**

**5 NOMA National Memberships—local dues not included**

**Logo Recognition in Print Media**

**Guaranteed Seminar Spot**

**Special Remarks Opportunity at one (1) Signature Event**

**Priority Seating at Awards Banquet**

**Recognition on all print and digital media, and press releases as Signature Sponsor**

**Full page ad in NOMA Magazine released at NOMA Conference if all artwork is submitted by September 1st deadline**

**Exclusive Opportunity for one (1) Direct E-Blasts to NOMA Membership**





## SPONSORSHIP OPPORTUNITIES

### Platinum Level Sponsors

# \$15,000

**Company or Organization Name, Logo and Website Link on Conference Mobile App and conference program**

**4 Full Conference Registrations**

**Prime Location Exhibit Space at the Vendor Expo w/ 2 Expo Only Passes**

**3 NOMA National Memberships—local dues not included**

**Logo Recognition in Print Media**

**½ Page Ad in NOMA Magazine if all artwork is submitted by September 1st deadline**

**Exclusive Opportunity for one (1) Direct E-Blast to NOMA Membership**





## SPONSORSHIP OPPORTUNITIES

### Gold Level Sponsors

# \$10,000

Company or Organization Name, Logo and Website Link on Conference Mobile App and conference program

3 Full Conference Registrations

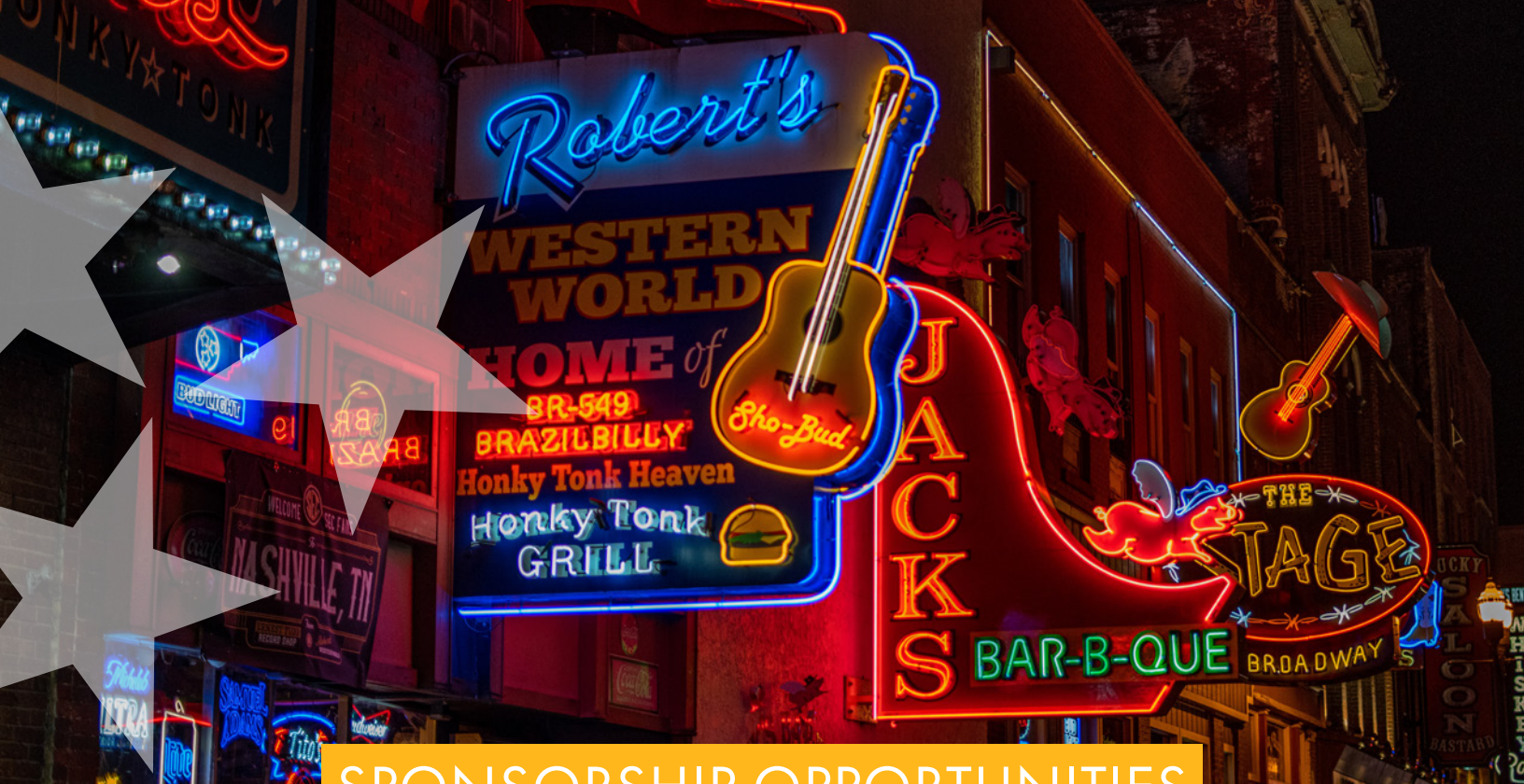
Location Exhibit Space at the Vendor Expo w/ 2 Expo Only Passes

2 NOMA National Memberships—local dues not included

Logo Recognition in Print Media

¼ Page Ad in NOMA Magazine if all artwork is submitted by September 1st deadline





## SPONSORSHIP OPPORTUNITIES

### Silver Level Sponsors

**\$5,000**

Company or Organization Name, Logo and Website Link on Conference Mobile App and conference program

3 Full Conference Registrations

Location Exhibit Space at the Vendor Expo w/ 2 Expo Only Passes

Logo Recognition in Print Media

1/4 Page Ad in NOMA Magazine  
if all artwork is submitted by  
September 1st deadline

### Bronze Level Sponsors

**\$3,500**

Company or Organization Name, Logo and Website Link on Conference Mobile App and conference program

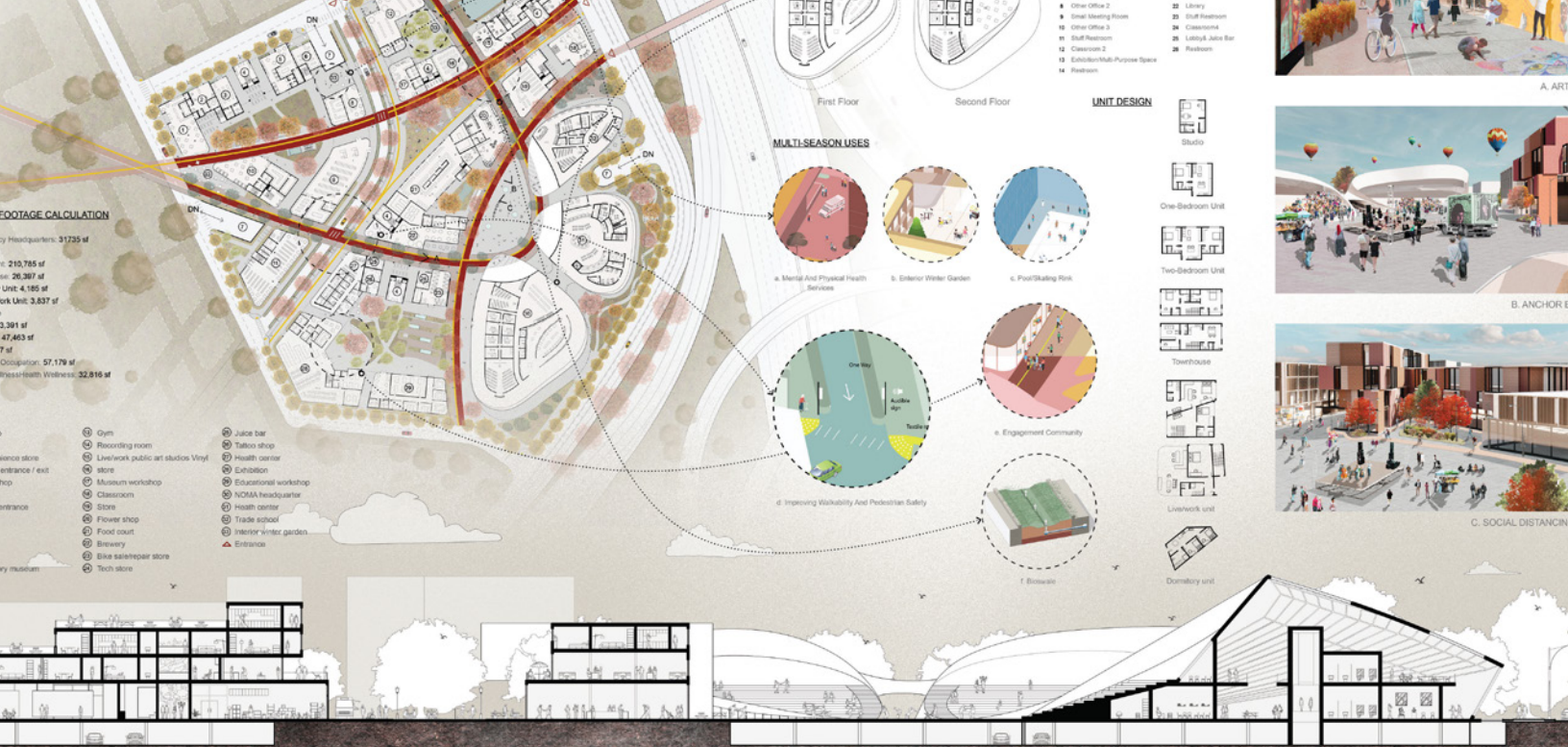
2 Full Conference Registrations

Location Exhibit Space at the Vendor Expo w/ 2 Expo Only Passes

Logo Recognition in Print Media

1/8 Page Ad in NOMA Magazine  
if all artwork is submitted by  
September 1st deadline





# SPONSORSHIP OPPORTUNITIES

**Barbara G. Laurie**  
**Student Design Competition Sponsor**

**\$10,000** **SOLD OUT**

Named prize for the winners of the student competition

Company or organization name, logo and website link on conference mobile app and conference program

Prime location and exhibit space at the Grad School fair events (on Friday); including two (2) Expo only passes

Exclusive speaking opportunity at student competition to address all student attendees

3 full conference registrations

Exclusive opportunity for direct e-blast to NOMAS membership list

Full color ¼ page ad in NOMA magazine if all artwork is submitted by September 1st deadline



# SIGNATURE EVENT SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITY	DESCRIPTION	PRICE
<b>Keynote Address</b>	Contributes to accommodations for multiple keynotes. Sponsorship includes pictures and meet + greet, verbal recognition during programming, recognition on-screen, online, in-person, on social media and in NOMA Magazines.	\$20,000
<b>Hybrid Seminar Room Sponsorship</b> <i>(Can be joint sponsorship by NOMA member-owned firms only)</i>	Room named after the sponsor visible to both an in-person and virtual audience, dedicated video intro or slide at the beginning of every seminar in that room, firm introduces seminar speaker, opportunity to provide company promo items to seminar attendees (i.e. notepads, ink pens, etc).	\$12,500 <i>per room for all 3 days</i>
<b>Highly Visible Advertising</b>	Advertising will be placed in high traffic/visibility areas during the gala event (wayfinding signage, logo on photo backdrop at Red Carpet Gala, etc).	\$10,000
<b>Awards Banquet Cocktail Hour</b>	Cocktail hour prior to the Awards banquet will be held both virtually and in-person. Includes promo & DJ shoutouts.	\$8,000
<b>Outdoor Event—Group Hike</b>	This year, NOMA Conference attendees will be led by an award-winning adventure club on a curated hike through a beautiful state park. Sponsorship of this event will provide food and beverages, event swag, and transportation to the hike site. Your sponsorship will also include an exclusive opportunity to address the group during the event and a two-minute video recap, including testimonials thanking the sponsor.	\$7,000
<b>Transportation</b>	Shuttles will be provided for in-person participants to attend events.	\$5,000
<b>Awards Banquet Table</b>	Reserved seating for NOMA Chapters & NOMA Member-Owned Firms. Comes with table signage and table photo. Priority location. Listed as a conference sponsor.	TBD
<b>Ad in NOMA Magazine</b>	Full Page Ad. <i>Artwork must be received by September 1st.</i>	\$1,000
<b>Host Chapter Reception at SAY IT LOUD Exhibition</b>	Contributes to catering costs and includes free attendance and recognition at the event.	<b>SOLD OUT</b>

ASK ABOUT THESE  
ADDITIONAL SPONSORSHIP  
OPPORTUNITIES >>>

SAY IT LOUD Exhibition | In-Person Activities  
NOMAnash Host Chapter Party | Awards Banquet *(also live-streamed)*  
Community Service Legacy Project | In-Person & Hybrid Seminars  
Student-focused events | Bros Arts Ball



## 2022 GRAD FAIR + EXPO

The **NOMA Grad Fair & Expo** offers a tremendous range of opportunities to connect with conference attendees, share information about your firm and open positions, or your school and its academic programs. Exhibitors can participate knowing you will be connecting with architects, designers, students, community activists and design faculty of color from all over the United States and the world. The NOMA Grad Fair & Expo is a chance to expand networking with designers and students of color. This page provides further details on exhibitor information and pricing. The NOMA conference team is looking forward to working with you this year and having your company or school recognized as a valued partner of this year's version of our annual National Conference & Exposition!

**Past Exhibitors Include:**







# SPONSORSHIP COMMITMENT FORM

Please download this page and email completed form to: [tiffany.mayhew@noma.net](mailto:tiffany.mayhew@noma.net)

COMPANY NAME

CONTACT PERSON

ADDRESS

PHONE

EMAIL

PACKAGE:  Diamond \$25,000  Platinum \$15,000  Gold \$10,000  Silver \$5,000  Bronze \$3,500  Student Design Competition \$10,000

ADDITIONAL OPPORTUNITIES:  Keynote Address \$20,000  Hybrid Seminar Room Sponsorship \$12,500  Highly Visible Advertising \$10,000  
 Awards Banquet Cocktail Hour \$8,000  Outdoor Event—Group Hike \$7,000  Transportation \$5,000  Awards Banquet Table TBD  
 Ad in NOMA Magazine \$1,000  Host Chapter Reception at SAY IT LOUD Exhibition

GRAD FAIR + EXPO OPPORTUNITIES:  Graduate School Exhibitors \$750 / \$1,000 / \$1,250  Corporate Exhibitors \$1,000 / \$1,250 / \$1,500

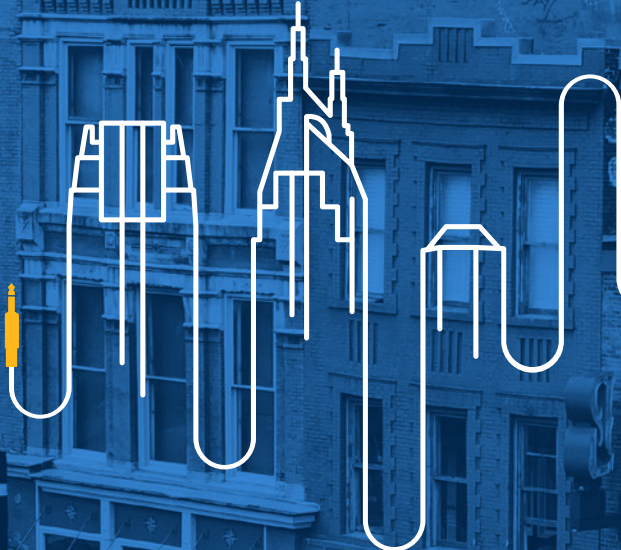
TOTAL VALUE

SIGNED

NAMES OF COMPLIMENTARY REGISTRATIONS

PAYMENT OPTIONS:  ELECTRONIC PAYMENTS: via [Conference Sponsorship Page](#)  WIRE TRANSFER: Contact [conference@noma.net](mailto:conference@noma.net)  
 CHECK: Mail to NOMA, 1735 New York Ave NW, LL43, Washington DC 20006





# UNPLUGGED

20 NASHVILLE 22

Questions about becoming  
a sponsor? Contact:  
[conference@noma.net](mailto:conference@noma.net)

[WWW.NOMA.NET](http://WWW.NOMA.NET)