



A fundraising program of



SAN DIEGO
ARCHITECTURAL
FOUNDATION

*Inspiring excellence
in our built environment.*

2009 Sponsorship Information



A brief history of O&O.

Orchids & Onions is a fundraising program of the [San Diego Architectural Foundation](#) (SDAF), a non-profit, 501 (c)3 organization committed to inspiring excellence in our built environment.

The SDAF "reinvented" and relaunched O&O in 2006, after 3 years of dormancy. After taking the program over in 2004 from the American Institute of Architects, San Diego Chapter (AIASD), a great deal of thought was given to the program; where it had been and where it should go in the future. In spite of its general popularity, much legitimate criticism had been leveled at the program, from professionals as well as the community at large. The chief areas of complaint:

- Awards were sometimes given to trivial, arbitrary or frivolous submittals, while more significant projects hadn't been addressed or even on the radar!
- In the interest of "humor", the awards ceremony could come off as demeaning and petty, rather than informative and educational.
- The quality and significance of the awards had varied widely based on the composition of the jury.
- The jury had often times not been provided sufficient information on which to determine the true circumstances of a nominated project and had, therefore, reached conclusions that were potentially inaccurate, presumptuous or incomplete.
- There had been little follow-up to the awards presentation from which the community, or the project representative(s) might gain insight, clarity or education.

These and other objections prompted the SDAF to take stock of the basic purpose and mission of the Orchids & Onions program. Some strongly advocated that the program be discontinued altogether. Others have acknowledged that O&O, in its best incarnation, has been the most visible, popular and effective vehicle for stimulating community awareness and response to San Diego's built environment.

In the past, O&O had been organized and administered by a multidisciplinary steering committee comprised of representatives of from various professional organizations. Staff support had been provided by the AIASD, and in general the AIA had taken the lead role in coordinating the activities of the steering committee. Within the AIA membership, however, the program had always been highly controversial. As a result, in 2004 the AIASD board of directors voted to disengage from O&O and turn the program over to the SDAF for further consideration; as the SDAF's mission states dedication "*...to the development and appreciation of outstanding architecture and urban design throughout the San Diego region*".

The next two years were spent conducting a number of meetings with an ad hoc committee representing most of the professional organizations previously involved in the Orchids & Onions program. Freewheeling idea exchanges evolved into lengthily conversations with a focus on the question of how to make O&O more relevant, effective and meaningful to the community. As the meetings progressed, consensus evolved about the need for specific guidelines to govern the O&O program and its steering committee. These guidelines, detailing topics such as jury composition; submittal screening; background research; the "event" and follow-up, devised the re-birth of O&O as we now know it.

The [San Diego Architectural Foundation](#) (SDAF) is a non-profit organization whose mission is to educate students, emerging professionals and the community at large about the value of design excellence in the built environment with a goal of "*inspiring excellence in our built environment*". For more information on the SDAF and our other programs visit, our website at www.sdarchitecture.org or call (619) 232-1385.



in the Media.

2008:

11/20/2008 - [Orchids & Onions '08](#)
(Enrique Limon, San Diego CityBeat)

11/18/2008 - [Good Morning San Diego](#)
(KUSI TV)

11/18/2008 - [The Enrique Experience](#)
(Nightgeist, San Diego CityBeat)

11/17/2008 - [Orchids & Onions Winners & Losers](#)
(These Days, KPBS)

11/17/2008 - [Architectural Foundation Spotlights Best, Worst Design of Area Projects](#)
(San Diego Business Journal)

11/16/2008 - [The Best and the Blightest](#)
(Roger Showley, San Diego Union-Tribune)

11/14/2008 - [Orchids, Onions Honors Best, Worst in Recent Crop of Architecture](#)
(San Diego Daily Transcript)

11/13/2008 - [San Diego Architecture highlighted at Orchids & Onions Awards](#)
(Roger Showley, San Diego Union-Tribune)

6/27/2008 - [Orchids & Onions](#)
(Daily Business Report, San Diego Metropolitan)

6/9/2008 - [This year's Orchids & Onions](#)
(San Diego Daily Transcript/San Diego Source at Yahoo.com News)

2007:

12/9/2007 - [Onions and Beyond](#)
(The Front Porch, San Diego Union-Tribune)

12/7/2007 - [Stone Brewing Co. Wins Coveted Orchids & Onions "People's Choice" Award](#)
(Beer Advocate.com)

12/5/2007 - [Park, sculpture singled out – but for different reasons](#)
(Elizabeth Fitzsimons and Bruce Lieberman, San Diego Union-Tribune)

12/2/2007 - [Orchids & Onions entwines high roads with low roads](#)
(Roger Showley, San Diego Union-Tribune)

12/2/2007 [O&O Photo Gallery](#)
(San Diego Union-Tribune)

11/30/2007 - [This year's Orchids & Onions Awards](#)
(San Diego Union-Tribune)

11/29/2007 - [Encinitas Park receives Orchid Award](#)
(North County Times)

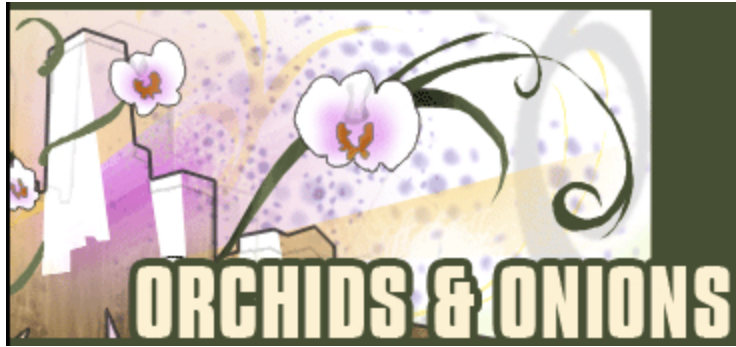
9/23/2007 - [Nominate the good, the bad and the ugly San Diego architecture](#)
(Roger Showley, San Diego Union-Tribune)

8/26/2007

[Orchids & Onions harkens back to flower power era](#)
(Roger Showley, San Diego Union-Tribune)

For live links, additional history and up-to-date media coverage, click the link below:

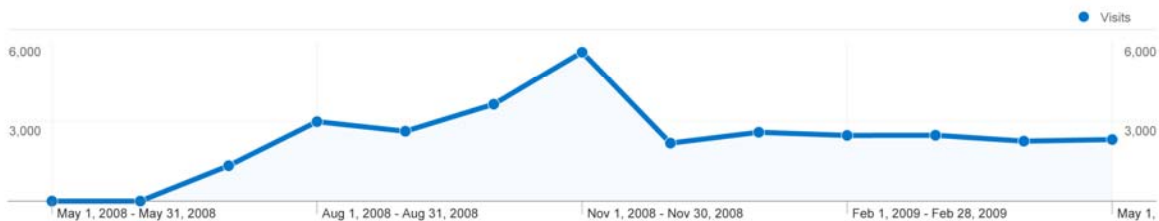
<http://www.orchidsandonions.org/media>



the Numbers.

www.orchidsandonions.org/
Dashboard

May 1, 2008 - May 31, 2009
 Comparing to: Site



July 2008 launch through May 1, 2009

Visits: **30,470**

Pageviews: **108,501**

Visitors: **23,600**

Avg. site visits per month: **2775**



- Search Engines
13,832.00 (45.40%)
- Referring Sites
9,750.00 (32.00%)
- Direct Traffic
6,888.00 (22.61%)



2009 O&O Co-Chairs.

Christopher Ian Gustard is a landscape architect in San Diego with over ten years of experience in the design profession. His work has been featured in the San Diego Business Journal and has been a visiting lecturer at Texas Tech University, New School of Architecture, San Diego and at West Virginia University. In 2008 he received the Community Partner of the Year from CCS for organizing a domestic violence shelter grounds beautification project. Over the years his work has won several "SAM" Awards for projects in La Jolla, San Diego and in the City of Chula Vista. Gustard is a member of the American Society of Landscape Architects in the San Diego and served as the Chapter's president in 2007. In 2007 he served as an Orchids & Onions juror. He is a member of the San Diego Building Industry Association's Young Generation of Leaders and serves on the Development Committee for the non-profit Center for Community Solutions.

Deborah Smithton is the Manager of Architecture & Planning for CityMark Development, a San Diego-based real estate development company. Deborah has over 20 years of architectural and management experience. She was featured in the San Diego Business Journal in "Women Who Mean Business" as well as receiving various awards from the American Institute of Architects, the "SAM" Awards, CityWalk of San Diego and the City of Chula Vista. She's a member of the American Institute of Architects in the San Diego, State & National Chapters. She is an affiliate member of the San Diego Building Industry Association (BIA) as well as the Urban Land Institute (ULI).

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Chris and Deborah bring a wealth of knowledge, spirit and diversity to the program this year, and the SDAF is honored to have them, as well as our entire committee, on board for Orchids & Onions!



ORCHIDS & ONIONS



2009 Sponsorship Opportunities

Program Title Sponsor - \$7500

Only one Program Title Sponsorship will be offered; this sponsor will be recognized as the premier O&O program sponsor for Orchids & Onions 2009. The benefits of a **Program Title Sponsor** include:

- ✚ Company logo displayed prominently in all O&O promotional materials with additional display in all other SDAF programs in 2009. Includes all O&O pre-event mailings, press releases, event programs and prominent signage; company logo and direct link on SDAF and O&O website (all pages) through March 2010; display of company banner at the O&O Awards ceremony; opportunity to distribute company materials in O&O Tote; verbal and visual onstage recognition of your company at the O&O Awards Ceremony; one-year SDAF membership; 8 complimentary VIP awards ceremony passes; recognition in SDAF Newsletters and O&O e-newsletters to design professionals, membership, media and affiliated networks; exhibition space at the pre-awards party if desired

Grand Orchid Sponsor - \$5000

Only one Grand Orchid Sponsorship is offered. The benefits of a **Grand Orchid Sponsor** include:

- ✚ Company logo in all promotional materials including pre-event mailings, press releases and event program; company logo and direct link on O&O website home, sponsorship, and prominent display on Grand Orchid page through March 2010; on-stage recognition with logo display as Grand Orchid sponsor at O&O Awards ceremony; opportunity to distribute your company's promotional materials in O&O Tote; 6 complimentary VIP awards ceremony passes; recognition in SDAF Newsletters and O&O e-newsletters to design professionals, membership, media and affiliated networks

People's Choice Sponsor - \$5000

Only one People's Choice Sponsorship is offered. The benefits of a **People's Choice Sponsor** include:

- ✚ Company logo in all promotional materials including pre-event mailings, press releases and event program; company logo and direct link on O&O website home, sponsorship, and prominent display on People's Choice winners page through March 2010; on-stage recognition with logo display as People's Choice sponsor at O&O Awards ceremony; opportunity to distribute your company's promotional materials in O&O Tote; on-stage recognition at O&O awards ceremony; 6 VIP complimentary awards ceremony passes; recognition in O&O and SDAF Newsletters and e-newsletters to design professionals, media and affiliated networks

Event Host Sponsor - \$2500

Three Event Host Sponsorships are offered. The benefits of an **Event Host Sponsor** include:

- ✚ Company logo in O&O promotional materials, including event program, company logo and direct link on O&O website Sponsorship page through March 2010; display of your company logo in Event Sponsor slide in onstage loop at the O&O awards ceremony; opportunity to distribute company materials in O&O Tote, company recognition in O&O newsletter; 4 complimentary awards ceremony passes

Category Sponsor - \$1,500

Three Category Sponsorships per category are available. Sole sponsorships are offered for \$4000 upon availability:

The benefits of a **Category Sponsor** include:

- ✚ Company logo in event programs and signage; company logo and direct link on O&O website sponsorship, and respective Category page through March; display of your company logo during your category announcement at O&O Awards ceremony; on-stage recognition at O&O awards ceremony; opportunity to distribute company materials in O&O Tote; company recognition in O&O Newsletters; 4 complimentary awards ceremony passes

O&O Categories as follows:

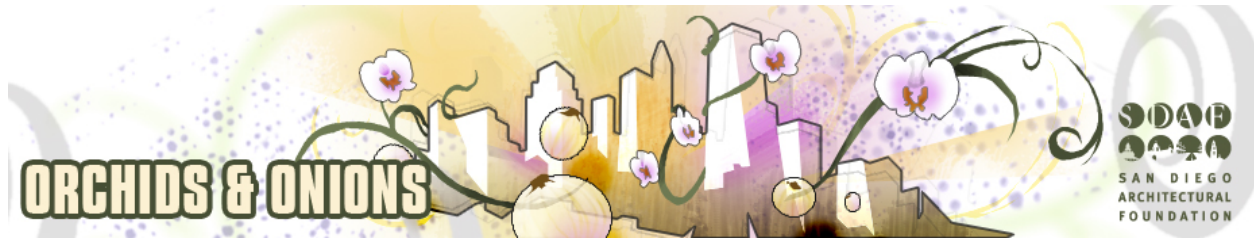
**Architecture • Historic Preservation • Interior Design • Public Art
Landscape Architecture • Planning Policies • Urban Design • Sustainable Design**

Affiliate Sponsor - \$750 (\$600 if paid in full before 7/15/09)

Open to professional associations and other businesses, individuals or entities interested in affiliation with the O&O Program.

Benefits of an **Affiliate Sponsor** include:

- ✚ Company/Individual name in all event programs and direct link on O&O website Sponsorship page; opportunity to distribute company materials in O&O Tote; logo/name featured in O&O Newsletter; 2 complimentary awards ceremony passes



2009 Sponsorship Pledge Form

Company: _____
(Please list your company name EXACTLY as you want it to appear on sponsorship materials)

Contact Person: _____ **E-Mail:** _____

Mailing Address: _____

City, State, Zip: _____ **Phone:** _____

Web Site: _____ **Fax:** _____

Yes! Count us in as sponsors of Orchids & Onions 2009 at the level marked below:

- \$7,500 Program Title Sponsor (only one offered- call for availability)
- \$5,000 Grand Orchid Sponsor (only one offered- call for availability)
- \$5,000 People's Choice Sponsor (only one offered- call for availability)
- \$2,500 Event Host Sponsor
- \$1,500 Category Sponsor (3 Sponsors per Category) – Category of Interest: _____
 - \$4,000 Sole Category Sponsor (call for availability) – Category of Interest: _____
- \$750 (\$600 before 7/15/09) Affiliate Sponsor

Payment Terms:

- My check is enclosed for the full amount
- Please bill my credit card Visa MasterCard American Express

Card#: _____ Exp. Date: _____/_____/_____
Month Year

Cardholder Signature: _____ CVC#: _____
3-digit code on back of card

By signing this pledge form, I understand and agree to the following:

- Sponsorship is activated upon receipt of payment in full.
- Acceptance of this pledge form shall be approved by the Orchids & Onions sponsorship committee
- Benefits of this agreement are listed on associated "O&O Sponsorship Levels" form.
- Provide my logo and any other marketing material to the O&O sponsorship committee in a timely fashion.

Authorized Representative: _____ Title: _____

Signature: _____ Date: _____

Checks may be made payable and mailed to:

Please send completed electronic copies of this form
and your company logo to
orchidsandonions@sdarchitecture.org.

**San Diego Architectural Foundation
(SDAF)
PO Box 122228
San Diego, CA 92112-2228
(619) 232-1385**

Orchids & Onions is a fundraising program of the [San Diego Architectural Foundation](http://www.sdarchitecture.org), a 501c3 non-profit organization dedicated to the education and promotion of outstanding architecture, planning and urban design throughout the San Diego region. Thank you for your sponsorship. We value your support!