

AIA GE Forms Cycling Team

Contributed by AIA Golden Empire

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SUMMARY

In 2007, Larry Aronat, AIA, president of AIA Golden Empire, formed the AIA Golden Empire cycling team. An avid cyclist, Mr. Aronat gathered a team of 11 riders to compete in races wearing jerseys sponsored by the local AIA component and allied professionals.

AIA ON YOUR SLEEVE

AIA Golden Empire is a small component with only 67 active members in 2009. As a method of soft advertisement in the local community, the component sponsored a cycling team. As part of the sponsorship, “AIA Golden Empire” was prominently featured on the team’s jerseys. An informational booth was set up at each race to share information about the AIA and its members. Aronat created a flyer titled “What An Architect Can Do For You” that shares information about the AIA and architects.

The team has established a presence at cycling events. The cycling community and local races typically feature the same sponsors, teams, and members; therefore, the AIA GE team has carved a niche as “the new team in town.”

CORPORATE SPONSORS POWER THE TEAM

The team has twenty-one sponsors. Architecture firms, product manufacturers, and allied organizations sponsor the team. Their sponsorship pays for entry fees at races, jerseys and bib shorts, food before and during the race for the cyclists, and the informational tent at the races. The upfront costs that the sponsors cover reduce the costs for individuals. Chapter members station the informational tent at races, answer questions, and act as a public face for the organization. The cycling team has been a valuable tool to share information about the profession and create public exposure for architects. It also created a rallying point for members to engage each other and meet in a casual environment.



RESOURCES

More Best Practices

The following AIA Best Practices provide additional information related to this topic:

- 22.08.20 Celebrating Architecture Through Film
- 22.08.04 Kids in Architecture: A Grade 5 Curriculum
- 22.08.07 Architecture, It's Elementary! A K-5 Curriculum

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Key Terms

- Leadership
- Associations
- Design associations
- Architectural associations
- The American Institute of Architects
- AIA components
- Events