



AIAPV CRAN SPONSORSHIP

The **Capital Area CRAN (Custom Residential Architects Network)** is a cooperative initiative among AIA Potomac Valley, AIA DC, and AIA Northern Virginia. The tri-chapter Steering Committee plans programs, tours, and social/networking events for architects engaged in custom residential design. Each chapter, through its CRAN Committee, produces four monthly Capital Area CRAN programs annually, almost all of which provide continuing education credits. Similarly, monthly programs are located within each chapter's geographic area on a rotating basis. AIAPV's CRAN Committee is run by a small group of members who volunteer for this role. They commit considerable time, expertise, and creative thinking toward planning and producing programs that are timely, relevant, and educational for the custom residential designer community.

AIAPV offers **CRAN sponsorships** to a maximum of four (4) Annual Partners. We have learned from experience that it is most beneficial to partner with sponsors who understand that the relationship is a two-way street. This asks them to be responsive to our requests for programming that fulfills the needs of the CRAN community, while we, in turn, provide a beneficial spotlight to the goods and/or services they offer. From the stresses of the pandemic, we learned that our optimal partners are those sponsors willing and able to provide either high quality "canned" (i.e., already approved by AIA) programs or those who support us in producing our own original programs.

Going forward, we are seeking CRAN sponsors who support us in our programming goals, even as we realize the mutual benefits of working with those who are invested in serving the needs of our constituency. In short, we want to provide high-quality programs and events for our CRAN audience while being protective of the time and energies of our volunteer committee members. Therefore, we prefer that our CRAN sponsors be "curated" to reflect the partnership needs on both sides of the equation.

The three primary criteria we seek in a CRAN sponsor are:

- 1) The ability to connect us with high quality, AIA-approved programs which can be tailored to our professional interests and needs as identified by the CRAN Committee (it is a plus if arrangements for programs offered can be flexible, such that we can offer some in-person programs, some webinar-style programs, and/or hybrid format);
- 2) the ability to provide special experiences, such as tours, showroom, or factory demonstrations, and/or social/networking events that connect residential architects with affiliated tradespeople as well as one another; and
- 3) the desire to work with AIAPV's CRAN membership in a manner consistent with the professionalism expected of all AIA members under the AIA Code of Ethics and Professional Conduct.

Please **[APPLY HERE](#)** if you share these partnership goals and are interested in becoming an AIAPV CRAN sponsor. All applications will be reviewed by the AIAPV CRAN Committee.