

AZ AWARDS

2019 Partnership Opportunities

About the AWARDS

In just eight years, the AZ AWARDS has become a significant international benchmark for excellence in design and architecture

Mandate

The AZ AWARDS' mandate is to recognize excellence and innovation, and to showcase the best architecture, landscape architecture and interior design projects, as well as products, concepts, experiential graphic design and student work from around the world.

Design Across Borders

The AZ AWARDS launched in 2011, when Toronto was beginning to experience a significant building boom and a rising international profile. What better way to bring attention to the fact that architecture and design are integral to this new urban reality than an international competition juried and awarded in Toronto? Worldwide, cities and companies are now harnessing the power of design, which gives them an undeniable competitive edge that goes beyond borders. When local architects, designers, manufacturers and students of design-related disciplines measure their work against global competitors, a benchmark is set that benefits everyone.

International Reach

Over its eight years, the AZ AWARDS has grown in impact and stature to become a significant international benchmark for excellence, attracting entries from some of the most highly innovative firms around the world. **In 2018, the competition received close to 1,000 entries from 46 countries.** Of this impressive number, 64 finalists were selected and 20 winners picked up a trophy by London designer Michael Anastassiades at a gala celebration in Toronto.

Top-Tier Environment

Every aspect of the competition is curated and professionally executed – from the call for submissions and the in-person jury deliberation to the AZ AWARDS Gala, attended by industry leaders and winners and finalists from North and South America, Europe and Asia.

“Awards are incredibly important. They lend validity and credibility to work which is outstanding for innovation or for excellence; and the AZ AWARDS is really dependent on experts in the field, which helps everyone else realize what the achievement is.”

Theo Richardson, industrial designer
Rich Brilliant Willing, New York
2017 AZ AWARDS Juror

997

submissions

46

countries

64

finalists

20

winners

The AWARDS Process

A cornerstone of the AZ AWARDS is our commitment to top-notch juries

The AZ AWARDS announces its call for submissions at the beginning of the new year. Entries are submitted in January and February, and the jury convenes in Toronto in March. In April, AZURE runs a People's Choice campaign inviting the public to vote in each category. In June, the jury winners, the finalists and the People's Choice honourees are promoted in a variety of print and online media. They are also showcased in the AZ AWARDS Annual, published to coincide with the AZ AWARDS Gala.

The AZ AWARDS jury is made up of architects, landscape architects and designers at the forefront of their professions, from Canada and around the world. Past jurors have included Italian furniture manufacturer

Giulio Cappellini; Norway-based architect **Todd Saunders**; Montreal landscape architect **Claude Cormier**; London-based product designer **Ron Arad**; **Glenn Pushelberg** and **George Yabu** of interior design firm Yabu Pushelberg; **Winka Dubbeldam** of New York's Archi-Tectonics; **Craig Dykers** of architecture firm Snøhetta; Seattle landscape architect **Jennifer Guthrie** of Gustafson Guthrie Nichol; **Nader Tehrani** of New York architecture firm NADAAA; and Toronto planner and landscape ecologist **Nina-Marie Lister**.



2018 AZ AWARDS jury: From left, Mexico-based architect **Michel Rojkind**, New York architect **Claire Weisz**, Toronto architect **Megan Torza**, London-based product designer **Michael Anastassiades** and Toronto interior designer **Allen Chan**.

Global Marketing Campaign

The 2019 AZ AWARDS marketing campaign kicks off in Fall 2018

AZURE Platforms

From launch to gala, the AZ AWARDS is promoted in AZURE's e-newsletters, reaching over 23,000 subscribers across North America and beyond; in the digital edition of the magazine, available worldwide; on AZURE's website and social platforms; and in advertisements in the print edition of the magazine, available across North America.

Run of Network

The full cycle of the AZ AWARDS is also publicized through the communications channels of a variety of architecture and design media partners, such as Architonic, World-Architects, The Architect's Newspaper, Archilovers, Archinect/Bustler, Archello and Core77. And it's supported through professional associations for architects and designers in Canada and the U.S.

Media Partners:

archello

Archi
EXPO

archilovers®
the architecture and design professional network

Archinect

THE
ARCHITECTS
NEWSPAPER

archiproducts®
the worldwide source for architecture and design products

ARCHITECT
@WORK

ARCHI
TONIC

bustler

Core77

idc
interior designers of canada
designers d'intérieur du canada

INDEX
DESIGN

v2com
newswire

world-
architects
.com

100,000+

azuremagazine.com monthly page views

23,000

e-newsletter subscribers

125,000+

social followers

55,000,000+

media partner audience reach

The Gala

The AZ AWARDS Gala is the event of the season

More than 500 top architects, designers and industry professionals come together to mingle with the finalists and winners at the internationally renowned AZ AWARDS Gala. Finalists travel from as far away as Japan and Brazil to join in the festivities.

The 2019 AZ AWARDS Gala will be held at the stunning Evergreen Brick Works in Toronto. The impressive historic location provides a spectacular backdrop for a visual presentation, where the finalists' projects take centre stage. Winners receive a one-of-a-kind trophy to commemorate their achievement, and the A+ Award for best student project also carries a \$5,000 cash prize. The celebration affirms Toronto's position as a significant hub in the international design world.

Every year, the AZ AWARDS invites a special Guest of Honour, whose appearance is a highlight of the Gala. Previous speakers have included architects [Massimiliano Fuksas](#) and [Winy Maas](#), designer [Karim Rashid](#) and designer/artist [Gaetano Pesce](#).

In 2018, 500+ top architects, designers, developers and manufacturers attended the Gala at the Evergreen Brick Works in Toronto



More than 500 top architects, designers and industry-related professionals come together to mingle with the finalists and winners at the internationally renowned AZ AWARDS Gala – *the A&D event of the season*



Why Partner with the AZ AWARDS

Partners of the AZ AWARDS benefit from a direct association with excellence in design and architecture

Every aspect of the competition is curated and professionally executed, creating a top-tier environment that attracts individuals and firms with the highest standards. Our partners are given the opportunity to engage with the decision-makers – architects, designers, developers and manufacturers – in this trend-setting market. They are granted an exclusive invitation to create a real-time experience at a unique event, charged with energy and enthusiasm, where game-changing designs and their creators are singled out and celebrated. Partners of the AZ AWARDS understand the social impact and importance of design and recognize the value of building a relationship with a leading media brand like AZURE.

Our sponsors receive continuous exposure in the following:

- Online and print advertising in *Azure* magazine, on azuremagazine.com, and in AZURE's e-newsletters
- Promotion and advertising of the AZ AWARDS on a variety of professional architecture and design websites in Canada, the U.S. and around the world
- Recognition and visibility at the AZ AWARDS Gala
- Product placement at the AZ AWARDS Gala
- Dedicated e-newsletter to 23,000 *Azure* subscribers
- Recognition on the AZ AWARDS microsite

Various levels of sponsorship are available.

AZ AWARDS Partners receive continuous exposure through the communications channels and online platforms of AZURE and its media partners worldwide

Who Partners with the AZ AWARDS

We are proud to have received support from:

ALPI



bauhaus
fine windows and doors



bulthaup

caesarstone®

 COSENTINO®



DXXV



FLOS



KEILHAUER

LAMINAM®

landscapeforms®



RADO
SWITZERLAND

SCAVOLINI™

 stone tile



 URBAN CAPITAL

Sponsorship Tiers /

Presenting Partners

This tier boasts the **most prominent positions** in the marketing campaign, which runs across AZURE's networks from Fall 2018 to the Gala in June 2019. This tier provides **exclusivity** in industry sector.

Sponsorship benefits:

- **2 full-page ads in Azure magazine**
- **\$7,500-value complimentary digital advertising**
- **Exclusivity in industry sector**
- Inclusion in a dedicated "Meet the Sponsors" newsletter, emailed to 23,000+ recipients
- Inclusion in the AZ AWARDS Sponsor Page in the July/August 2019 AZ AWARDS Annual issue
- Partnership recognition with logo visibility in all AZ AWARDS communication, promotion and digital and print advertising
- Partnership recognition and company description on the AZ AWARDS microsite, awards.azuremagazine.com
- Link from AZ AWARDS microsite to that of the Presenting Partner
- Partnership recognition on print banners at the AZ AWARDS Gala
- **On-stage presentation of trophies to winners in appropriate categories**
- **Premium product placement at the AZ AWARDS Gala**
- **Video shown during AZ AWARDS Gala**
- 2 dedicated Facebook posts, 1 Instagram post and 2 dedicated Tweets
- 12 complimentary tickets to the AZ AWARDS Gala

\$42,500 total value

**Cost of partnership:
\$35,000**

Net rates in Canadian dollars

Sponsoring Partners

This tier provides **prime visibility** in the marketing campaign, which runs across AZURE's networks from Fall 2018 to the Gala in June 2019.

Sponsorship benefits:

- **1 full-page ad in Azure magazine**
- **\$3,500-value complimentary digital advertising**
- Inclusion in a dedicated "Meet the Sponsors" newsletter, emailed to 23,000+ recipients
- Inclusion in the AZ AWARDS Sponsor Page in the July/August 2019 AZ AWARDS Annual issue
- Partnership recognition with logo visibility in all AZ AWARDS communication, promotion and digital and print advertising
- Partnership recognition and company description on the AZ AWARDS microsite, awards.azuremagazine.com
- Link from AZ AWARDS microsite to that of the Sponsoring Partner
- Partnership recognition on print banners at the AZ AWARDS Gala
- **Product placement at the AZ AWARDS Gala**
- 1 dedicated Facebook post, 1 Instagram post and 1 dedicated Tweet
- 8 complimentary tickets to the AZ AWARDS Gala

\$23,730 total value

**Cost of partnership:
\$18,000**

Net rates in Canadian dollars

Sponsorship Tiers //

Gala Sponsorship

This tier provides **exposure** in the marketing campaign, which runs across AZURE's networks from Fall 2018 to the Gala in June 2019.

Sponsorship benefits:

- **1 full-page ad in Azure magazine**
- Partnership recognition with logo visibility in all AZ AWARDS gala communication, promotion and digital and print advertising
- Inclusion in a dedicated "Meet the Sponsors" newsletter, emailed to 23,000+ recipients
- Inclusion in the AZ AWARDS Sponsor Page in the July /August 2019 AZ AWARDS Annual issue
- Partnership recognition and company description on the AZ AWARDS microsite, awards.azuremagazine.com
- Link from AZ AWARDS microsite to that of the Gala Sponsor
- Partnership recognition on print banners at the AZ AWARDS Gala
- 6 complimentary tickets to the AZ AWARDS Gala

\$14,210 total value

**Cost of partnership:
\$12,000**

Net rates in Canadian dollars

"The particular value of the AZ AWARDS is the fact that it brings together key members of the architecture and design community."

Michael Anastassiades, industrial designer
2018 AZ AWARDS Juror

Contact Us

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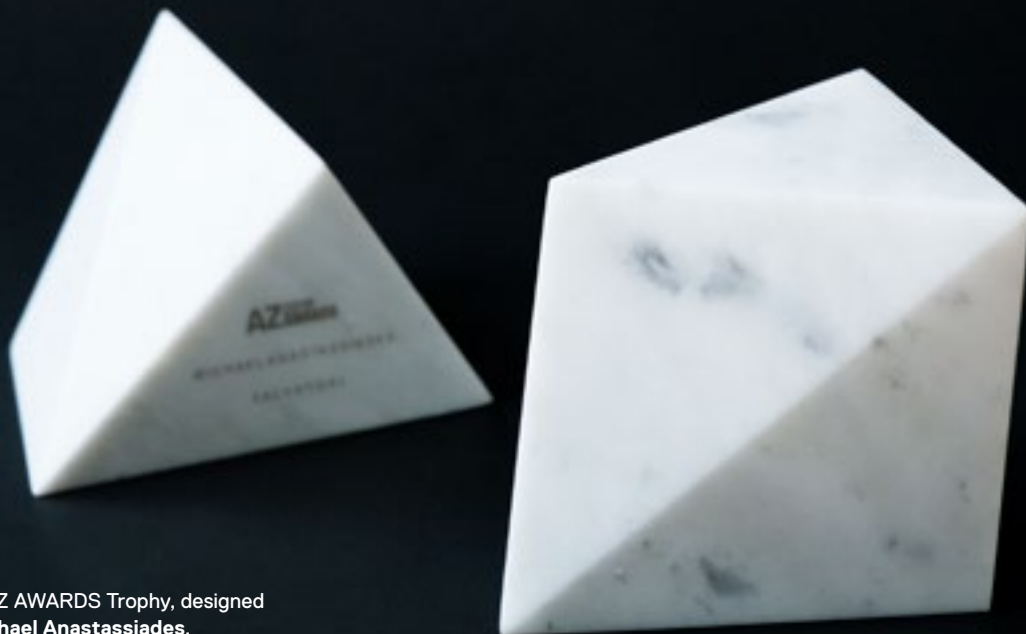
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azuremagazine.com

“The AZ AWARDS is distinguished by the breadth of design disciplines that it recognizes and commends. Each year, it exposes a broad survey of highlights in design culture to both the general public and throughout the world of design. In doing so, the AZ AWARDS plays a vital role in expanding the reach and richness of contemporary design.”

Patricia Patkau, Patkau Architects, Vancouver
2014 AZ AWARDS Juror



2018 AZ AWARDS Trophy, designed
by Michael Anastassiades.

About *Azure* Magazine

Azure is an award-winning magazine published in Toronto and distributed primarily in North America. Launched in 1985, *Azure* has been covering local and international subjects drawn from a broad range of design disciplines for over 30 years. *Azure* is Canada's leading contemporary design magazine and one of a handful of influential design magazines worldwide.

Our advertising partners are high-quality, design-oriented brands at the forefront of their industries; our audience is comprised of professionals, trendsetters and design aficionados who rely on us for our product and material expertise as well as our authoritative take on the currents and issues impacting today's architecture and design world.