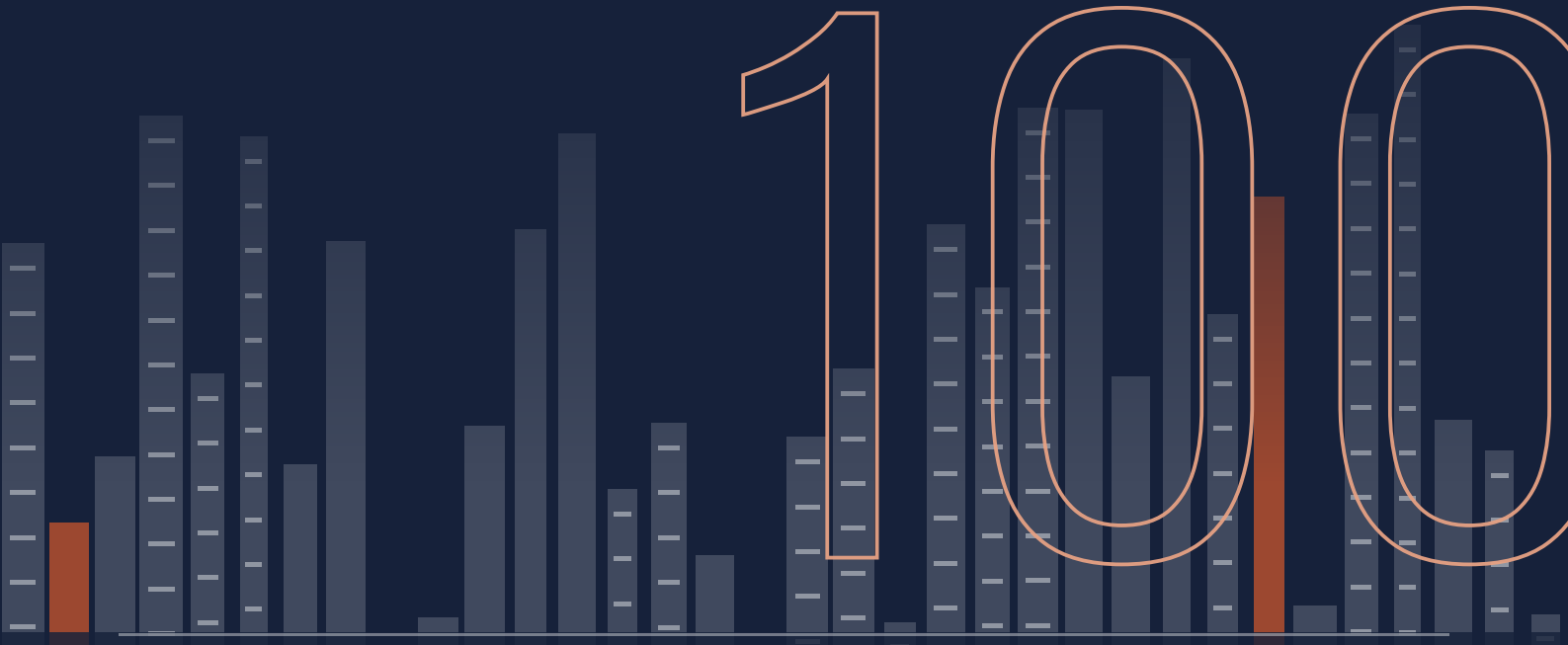
SOUTH AFRICAN
INSTITUTE OF ARCHITECTS

2027 · THE CENTENARY YEAR

INDUSTRY PARTNER PACK

INDUSTRY PARTNERSHIP & SPONSORSHIP

Building the next hundred years, together. Annual partnership in five tiers, and sponsorship of SAIA's events, publications and programmes.



5,000+
architectural professionals on the mailing list

1,500+
direct members

200+
member practices

400–700+
live attendees at each SAIA Share session

PARTNER WITH THE PROFESSION +

The South African Institute of Architects (SAIA) offers two forms of partnership: annual Industry Partnership in five tiers, and sponsorship of specific events, publications and programmes. The partnership year runs from 1 April to 31 March. All fees exclude VAT.

1 · AUDIENCE

who partners reach

SAIA has represented South African architects since 1927 and celebrates its centenary in 2027. Partners reach the professionals who specify materials, systems and services for South African buildings, nationally and through SAIA's nine regional institutes.

5,000+
architectural professionals on the mailing list

1,500+
direct members

200+
member practices

400–700+
live attendees at each SAIA Share session, 11 times a year

AT A GLANCE

ways to partner and sponsor

- **Industry Partnership** — five tiers from R15,000 to R300,000 or more per annum, from a directory listing to category exclusivity.
- **SAIA Share and SAIA Studio** — five-minute sponsor slots in SAIA's online sessions, each held 11 times a year, from R15,000.
- **Publications** — edition partnership of Architecture SA and Architect's Digest, the SAIA Awards Book, and the Architecture SA archive.
- **Events and programmes** — SAIA turns 100 in Mpumalanga @ Innibos (June to July 2027), the AZA Student Convention and Corobrik Awards (September 2028), and more.
- **Architect's Wealth Forum** — a national SAIA initiative for authorised financial services providers.
- **Regional events** — by arrangement with each regional institute.

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1927
2027

SAIA TURNS 100 IN MPUMALANGA @ INNIBOS

June to July 2027: an art and architecture festival, an academic colloquium, centenary celebrations and a retreat. Pinnacle Partners are recognised as Founding Centenary Partners, and centenary sponsorship packages are set out in section 5.

SECTION 2

INDUSTRY PARTNERSHIP +

Industry Partnership is offered in five tiers, named after the floors of a building. The full benefits of every tier are listed on the next page.



EARLY PAYMENT

Partners who pay the full annual fee before 1 July 2027 receive a 10% discount on that fee.

REGIONAL EVENTS

A partner in any tier may ask to sponsor an event run by a regional institute. The regional institute decides whether to accept, sets the fee and runs the event. SAIA National makes the introduction.

IN GOOD COMPANY

SAIA's current industry partners

Corobrik · awards naming partner of the Corobrik Architectural Excellence Awards

BMI Coverland · industry partner, with an awards programme for cement roof tiles

TIPSASA	Siteform	Africa Thermal Insulations	Chaleureux	Derbigum
Eva-Last	Dwasa	Finfloor	HBS Aluminium Systems	Jax Classics
Mapei	Max On Top	Promac Paints	Prominent Paints	Rockstar Roofing
Sika	Sky Fans	ASSA ABLOY	Tile Africa	Keim

2 · BENEFITS BY TIER

a dash means the benefit is not included

Benefit	Basement Affiliate	Ground Floor Associate	Mezzanine Knowledge	Piano Nobile Premier	Penthouse Pinnacle
Fee per annum (excl. VAT)	**R15,000**	**R30,000**	**R60,000**	**R150,000**	**From R300,000 per annum**
Term	1 year	1 year	1 year	1 year	3 years, by invitation
Listing in the SAIA industry directory, with website link	Yes	Yes	Yes	Yes	Yes
SAIA Industry Partner certificate and badge	Yes	Yes	Yes	Yes	Yes
Logo on the SAIA Industry Partners web page	Yes	Yes	Yes	Yes	Yes
Welcome announcement on SAIA's social media	Yes	Yes	Yes	Yes	Yes
Invitations to selected national SAIA events	Yes	Yes	Yes	Yes	Yes
Enhanced directory profile (brochures, video, product gallery)	—	Yes	Yes	Yes	Yes
SAIA Share or SAIA Studio sponsor slots	—	1	2	2	2
Advertisement in SAIA publications	—	Quarter page in one publication	Quarter page in each of three	Half page in each of three	Full page in each of three
Partner of the Month feature	—	—	—	Yes	Yes
Advertorial blog posts on the SAIA website	—	—	—	2 a year	4 a year
Sponsorship of one SAIA Lead Masterclass	—	—	—	Yes	Yes
Partner board at the SAIA National Convention	—	—	—	Yes	Yes
Discount on sponsorship opportunities (sections 3 to 6)	—	—	10%	10%	10%
First right of refusal on one sponsorship opportunity	—	—	—	Yes	Yes
Exclusivity in the partner's product category	—	—	—	—	Yes
Founding Centenary Partner status	—	—	—	—	Yes

The three publications are Architecture SA, Architect's Digest and the SAIA Awards Book (section 4). Each advertisement appears once in each publication it covers. Where a publication does not appear during the partnership year, the advertisement runs in its next edition. Penthouse is limited to three partners.

CERTIFICATE AND BADGE

included in every tier



The SAIA Industry Partner certificate, shown for a fictitious sample partner. Each partner receives the certificate and badge on joining; the certificate shows the partner's name, tier and partnership year, with a QR code linking to its profile in the SAIA industry directory, so that its standing can be verified.

3 · SAIA SHARE AND SAIA STUDIO

11 sessions a year each · more than 60 sessions held

SAIA Share is an online session, held 11 times a year, in which architects present their work, with 400 to 700 or more live attendees per session. SAIA Studio follows the same format and is also held 11 times a year. Each session includes one five-minute sponsor slot, held before the session's CPD content begins; 11 SAIA Share slots and 11 SAIA Studio slots are available each year.

R15,000

Single slot

One five-minute product presentation; the sponsor's logo on the session invitation and recording page; the attendance figure after the session.

R40,000

Three-slot package

Three slots within one partnership year, subject to availability.

R120,000

Series sponsorship

"SAIA Share, supported by [sponsor]" on every session and invitation for the partnership year, and two sponsor slots. One sponsor per year, by invitation, subject to availability. Once SAIA Share is taken, series sponsorship moves to SAIA's next most-attended programme: SAIA Studio, the Architect's Wealth Forum, the SAIA Lead Masterclasses or the CEO's podcast.

All sponsor slots and series sponsorships are limited and offered subject to availability, in order of booking; partners in the upper tiers have booking priority but no fixed dates. Sponsors have no role in selecting presenters. Attendee contact details are shared only for attendees who consent at registration. SAIA Studio slot fees will be published once attendance figures for the series are available.

4 · PUBLICATIONS

Industry Partners receive the advertising in their tier

Architecture SA

Peer-reviewed journal · quarterly
Next edition: March 2027

Architect's Digest

Twice a year
Next edition: June 2027

SAIA Awards Book

Every two years
Next edition: Dec 2026–Jan 2027

Opportunity	Fee (excl. VAT)
Edition partner, Architecture SA or Architect's Digest (acknowledgement in the edition; no editorial role)	**R40,000 per edition**
Sponsor, SAIA Awards Book. The book records the winners of the Corobrik Architectural Excellence Awards; no clay-brick competitor may sponsor it	**On application**
Partner in the digitisation of the Architecture SA archive (issues 1 to 58, to be free to read online), recognised by a digital banner in the SAIA online library	**On application**
Advertising for companies that are not Industry Partners	**Rate card on request**

Edition partners and advertisers have no influence on editorial or peer-reviewed content.

5 · EVENTS AND PROGRAMMES

open to any company · fees indicative, confirmed in writing

JUN–JUL 2027 — SAIA TURNS 100 IN MPUMALANGA @ INNIBOS

art and architecture festival · academic colloquium · centenary celebrations · retreat

Headline Centenary Partner (one only)	**R450,000**
Centenary gala dinner partner (one only)	**R200,000**
Programme partner	**R75,000**
Student delegate bursaries	**R50,000**
Delegate packs and lanyards	**R40,000**
Exhibition stand	**R25,000**

SEP 2028 — AZA STUDENT CONVENTION & COROBRIK ARCHITECTURAL EXCELLENCE AWARDS

student convention · national awards and exhibition

AZA Student Convention partner (non-exclusive)	**R150,000**
Awards supporting partner, alongside Corobrik as naming partner	**R75,000**

2029 — SAIA NATIONAL CONVENTION

city to be confirmed

Packages to be published in 2028	**On application**

THROUGH THE YEAR — COURSES, AWARDS AND THE AGM

SAIA Lead Masterclasses · travel awards and competitions · virtual AGM

SAIA Lead Masterclass sponsor, enabling practices to attend at low or no cost	**R60,000 per masterclass**
Named travel award or competition	**From R50,000**
SAIA Annual General Meeting partner	**R20,000**

Industry Partners at Mezzanine and above receive 10% off, and Premier and Pinnacle Partners have first right of refusal on one opportunity. Corobrik's naming rights and exclusivity for clay brick in the Awards programme apply to every package.

6 · ARCHITECT'S WEALTH FORUM

a national SAIA initiative · quarterly · online

A quarterly online session on the finances of architects and their practices. Authorised financial services providers may present as session or annual partners.

R25,000

Session partner

Presentation of one session; the partner's logo on the session invitation and recording page; the attendance figure after the session.

R80,000

Annual Forum partner

Presentation of all four sessions in the partnership year, and acknowledgement as supporter of the series.

- Presenting partners must be authorised financial services providers under the Financial Advisory and Intermediary Services Act, 2002, and give their FSP number when applying.
- Sessions are educational. No products may be sold, and no applications taken, during a session. Partners may contact only attendees who consent at registration.

7 · PARTNER CONTENT, CPD AND THE SAIA NAME

Advertorial blog posts

Premier and Pinnacle Partners may publish advertorial posts in the Partner Insights category of SAIA's News & Views. Each is labelled "Partner content" with the partner as author, may cover technical information, completed projects and products, and may include one link to the partner's website. SAIA reviews each post before publication; publication does not constitute endorsement. Each post is announced once in the newsletter and on social media, and stays online for the partnership term.

Advertisements

Partners supply print-ready artwork to each publication's specifications and deadlines. Advertisements are kept separate from editorial content.

CPD

Industry Partnership and sponsorship do not include CPD validation or discounts on CPD fees. Sponsor slots, advertisements and advertorial posts are not CPD activities. SAIA National validates the CPD of courses that SAIA develops and runs, such as the SAIA Lead Masterclasses; a masterclass sponsor has no role in its content.

USE OF THE SAIA NAME

A partner may describe itself as a "SAIA Industry Partner" at its tier and use the Industry Partner badge. A partner may not state or imply that SAIA approves, endorses or recommends any product or service, and may not use the SAIA crest.

8 · APPLICATION PROCESS

SAIA responds within five working days

1
Application

The applicant completes the online or Word form and selects a tier, one or more sponsorship opportunities, or both.

2
Review

SAIA confirms eligibility and checks for conflicts with existing category agreements. Penthouse applications are decided by the SAIA Board.

3
Agreement

SAIA issues a partner agreement and a tax invoice. Benefits begin once the agreement is signed and the invoice paid.

4
Onboarding

SAIA issues the certificate and badge, publishes the directory profile, and schedules sponsor slots, advertisements and posts.

5
Mid-term report

After six months, SAIA reports to the partner on the benefits delivered and those still to come.

6
Renewal

SAIA sends renewal invitations by 1 February, ahead of the partnership year beginning on 1 April.

APPLICATION FORM

online, or in Word by email to marketing@saia.org.za

Apply online on the Industry Partners page of the SAIA website, or complete the Word application form and email it, with your company logo, to marketing@saia.org.za. The form asks for company and contact details, the tier and sponsorship opportunities of interest, existing agreements with SAIA or a regional institute, and acceptance of the terms and POPIA consent.

Field	Notes
Company name and registration number	As it should appear on the invoice
VAT number	If registered
Contact person: name, position, email, telephone	Main contact for the partnership
Billing contact and address	If different from the main contact
Website	Linked from the directory
Product or service category	Used to check category agreements
Tier applied for	Basement to Penthouse
Sponsorship opportunities of interest	From sections 3 to 6
Preferred months for sponsor slots	SAIA Share or SAIA Studio
Regional institutes of interest	For regional event sponsorship
FSP number	Architect's Wealth Forum applicants only
Company logo and description	High-resolution logo; 50 to 100 words
Existing agreements with SAIA or a regional institute	Current sponsorships or partnerships
Terms and POPIA consent	Tick boxes

9 · TERMS OF PARTNERSHIP

the partner agreement sets out the full terms

1. **Term.** Industry Partnership runs for the partnership year, 1 April to 31 March. Penthouse partnership runs for three partnership years. Sponsorship packages run for the dates of the event or programme concerned.
2. **Payment.** Fees exclude VAT and are payable within 30 days of invoice. Benefits are delivered only once payment is received.
3. **Unused benefits.** Benefits not taken up by the end of the term lapse. Benefits that SAIA was unable to deliver carry over to the next term.
4. **No endorsement.** Partnership does not constitute SAIA's approval of any product or service.
5. **Independence.** Partners have no role in SAIA's governance, advocacy, CPD or editorial decisions.
6. **Exclusivity.** Category exclusivity applies only to Penthouse partners. Existing exclusivity agreements are honoured.
7. **Conduct.** SAIA may decline an application, or end a partnership, where a partner's conduct or claims could harm SAIA or the profession.
8. **Personal information.** SAIA and its partners process personal information only as the Protection of Personal Information Act, 2013 permits, and only with consent.
9. **Existing partners.** Current partners continue on their existing terms until renewal, when the tiers in this pack apply.

ONE PROFESSION. MANY PARTNERS. ONE FUTURE.

Enquiries: **marketing@saia.org.za** · **+27 11 782 1315** · saia.org.za/join-as-an-industry-partner

South African Institute of Architects · 165 West Street, Sandown, Sandton, 2031 · All fees exclude VAT and are indicative until confirmed in writing.