



# 2025 Sponsorship Guide

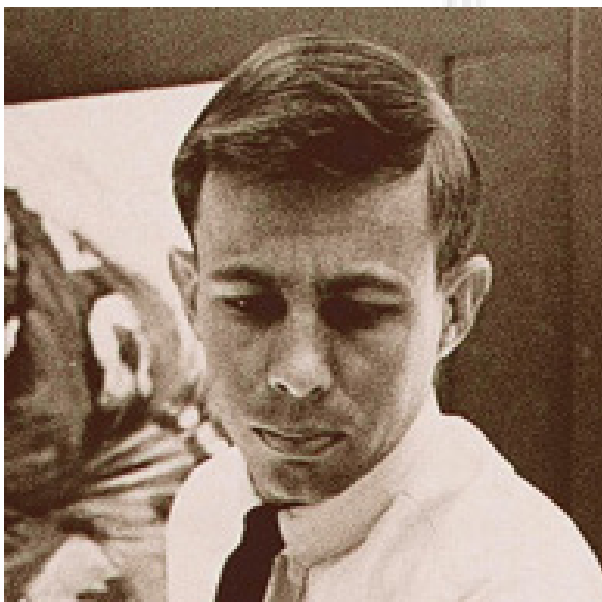
51<sup>ST</sup> ANNUAL

Ken Roberts Memorial Delineation Competition

PRESENTED BY **HKS**

**KRob** | **AIA** Dallas





**Ken Roberts** was a distinguished Dallas architect and educator whose influence on architectural delineation has shaped both practice and pedagogy. Renowned for his emphasis on hand-drawn sketches and precise renderings, Roberts elevated architectural drawing beyond technical skill, infusing it with artistic and communicative depth.

In the 1974, Roberts founded the ***Ken Roberts Memorial Delineation Competition (KRob)*** to honor exceptional works of architectural representation by professionals and students. Though Roberts passed away shortly after the competition's inception, **KRob** has become the longest-running and most prestigious competition of its kind, continuing to uphold his legacy and shaping the future of architectural delineation.

For five decades, the Ken Roberts Memorial Delineation Competition has celebrated excellence in architectural delineation. As the world's longest-running architectural drawing competition, KRob recognizes outstanding hand-drawn and digital works from professionals and students worldwide. A revered Dallas tradition with international acclaim, KRob continues to be a prestigious platform for showcasing the art of architectural representation. We look forward to your participation in celebrating the 51st year of his legacy.

51 Years of Architectural Excellence  
**Drawing on History**

## Submission Deadline | May 22nd

Thursday, 11:59 PM CST

Entry submission closes.

## Live Awards Broadcast | June 20th

Friday, 12:00 PM CST (Online) |

Winner selections are live streamed with commentary by the jurors.

## Gallery Opening Reception | July 14th

Monday, 5:30 PM - 7:30 PM CST (Dallas ADEX) |

Winning and finalist works are mounted and displayed for 4-6 weeks

## TxA 86th Annual Conference | October 30th

Thursday October 30th - November 1 (Dallas Hilton Anatole)

Note: This event is tentative we are submitting a proposal to display the KRob gallery at TxA this year.

Free standing Gallery displaying sponsors and KRob winning and finalist works

## University of Texas at Arlington Gallery | Jan 23rd

January 23rd - February 23rd (CAPPA Gallery) |

Yearly exhibit, where KRob Winning and finalist works are mounted and displayed (including Intro and sponsor boards) 2025 dates above are TBD

Wednesday Jan 28th, 6:00 PM - 8:00 PM CST (CAPPA Gallery) |

Panel Discussion featuring local winners and jurors.

## Ball State University | 2025

Late Fall (BSU Gallery) |

Yearly exhibit, where KRob Winning and finalist works are mounted and displayed (including Intro and sponsor boards) 2025 dates are TBD

## Drury University | Potential New University

Hammons School of Architecture Future Gallery Location

Note: Currently in Discussions. 2025 dates are TBD

Gallery + Event Key Dates  
**KRob Schedule**

# Why Sponsor?

AIA Dallas's **Ken Roberts Delineation Competition** provides excellent marketing opportunities for those wishing to reach professionals in or related to the architectural industry around the world. Having received 200+ entries from over 11 countries in the last year, KRob's visibility continues to grow, with its website receiving over 40,000 visitors each year since opening the competition internationally 8 years ago. Contest announcements and updates go directly to a mailing list of over 5,000 contacts. KRob has been published on over 50 competition websites and blogs and has received extensive coverage on Archinect.com, in Architect, Texas Architect and Columns magazines, among others. An exhibition of winning entries is displayed each year at AD EX and has traveled to other high profile venues, including AIA National and the Texas Society of Architects Annual Convention.

## *Sponsor benefits include:*

- Extensive exposure to an interested, relevant and influential audience
- Corporate enhancement and brand recognition through the support of a non-profit organization dedicated to the architecture and design profession
- Opportunities to build your client base through unparalleled networking events
- Promotion of your company's products and/or services
- Greater visibility and a way to differentiate your firm

As the competition continues to grow, it will increase the visibility of the companies that sponsor it. We look forward to your participation and support!

## Presenting Sponsorship - \$5,000

(exclusive opportunity - CLAIMED)

- Title rights to event ("AIA Dallas KRob Delineation Competition, presented by YOUR COMPANY")
- Two (2) minute speaking opportunity at the virtual Award Announcement event
- Company logo on exhibition signage displayed at the AD EX
- Company logo on all digital announcements
- Complimentary Allied Basic Membership
- Six (6) tickets to the in-person Gallery Talk Reception

## Gold Sponsorship - \$2,000

- Formal recognition at the virtual Award Announcement event
- Company Logo on exhibition signage and all digital promotions
- Four (4) tickets to the in-person Gallery Talk Reception

## Silver Sponsorship - \$1,000

- Formal recognition at the virtual Award Announcement event
- Company name on exhibition signage and all digital promotions
- Two (2) tickets to the in-person Gallery Talk Reception

Please note that some of the above benefits have certain restrictions.

## KRob Sponsorship Levels



## Excellence in Process Visualization

\$300 Cash Prize | **New Category**

A new member in the KRob category library - this prize is awarded to the entry that best shows an individual's ability to communicate with those in their profession. This category was created to step away from the highly polished product typically found in other categories. Focusing on the unfinished, on-the-spot drawings and diagrams that serve as an exploratory step in resolving a larger problem, these entries range from quick partis and planning diagrams to site sketches and section details and serve as a pure representation of the creators understanding of our shared illustrative language.

## Excellence in Digital/Hybrid Media

\$300 Cash Prize | **Professional + Student Awards**

Split into two sub-categories, this prize is awarded to the entries that best demonstrate excellence through an innovative use of media and technology. Submissions may be digital, or hybrid mixed media with preference given to those that push the envelope of architectural representation, including drawings produced through algorithmic processes.

## Excellence in Hand Delineation

\$300 Cash Prize | **Professional + Student Awards**

Split into two sub-categories, this prize is awarded to the best student and professional entries that embodies and celebrates the art of architecture as a tool for communication through hand delineations, sketches and renderings.

Archimedean block and tackle

Awards + Recognitions

## Competition Categories

## Best Physical Delineation

\$300 Cash Prize

To commemorate this work and process of *Richard B. Ferrier*, and in response to the large majority of entries being submitted electronically, this prize has been created to highlight and honor the unique properties inherent to physical drawings. KRob has traditionally been an event that honored physical submissions, and this prize is intended to maintain this practice.

## Best Travel Sketch

\$300 Cash Prize

Honoring the late Kevin Sloan, this award acknowledges individuals interested in the time honored activity of drawing architecture and places to learn and understand. In lieu of drawings made to “interpret”, drawings submitted for this category are made to observe, analyze and record in a sketchbook.

## Excellence in Alternative Technologies

\$300 Cash Prize | **Updated Category**

Marrying two previous categories - *Animation* and *Emerging Technologies* - this prize is awarded to the entries that best demonstrate excellence in utilizing an innovative use of non traditional mediums of exploration and representation. Entries in this category range from animations, AI-aided imagery, AR + VR Experiences, and other similar technologies.

## Juror's Citation

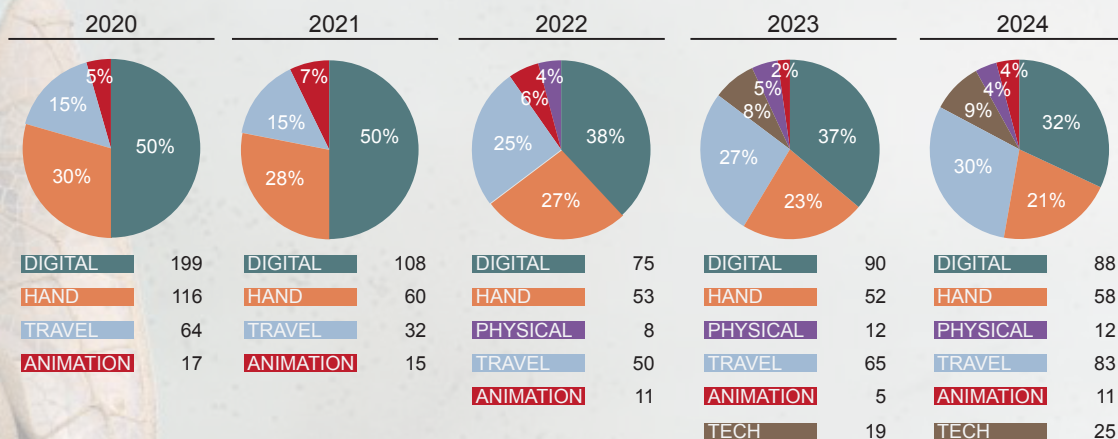
Certificate of Recognition (One per juror)

These citations allow the jurors to independently select any student or professional piece that they personally wish to see recognized. Winners will receive a Certificate of Recognition.

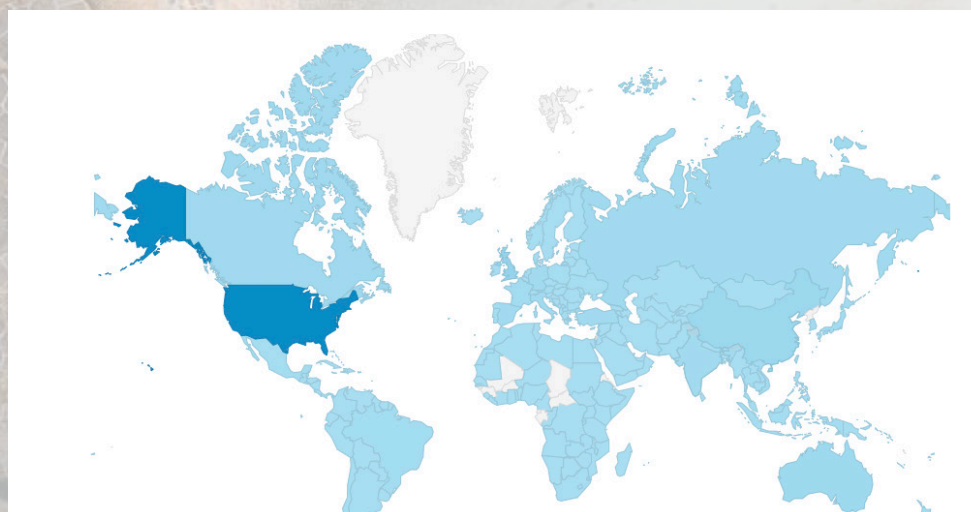
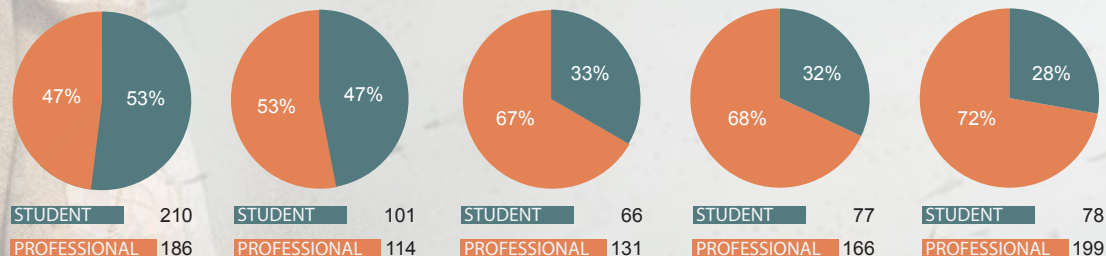
Awards + Recognitions

## Competition Categories

## COMPETITION CATEGORIES



## ENTRIES



Country	Sessions	% New Sessions	Users
195 Countries	411,725	63.76%	259,122
1. United States	207,561 (50.41%)	61.63%	128,135 (48.58%)
2. United Kingdom	25,068 (6.09%)	56.31%	14,330 (5.43%)
3. China	11,320 (2.75%)	84.51%	9,640 (3.65%)
4. Australia	10,733 (2.61%)	65.05%	6,967 (2.64%)
5. Canada	9,472 (2.30%)	68.69%	6,566 (2.49%)
6. Russia	10,017 (2.43%)	51.76%	5,180 (1.96%)
7. India	6,296 (1.53%)	76.99%	4,848 (1.84%)
8. Germany	6,899 (1.68%)	68.71%	4,785 (1.81%)
9. Turkey	7,960 (1.93%)	58.67%	4,675 (1.77%)
10. Italy	6,432 (1.56%)	64.41%	4,202 (1.59%)

\* 2011-2023 Google Analytics for [www.krobarch.com](http://www.krobarch.com)  
Full Google Analytics report available upon request

# Entry + World-Wide Statistics



## PARTICIPATING FIRMS

3DARCHITECTURE PTY LTD  
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AA SCHOOL OF ARCHITECTURE  
ABEDIAN SCHOOL OF ARCHITECTURE, BOND UNIVERSITY  
AL MANAR UNIVERSITY OF TRIPOLI  
ALEX OTTICH ARCHITECTURAL ILLUSTRATOR  
ALISA DAWSON DESIGN  
ANDREW OSTERLUND ARCHITECT, PLLC  
ANDRITSOS ARCHITECT INT'L  
ANITA H. LEHMANN, ARCHITECT  
ANNA BOLDINA  
ARCHITECTURAL ACCENTS  
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ATELIER8  
ATELIERJUN  
ATHFIELD ARCHITECTS LTD.  
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BYRENS KIM DESIGN WORKS/CAL POLY SAN LUIS OBISPO  
CASEY BROWN ARCHITECTURE  
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CHOI+SHINE ARCHITECTS  
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CITY HOL OF TRSTENIK  
COMMITTEE FOR ARCHITECTURE AND URBAN PLANNING  
OF MOSCOW  
COMPANY KAPITELBUD  
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CTA ARCHITECTS AND ENGINEERS  
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DOKC LAB  
DOTDWF DRAFTING & DESIGN  
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ELNESS, SWENSON, GRAHAM  
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ENSAPVS  
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MADRID  
ESCUELA TÁ@CNICA SUPERIOR DE ARQUITECTURA  
VALENCIA  
ESPAIMGR  
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EXPERIMENTAL PROCESSES STUDIO  
EXPRESSPROJECT  
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GENSLER  
GLAVE AND HOLMES ARCHITECTURE  
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INSITE  
JACOBS ENGINEERING  
JAMES CHURCH & TOM REYNOLDS  
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KERNS GROUP ARCHITECTS  
KIL ARCHITECTURE + PLANNING  
KOH PEDERSEN FOX ARCHITECTS  
KOHLEH COMPANY  
KOHN PEDERSEN FOX  
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KPF  
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KRUECK + SEXTON ARCHITECTS  
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LRK  
LUC HERBOTS  
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MACDOWELL.TOMOVA  
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MAKEARCHITECTURE  
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MAREK ARCHITECTURE  
MASS STUDIES  
MATRAKA LTDA  
MATT FAJKUS ARCHITECTURE  
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MAXWAN ARCHITECTS & URBANISTS  
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MJ DESIGN  
MSR  
MUCHI EAST LLC  
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NIGEL GOUGH ILLUSTRATIONS  
NOOYOON  
NPS TCHOBAN VOSS  
OBJECTIVE AESTHETIC  
OCDC  
OEHME VAN SWEDEN  
OGLESBY GREENE ARCHITECTS  
OLSON KUNDIG ARCHITECTS  
ON42 ARCHITECTS  
OMNIPLAN  
PAGE  
PAUL STALLAN STUDIO \_ RMJM  
PAYETTE ASSOCIATES  
PCPA  
PELL OVERTON ARCHITECTS  
PERKINS+WILL  
PETER HARTMAN  
PHINNEY DESIGN GROUP  
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PLUSURBIA  
RAFA DESIGN  
REARDON SMITH  
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SMMA  
SMVARCHITECTS  
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SPAN ARCHITECTURE  
SPATIAL AFFAIRS BUREAU  
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STEPHANIE BOWER | ARCHITECTURAL ILLUSTRATION  
STUDIO AK F.Z.E  
STUDIO HAMED KHOSRAVI  
STUDIO VAIL LLC  
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STUDIOS ARCHITECTURE  
STUDIO-SWAIM INC  
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THE SLAM COLLABORATIVE  
THE UNION OF ARCHITECTS OF RUSSIA  
THOMAS B LEYTHAM-ARCHITECT  
THOMSON & COOKE ARCHITECTS  
TOY MANUFACTORY  
VIGILISM  
WATER+STRUCTURES  
WE-DESIGNS, LLC / HARVARD UNIVERSITY GSD  
WEINSTEIN FRIEDLEIN ARCHITECTS  
WHEAT ARCHITECTURE + DRAWING  
YELLOW WALL STUDIO  
ZGF ARCHITECTS  
ZIMMERMAN VISUAL

## PAST MEDIA COVERAGE

AIA DALLAS COLUMNS  
ARCHITECT MAGAZINE  
ARCH DAILY  
TEXAS ARCHITECT  
THE ARCHITECTURAL REVIEW ONLINE  
ARCHINECT  
BUSTLER  
WORLD ARCHITECTURE COMMUNITY  
WWW.DEXIGNER.COM  
TXA ANNUAL CONVENTION  
AIA NATIONAL  
EVOLO.US  
THE COMMERCIAL REAL ESTATE NETWORK  
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FORUMS.CGARCHITECT.COM

2011-2024

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ANITA LEHMANN  
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ARENA ANIMATION ACADEMY  
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ARIZONA STATE UNIVERSITY  
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AZRIELI SCHOOL OF ARCHITECTURE AND URBANISM  
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BRISTOL UNIVERSITY  
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CARLETON UNIVERSITY, OTTAWA, CANADA  
CATHOLIC UNIVERSITY OF AMERICA  
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CHULALONGKORN UNIVERSITY  
CLEMSON UNIVERSITY  
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COOPER UNION  
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MONTERREY CAMPUS GUADALAJARA  
INDA CHULALONGKORN UNIVERSITY  
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ISLAMIC AZAD UNIVERSITY OF SHIRAZ  
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KANSAS STATE UNIVERSITY  
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MANCHESTER SCHOOL OF ARCHITECTURE  
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MASSACHUSETTS INSTITUTE OF TECHNOLOGY  
MATT SWAIM  
MCGILL UNIVERSITY  
MIAMI DADE COLLEGE  
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MOHOLY NAGY UNIVERSITY OF ART AND DESIGN  
MOME UNIVERSITY OF ART AND DESIGN  
MONTANA STATE UNIVERSITY  
MOSCOW ARCHITECTURAL INSTITUTE (STATE ACADEMY)  
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NATIONAL SCHOOL OF ARCHITECTURE, LYON FRANCE  
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NATIONAL UNIVERSITY OF SINGAPORE  
NEWCASTLE UNIVERSITY  
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PORTLAND STATE UNIVERSITY  
PRATT INSTITUTE  
PRINCE MOHAMMAD BIN FAHD UNIVERSITY  
PRINCETON UNIVERSITY SCHOOL OF ARCHITECTURE  
RENSSELAER POLYTECHNIC INSTITUTE  
RHODE ISLAND SCHOOL OF DESIGN  
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RISD  
RMIT UNIVERSITY  
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ROYAL COLLEGE OF ART  
ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY  
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THE UNIVERSITY OF PENNSYLVANIA  
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UNIVERSITY OF CAMBRIDGE  
UNIVERSITY OF CINCINNATI  
UNIVERSITY OF COLORADO - BOULDER  
UNIVERSITY OF COPENHAGEN  
UNIVERSITY OF EDINBURGH  
UNIVERSITY OF GEORGIA  
UNIVERSITY OF HUDDERSFIELD  
UNIVERSITY OF MARYLAND, COLLEGE PARK  
UNIVERSITY OF MIAMI  
UNIVERSITY OF MIAMI SCHOOL OF ARCHITECTURE  
UNIVERSITY OF MICHIGAN  
UNIVERSITY OF MINNESOTA  
UNIVERSITY OF NATAL, SOUTH AFRICA  
UNIVERSITY OF NEBRASKA-LINCOLN  
UNIVERSITY OF NEVADA, LAS VEGAS  
UNIVERSITY OF NEW SOUTH WALES UNIVERSITY  
UNIVERSITY OF NOTRE DAME  
UNIVERSITY OF NOTTINGHAM  
UNIVERSITY OF OKLAHOMA  
UNIVERSITY OF OREGON

UNIVERSITY OF PENNSYLVANIA  
UNIVERSITY OF SCIENCES AND TECHNOLOGY OF ORAN  
UNIVERSITY OF SHEFFIELD  
UNIVERSITY OF SOUTH FLORIDA  
UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY OF TECHNOLOGY SYDNEY  
UNIVERSITY OF TEXAS AT SAN ANTONIO  
UNIVERSITY OF TEXAS AT ARLINGTON  
UNIVERSITY OF TORONTO  
UNIVERSITY OF UTAH  
UNIVERSITY OF VIRGINIA  
UNIVERSITY OF WATERLOO  
UNIVERSITY OF WATERLOO  
UNIVERSITY OF WESTMINSTER  
UNIVERSITY OF WISCONSIN-MILWAUKEE  
UNIVERSITY OF ZAGREB  
VFU CHERNORIZETS HRABAR  
VICTORIA UNIVERSITY OF WELLINGTON  
VIRGINIA COMMONWEALTH UNIVERSITY  
VIRGINIA POLYTECHNIC + STATE UNIVERSITY  
VIRGINIA TECH  
WALTER PARKS ARCHITECT  
WASEDA UNIVERSITY  
WASHINGTON STATE UNIVERSITY  
WASHINGTON UNIVERSITY IN ST. LOUIS  
WEINSTEIN FRIEDLEIN ARCHITECTS  
WELSH SCHOOL OF ARCHITECTURE  
WENTWORTH INSTITUTE OF TECHNOLOGY  
WESTEAST DESIGN GROUP  
WILSON D DESIGN  
WOODBURY UNIVERSITY  
YALE SCHOOL OF ARCHITECTURE  
UNIVERSITY OF GREENWICH  
UNIVERSITY OF HONG KONG  
UNIVERSITY OF IDAHO  
UNIVERSITY OF ILLINOIS AT CHICAGO  
UNIVERSITY OF ILLINOIS AT URBANA CHAMPAIGN  
UNIVERSITY OF INNSBRUCK  
UNIVERSITY OF KENT  
UNIVERSITY OF LIVERPOOL  
UNIVERSITY OF MANITOBA  
UNIVERSITY OF MANITOBA FACULTY OF ARCHITECTURE  
UNIVERSITY OF MELBOURNE

2011-2024

# Participating Schools



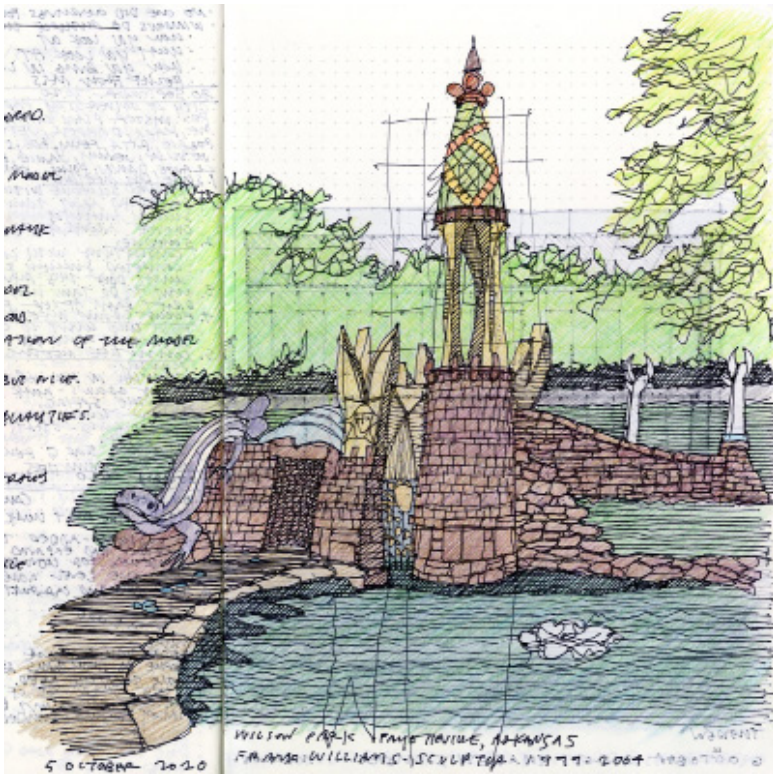
Victoria Wong | 2023  
**Student Digital / Hybrid Media**  
 Winner



Could Be Design | 2024  
**Animation - Group Entry**  
 Winner

## Past Winners





Michael Malone | 2024

**Travel Sketch**

Finalist

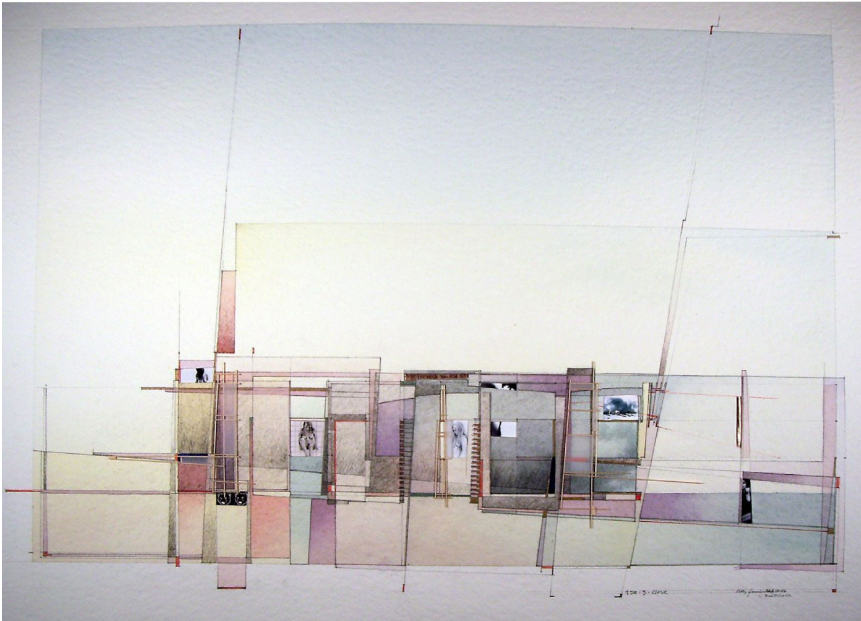


Ryan Rankin | 2023

**Travel Sketch**

Winner

# Past Winners



Richard Ferrier | 2006  
**Professional Hand Delineation**  
 Winner



Ghassan Alseryhi | 2023  
**Student Digital/ Hybrid Media**  
 Winner

## Past Winners





KRob

AIA Dallas