



Design Week

SPONSORSHIP PROPOSAL

SLDESIGNWEEK.ORG
@SLDesignWeek
#SLDW

SLDW October 16 – 21, 2017

INTRODUCTION

Salt Lake Design Week expands the public awareness about design in our community.

The purpose of Salt Lake Design Week is to celebrate and promote the impact of design in Utah across all disciplines—graphic, digital, product, fashion, photography, architecture, interior, and more.

Salt Lake Design Week brings together professionals, students, entrepreneurs, educators and other members of the community, to inspire and collaborate with one another. An example of this is the breadth of our partnerships including AIA, IDSA, SEGD, AAF, IIDA, IDXA, YAF, other Salt Lake City design groups, museums, businesses, and schools. Salt Lake Design Week includes an opening reception, business and design forums, workshops, film screenings, studio tours, exhibitions, lectures, mixers, and culminates with an outstanding Design Week closing party Bizarre Bazaar.



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WHY DESIGN WEEK MATTERS

Peter Stevenson
Design Week Committee
Representative
sponsor@sldesignweek.org
801.404.2390

Design week provides a forum for designers, business professionals, and the general public to interact, collaborate, and learn from each other, in order to build a stronger creative community.

Alysha Smith
Design Week Chair
alysha@saltlakecity.aiga.org
801.355.9541

Since Salt Lake Design Week's inception 5 years ago, it has engaged over 50,000 people and continues to be an overwhelming success. In addition to designers and business professionals, children and parents participate in events and workshops that inspire critical thinking. People love Design Week! In prior years, Design Week's buzz has reached all the way across the pond to London due to our amazing social strategy. This level of exposure means your brand once aligned with Salt Lake Design Week will be remembered, talked about, and requested by those who appreciate great design.



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WHEN OCT. 16– 21, 2017 **WHERE** Downtown Salt Lake City

WHAT Opening Reception, Specialized Lectures, Forums, Panels, Workshops, Mixers, Design Films, Studio Tours, Exhibitions, Community Events, and the Bizarre Bazaar, Design Week Closing Party



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TARGET AUDIENCE

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Salt Lake Design Week engages design professionals, our business communities, entrepreneurs, students, museum-goers, non-profits, tourists, and more. Through cross marketing, web presence, advertisements, email, posters and signage distributed throughout the city, participating companies and organizations will reach AIGA Salt Lake City members, the members of the partner organizations, and the design-savvy public. Today the combined local membership of the partner organizations is more than 1,600 members with an audience closer to 5,000. The membership consists of industry professionals, firms, studios, agencies, and students. This is a perfect opportunity to engage passionate trendsetters, influencers, and tastemakers.



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Being a Salt Lake Design Week sponsor puts you at the heart of a network of Utah's greatest designers, educators, entrepreneurs, retailers, and thinkers. Generate new customers, new business and widespread publicity and press coverage for increased brand awareness. We are also open to working collaboratively with our sponsors to craft custom integration events with their products and services. Silicon Slopes is a hot spot of tech growth, and the world knows that Salt Lake City is the place where great design happens. Join us for Salt Lake Design Week and associate your brand with the most powerful and engaging week of the year.



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PRESENTING SPONSOR

\$10,000 (One available)

- Premier recognition on the following Design Week specific promotional material (website, social, email, brochures, and postcards)
- Present and host opening night event
- Opportunity for 2 custom workshops or presentations during Design Week
- Display space at opening, and closing events
- Speaking opportunity at opening and closing events, 10–15 minutes
- Premier logo placement with link included on Design Week website
- Named in every Design Week Press Release announcements
- Acknowledgment at all Design Week events
- Premier logo placement included in all closing party digital marketing
- 8 tickets to Opening night event
- 6 VIP tickets to Bizarre Bazaar Design Week's closing night party

SUSTAINING SPONSORS

\$5,000 (Two available)

- Sustaining level recognition on the following Design Week specific promotional material (web, social, email, brochures and postcards)
- Speaking opportunity at 2 events, 10 minutes
- Sustaining level logo placement with link included on Design Week website
- Named in all Design Week Press Release announcements
- Acknowledgment at all Design Week events
- Opportunity for 1 workshop or presentation
- 6 tickets to Opening night event
- 4 VIP tickets to Bizarre Bazaar Design Week's closing night party



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SUPPORTING SPONSORS

\$2500 (Five available)

- Supporting level recognition on the following Design Week specific digital promotions material (web, email, and all social communication)
- Supporting level logo placement included on Design Week website
- Named in all general Design Week Press Release announcements
- 4 tickets to Opening night event
- 2 VIP tickets to Bizarre Bazaar Design Week's closing night party

CONTRIBUTING SPONSORS

\$1000 (Seven available)

- Contributing level recognition on the following Design Week specific promotional material (website, and email only)
- Contributing level logo placement included on Design Week website
- Named in all general Design Week Press Release announcements
- 4 tickets to Opening night event

IN-KIND SPONSORS

- In-Kind donations will be appraised by AIGA Salt Lake City and valued at 1/2 the cash value for the items or services donated.
- Each in-kind sponsor or donation will be appraised and will then be commensurate with the appropriate Design Week sponsor level.



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BANNER SPONSOR

25 Street Banners (None available)

- Contributing level recognition on the following Design Week specific promotional material (web, social, email, brochures and postcards)
- Logo represented on each banner as “Banner printed by (Company Logo)”
- Display space at 1 event, excluding opening, and closing
- Supporting level logo placement with link included on Design Week website
- Named in all event Press Release announcements
- 2 tickets to Opening night event
- 2 VIP tickets to Bizarre Bazaar Design Week’s closing night party

TYPOGRAPHY SPONSOR

2 Typefaces and four licenses (None available)

- Contributing level recognition on the following Design Week specific promotional material (web, email, and all social communication)
- Opportunity for special luncheon to be customized and arranged by Salt Lake Design Week with desired target audience (e.g., designers, industry leaders, business professionals students). Event space and promotion provided by Salt Lake Design Week. Does not include catering.
- Display space at 1 lettering and/or typeface event. excluding opening, and closing
- Supporting level logo placement with link included on Design Week website
- Named in all event Press Release announcements
- 2 tickets to Opening night event



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MEDIA SPONSORS **(8 available)**

Design Week Media Requirements

- Provide TV/Radio coverage or 1 full page ad in print, during October 2016
- Provide four weeks of web banner representation on media sponsor's website from September 26 — October 21
- Provide eight social networking blasts, 6 prior October 17th with 2 during Salt Lake Design week
- Listing in newsletter prior to event

Media Sponsor's Recognition & Entitlements

- Supporting level recognition on the following Design Week specific promotional material (website, social, email, brochures, and postcards)
- Supporting level logo placement with link included on Design Week website
- Named in all event Press Release announcements
- Logo included in environmental graphics created for night of closing party
- 4 tickets to Opening night event
- 2 VIP tickets to Bizarre Bazaar Design Week's closing night party



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