

PHXDW 2016

OCTOBER 21–28, 2016

Dear Prospective Sponsors,

Let this letter be your warm welcome to Phoenix Design Week 2016, the 8th annual celebration and exhibition of Arizona's design community.

What started as one passionate designer's vision has become an inspiration for design week celebrations all over the country. Arizona designers have long been a vital part of the local and national community, through working with leading corporations to create clear and influential communications, changing social opinion through art, and sharing their passion and expertise at acclaimed universities. PHXDW has become a prime opportunity for local talent to share their knowledge and inspire others to stretch the limits of their craft.

PHXDW attendees are looking to further their professions and skills, stay on the cusp of industry trends, and meet great people. In short, they know the value of relationships, especially those that present opportunities to collaborate and grow. That's why we're looking to build a relationship with you.

In years past, event organizers, business partners, and a horde of community volunteers have drummed up week-long excitement of design exhibits, educational sessions, discussion panels, and a remarkable array of internationally acclaimed, insightful speakers. Our ambitions this year are even higher, the opportunities even more promising—and your support is instrumental in helping us create a one-of-a-kind experience for designers across the state and beyond.

Please review the exhibitor and sponsorship opportunities in this packet, which includes all the information and details associated with each level of support. If you have any questions, please don't hesitate to contact me for further discussion.

Once again, thank you for your support of Arizona's creative professionals and the enduring community spirit that pushes us forward each year.

Sincerely,

DANIELLE KNOTTS

PHXDW 2016 Sponsorship Director

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WHAT

Since 2009, Phoenix Design Week has brought together hundreds of creative professionals and students from across the Valley and beyond for a week-long celebration of design—a series of presentations, workshops and events, all curated to inspire and strengthen the Arizona design community.

The highlight of Phoenix Design Week is the Method + Madness Conference, a two-day conference organized by community volunteers that features world-class speakers and local experts imparting actionable insights, hands-on education and a fiery passion for their craft.

WHO

Phoenix Design Week is a non-profit event originally founded in 2009 by Lost Creature and now wholly owned and presented by AIGA Arizona, a 501 (c)(3) organization. The event is made possible with support from many local design agencies, in-house design staff, and a large pool of community volunteers. PHXDW is aimed at print, web, motion and interactive designers, as well as those with an inherent appreciation for design.

AIGA Arizona (AIGA AZ) is one of 70 local chapters of AIGA, the professional association for design. Founded in 1914, and originally known as the American Institute of Graphic Arts, AIGA remains the oldest and largest professional membership organization for design. Representing over 25,000 members worldwide, AIGA stimulates thinking about design, demonstrates the value of design, and empowers the success of designers at each stage of their careers.

WHEN

OCTOBER 21–28, 2016

FRIDAY, OCTOBER 21

Creative Mornings Phoenix
Evening Kickoff Party

SATURDAY + SUNDAY, OCTOBER 22–23

Method + Madness Conference
with Saturday Evening Reception

MONDAY–THURSDAY, OCTOBER 24–27

Phoenix Design Week events throughout
the Valley

FRIDAY, OCTOBER 28

Closing Party

“I go to Method + Madness every year—it’s a great opportunity for designers to come together, celebrate design, talk about design, and learn from others. It showcases what a great design community we have.”

- ANONYMOUS

FACTS

- Founded by Lost Creature, now owned and organized by AIGA Arizona
- Seven days long
- Expected Method + Madness conference attendance: 450+ creative professionals
- Expected weekly event attendance: 60-80 creative professionals per event
- AIGA Arizona hosts over 25 events annually attended by 1500+ designers
- Active email and social media following of over 3000+ creative professionals
- Exclusive access to marketing, design, and creative professionals
- Multiple events and exhibits occurring in Phoenix, Tempe, Chandler and Scottsdale



DEMOGRAPHICS

Attendance has been represented by freelance, agency and in-house designers, students, educators, writers, illustrators, and marketing professionals.

- 54% male / 46% female
- 62% of attendees between the ages of 26 and 35
- 60% are employed full-time
- 27% are self-employed
- 54% are single
- 82% hold a 4-year college degree or higher
- 61% have lived in Arizona for 10 or more years
- Average income of attendees is \$51k

PAST {NATIONAL} SPEAKERS

Altay Sendil, Pinterest
Armin Vit, Under Consideration
Alex Medina, Reach Records
Alicia Eggert, Bowdoin College
Ashleigh Axios, The White House
Becky Simpson
Brian Singer, Facebook
Bobby Martin, Original Champions of Design
Danny Yount
Debbie Millman, Sterling Brands
Eddie Opara, Pentagram
Heidi Meredith & Renée Walker
Hillman Curtis
Jacqui Oakley
James Victore
James White
Jared Spool, UIE
Jennifer Hom, Google
Jennifer Kinon, Origin Champions of Design
Jessica Walsh, SagmeisterWalsh
Josh Higgins, Facebook
Juan Carlos Pagan, Deutsch NY
Justin Ahrens, Rule 29

“This event is a ‘must’ for our agency every year—remarkable content, fantastic community, great experience.”

- MIKE JONES, RESOUND CREATIVE

Kate Bingaman-Burt
Kelly Stevens, Whole Foods
Kenneth Fitzgerald
Lotta Niemenan
Mikey Burton
Paul Sahre
PJ McCormick, Amazon
Rich Roat, House Industries
Sam Harrison, Zing Zone
Stefan Bucher, 344 Loves You
Stewart Scott-Curran, Creative Live
Todd Berger & Lucian Föhr
Von Glitschka
Yomar Augusto
Bianca Giaever

SPONSORSHIPS

We have several levels of sponsorship to fit your promotional needs. Most levels include a cash donation option or an in-kind donation of services or materials and can be customized to your specific needs.

For sponsorship inquiries, please contact Danielle Knotts at danielle.knotts@arizona.aiga.org or (480) 529-1825.

TITLE SPONSOR

\$10,000 Cash – 1 Available

- Granted industry exclusivity throughout all sponsorship levels
- Year-round AIGA Arizona sponsor recognition
- Speaking opportunity at conference and an AIGA Arizona event during the coming year
- Access to participant mailing list (opt-in) placement
- Verbal recognition at all PHXDW events throughout the whole week
- Material placement in swag bag
- Top level signage logo placement
- Top level logo placement on website and print collateral
- Top recognition on emails and social media year-round
- Quarterly promotion of your organization's initiatives
- Sponsor table and booth in registration area
- 8 conference passes

PREMIER SPONSOR

\$5,000 Cash – 5 available

- Verbal recognition during conference
- Year-round AIGA Arizona sponsor recognition
- Material placement in swag bag
- Second level signage logo placement
- Second level logo placement on website and print collateral
- Logo recognition on emails and social media year-round
- Quarterly promotion of your organization's initiatives
- 6 conference passes

LEADERSHIP SPONSOR

\$2,500 cash or \$5,000 In-kind

- Verbal recognition during Method + Madness conference
- Year-round AIGA Arizona sponsor recognition
- Material placement in swag bag
- Third level signage logo placement
- Third level logo placement on website and print collateral
- Logo recognition on emails and social media year-round
- 4 conference passes

INDUSTRY SPONSOR

\$1,000 cash or \$2,500 In-kind

- Material placement in swag bag
- Fourth level logo placement on website and print collateral
- 2 conference passes

AGENCY SPONSOR

\$500 for 10+ employees or \$250 for 1–10 employees

- Material placement in swag bag
- Fifth level logo placement on website and print collateral

SPONSOR A STUDENT

\$150 per student

- Sponsor PHXDW attendance for a student designer
- Sixth level logo placement for you or your company on website and print collateral
- Designate a specific student or have AIGA AZ select a student for you.
- Attendee will be notified of their sponsor
- Attendee must currently be enrolled at a college or university in a design-related field

À LA CARTE SPONSORSHIP

This year, we are offering extended opportunities for you to get involved with PHXDW. These sponsorships are each open to only one company, so your business is guaranteed exclusive exposure for that item or event.

Inquire with Danielle Knotts at danielle.knotts@arizona.aiga.org or (480) 529-1825 for availability.



“I went to this conference for my first time, unsure about where I want to be in the working design world. I’ve come out of it more confident and more inspired than ever that I can succeed!”

- ANONYMOUS

PHOENIX DESIGN WEEK KICKOFF PARTY

\$3,000 – 1 Available

The kickoff party gets attendees psyched up for the exciting week ahead, and is the first impression many will have of this year’s event. The event is included in the Method + Madness Conference admission price, and is also available at an extra fee to the greater community. Attendees will be welcomed in a trendy event space with food, non-alcoholic beverages, wait staff, and entertainment, where your company will be featured in the branding “Phoenix Design Week Kickoff Party, Presented by [Your Company].”

METHOD + MADNESS SATURDAY EVENING RECEPTION

\$4,000 – 1 Available

Intended for attendees to meet and mix with their peers, this event is held the first night of Method + Madness and will be promoted as the “Method + Madness Reception, Presented by [Your Company]. The event is offered at no cost to conference ticketholders and at a fee for non-attendees. The cost will cover the event space, food, non-alcoholic beverages, wait staff, promotion, and entertainment.

FRIDAY WRAP PARTY

\$3,000 – 1 Available

Branded as the “Phoenix Design Week Closing Party, Presented by [Your Company],” this event is intended for the creative community at large to share one last celebration at the end of the week. Past venues have included galleries, museums, the convention center, coworking spaces, and hotel rooftops. The cost will cover the event space, food, non-alcoholic beverages, wait staff, promotion, and entertainment.

CONFERENCE WATER BOTTLES

\$2,500 – 1 Available

Each attendee will receive a durable, reusable water bottle with a sponsor's logo on the front, visible every time they take a drink.

CONFERENCE LANYARDS

\$2,000 – 1 Available

Attendee badges are worn at all times throughout the conference and are often kept as keepsakes. On the lanyard, your company logo will be visible at all times, making this an ideal investment for brand recognition.

CONFERENCE BAGS

\$1,750 – 1 Available

Your logo will be printed on a well-made keepsake bag given to each attendee at registration. The bag will hold all the gifts and information for the weekend and are made to be reused after the event.

CELL PHONE CHARGING STATION

\$1,500 – 1 Available

Your company will be promoted on signage where attendees need it most – at a spot to charge their devices!

OTHER SPONSORSHIP OPPORTUNITIES

If you would like to support AIGA Arizona directly, there are multiple opportunities to interact with the Arizona design community year-round. Please contact Danielle Knotts at danielle.knotts@arizona.aiga.org or (480) 529-1825 for more information.

SUBMISSION GUIDELINES

For guaranteed placement in the program and on event signage, sponsorships must be paid in full by **September 15th**. Commitments received after this date can only be promised placement on digital materials.

Please send your logo within three (3) business days of submitting your sponsorship payment to danielle.knotts@arizona.aiga.org. Logos should be provided in .ai or .eps format.

SPONSORSHIPS

{AT-A-GLANCE}

For sponsorship inquiries, please contact Danielle Knotts at danielle.knotts@arizona.aiga.org or (480) 529-1825.

	Title	Premier	Leadership	Industry	Agency	Student
Industry exclusivity	✓					
Speaking opportunity at conference	✓					
Sponsor table/booth	✓					
Year-long recognition	✓	✓	✓			
Event-long logo recognition	✓	✓	✓	✓	✓	✓
Verbal recognition at PHXDW events	✓					
Verbal recognition at conference	✓	✓	✓	✓	✓	
Material placement in swag bag	✓	✓	✓	✓	✓	
Logo on signage	✓	✓	✓			
Logo on emails and social	✓	✓	✓			
Quarterly promotion of your initiatives	✓	✓				
Logo on print	✓	✓	✓	✓	✓	✓
Logo on web	✓	✓	✓	✓	✓	✓
Conference passes	8	6	4	2	0	1 for student attendee
Investment	\$10k cash	\$5k cash	\$2.5k cash or \$5k in-kind	\$1k cash or \$2.5k in-kind	\$250-\$500 cash	\$150 cash