



Arizona

the professional
association for design

2017–2018
Sponsorship
Package

3116 S Mill Avenue
Suite 499
Tempe, AZ 85282
602.730.4261

@AIGAAZ
arizona.aiga.org

Dear Prospective Sponsors,

Let this letter be your warm welcome to AIGA Arizona, presenter of Phoenix Design Week and the Method + Madness Conference. 2017 is the 9th 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 and the Method + Madness Conference have become a prime opportunity for local talent to connect face to face, 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.

Along with specific Method + Madness Conference exposure, the top 3 tiers of commitment bring with them an entire year of AIGA Arizona chapter sponsorship deliverables. To see a quick overview, refer to the handy sponsor level chart at the end of this packet.

Please review the sponsorship opportunities in this packet, or for an online form with detailed information and opportunity availability, browse to www.phxdw.com and click on the sponsor link. If you have any questions, please don't hesitate to contact me for further discussion or dialogue about custom packages.

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 2017 Sponsorship Director
danielle.knotts@arizona.aiga.org
480-529-1825



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WHAT IS PHXDW?

Since 2009, Phoenix Design Week has brought together hundreds of creative professionals and students from across the Valley and beyond for a weeklong 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 that features worldclass speakers and local experts imparting actionable insights, hands-on education and a fiery passion for their craft.

WHO ATTENDS

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 IS PHXDW?

- October 27 - November 3, 2017
- October 27 Creative Mornings
 - Phoenix Evening Kickoff Party
 - October 27-28 Method + Madness Conference
 - at The Phoenix Convention Center
 - October 27-November 3rd Phoenix Design Week events throughout the Valley
 - November 3 Closing Party

PHXDW & METHOD + MADNESS CONFERENCE 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

ATTENDEE 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 SPEAKERS (JUST A SAMPLE)

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, Todd Berger & Lucian Föhr Von Glitschka



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SPONSORSHIP OPPORTUNITIES

We have many levels of sponsorship to fit your promotional needs ranging from the annual chapter exposure as well as PHXDW specific levels. All levels require a cash donation option or an in-kind donation of services or materials. These can be customized to your specific needs. For sponsorship inquiries, please contact Danielle Knotts at danielle.knotts@arizona.aiga.org (480) 529-1825. For an online form with detailed information and opportunity availability, browse to www.phxdw.com and click on the sponsor link.

Title PHXDW Sponsor \$10,000 Cash — 1 Available

- Year-round AIGA Arizona sponsor recognition
- Granted industry exclusivity
- Speaking opportunity at conference and an AIGA Arizona event during the coming year
- Sponsor table and booth in conference area (if interested)
- Access to participant mailing list (opt-in) placement
- Verbal recognition at the Method + Madness conference
- 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
- 8 conference passes

Official PHXDW Print Sponsor – \$10,000+ In-Kind – 0 available

- Year-round AIGA Arizona sponsor recognition
- Verbal recognition during conference
- 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

Official PHXDW Large Format Sponsor – \$10,000+ In-Kind – 0 available

- Year-round AIGA Arizona sponsor recognition
- Verbal recognition during conference
- 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



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SPONSORSHIP OPPORTUNITIES (CONTINUED)

Premier PHXDW Sponsor \$5,000 Cash — 5 available

- Year-round AIGA Arizona sponsor recognition
- Verbal recognition during conference
- 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

Official M+M Premier Partner \$10,000+ In-kind:

BRAND: - 0 Available (Moses)

PRINT PRODUCTION: -0 Available (Magnetry)

MARKETING/PR: - 1 Available

PAPER: - 1 Available

WEB DEVELOPMENT: -0 Available (Factor 1, Matt Adams)

- Year-round AIGA Arizona sponsor recognition
- Verbal recognition during Method + Madness conference
- 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
- Quarterly promotion of your organization's initiatives
- 6 conference passes

M+M 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
- Fourth level signage logo placement
- Fourth level logo placement on website and print collateral
- Logo recognition on emails and social media year-round
- 4 conference passes

M+M Track Sponsor \$2,500 cash or \$5,000 In-kind

Sponsor one of the 4 Method + Madness breakout tracks: In-House, Design for Good, UI/UX

- Verbal recognition during Method + Madness conference
- Material placement in swag bag
- Fourth level signage logo placement
- Fourth level logo placement on website and print collateral
- Logo recognition on conference specific emails and social media
- 2 conference passes



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SPONSORSHIP OPPORTUNITIES (CONTINUED)

M+M Industry Sponsor \$1,000 cash or \$2,500 In-kind

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

M+M Agency Sponsor \$500 for 10+ employees or \$250 for 1–10 employees

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

M+M Sponsor a student \$150 per student

- Sponsor PHXDW attendance for a student designer
- Name listing 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 (480) 529-1825 or Jim Nissen at jim.nissen@arizona.aiga.org (602) 315-2667 for availability.

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]." This sponsorship is a M+M Leadership Sponsor level opportunity.

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. This sponsorship is a M+M Leadership Sponsor level opportunity.



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À LA CARTE SPONSORSHIP OPPORTUNITIES (CONTINUED)

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. This sponsorship is a M+M Leadership Sponsor level opportunity.

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. This sponsorship is a M+M Leadership Sponsor level opportunity.

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. This sponsorship is a M+M Industry Sponsor level opportunity.

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. This sponsorship is a M+M Industry Sponsor level opportunity.

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. This sponsorship is a M+M Industry Sponsor level opportunity.

FOR MORE INFORMATION

Browse to www.phxdw.com and click on the sponsor link to view the online form with detailed information and opportunity availability, or contact Danielle Knotts at danielle.knotts@arizona.aiga.org (480) 529-1825 for more information and custom opportunity possibilities.



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SPONSORSHIP DELIVERABLES

	PHXDW TITLE	OFFICIAL PHXDW PRINT	OFFICIAL PHXDW LARGE FORMAT	PREMIER PHXDW	OFFICIAL PHXDW PREMIER	M+M	M+M TRACK	M+M	M+M AGENCY	M+M
Year-round AIGA Arizona sponsor recognition	+	+	+	+	+					
Granted industry exclusivity	+	+	+		+					
Speaking opportunity at conference and an AIGA Arizona event during the coming year	+	+	+		+		+			
Sponsor table and booth in conference area (if interested)	+	+	+	+	+	+	+			
Access to participant mailing list (opt-in) placement	+	+	+	+	+	+	+			
Verbal recognition at the Method + Madness Conference	+	+	+	+	+	+	+			
Material placement in swag bag	+	+	+	+	+	+	+	+	+	
logo placement on signage	+	+	+	+	+	+	+	+	+	
Logo placement on Chapter & PHXDW website and print collateral	+	+	+	+	+	+	+	+	+	+
Recognition on chapter emails and social media year-round	+	+	+	+	+	+				
Quarterly promotion of your organization's initiatives	+	+	+	+	+					
# of Conference passes	8	6	6	6	6	4	2	2		