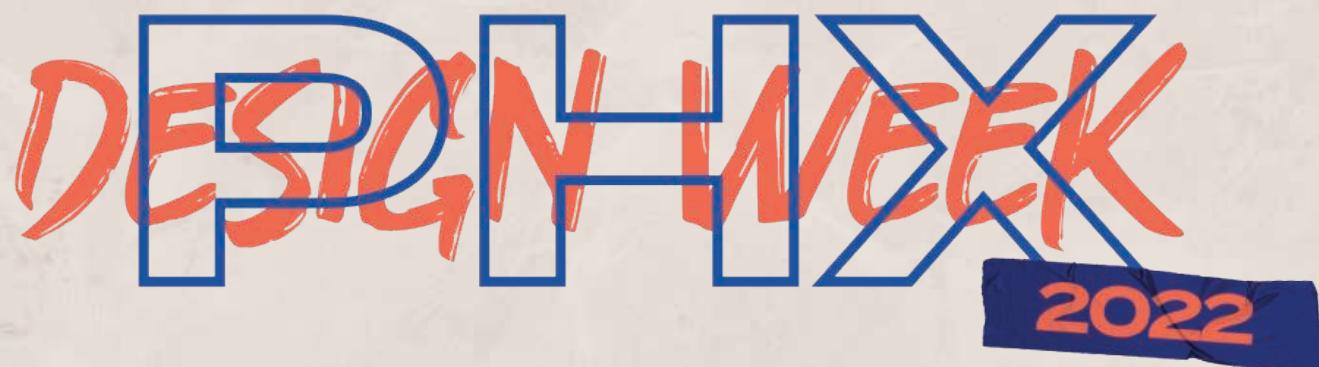


SPONSORSHIP OPPORTUNITIES

KEEP IT REAL



PRESENTED BY



Arizona
the professional
association for design

SPONSORSHIP OPPORTUNITIES

with AIGA Arizona and Phoenix Design Week 2022

As a non-profit, all-volunteer professional association, AIGA Arizona relies on the support of like-minded community partners. We actively seek sponsors who believe in the value of design in business and want to help build a cohesive, vibrant creative community within our state.

When you become an AIGA Arizona sponsor, you'll be connecting with print, web, motion and interactive designers, and those in related fields of marketing, user experience, content management, development, social media and advertising. Our network includes all creative thinkers and problem solvers who have an inherent appreciation for design!

Whether you're considering support of our premier annual event, Phoenix Design Week, or interested in other ways to connect with our audience, there are many opportunities for you to participate.

For 2022, we are thrilled to bring back the Phoenix Design Week conference for real and in person at Phoenix Art Museum. The year's theme celebrates our joy of being together again and our staying power as a creative community.



It's time. Time to ditch the virtual backgrounds and muted mics and just Keep it REAL.

It's time to tell it like it is. Let's have those REAL conversations, celebrate what we create with our hands and our hearts and be authentic.

Face to face – IRL.

After nearly 3 years apart, we know this much is true: it's the things we can touch and the connections we share that we cherish most.

PHXDW.COM #PHXDW #AIGAAZ

PHOENIX DESIGN WEEK 2022



What is Phoenix Design Week?

Phoenix Design Week (PHXDW) is a week-long celebration of design organized by AIGA Arizona to unite our state's design community and provide a forum for sharing best practices, showcasing exceptional work and gaining inspiration.

The main event during Phoenix Design Week is the PHXDW Conference, themed "Keep it Real" for 2022. This two-day industry conference is the place where graphic designers, illustrators, writers, UI/UX designers, content managers, marketing professionals, and people who work with them gather to learn and get inspired.

Phoenix Design Week was conceived as a grassroots call-to-action in 2009, and we're proud to say this is the 14th consecutive annual event. We've far exceeded the original vision to become a highly anticipated fixture of Arizona's design landscape, with a design week that is admired and emulated among other AIGA chapters nationwide.

**14
YEARS**

The first PHXDW was held in 2009, making this year the 14th consecutive annual event.

**28,000+
FOLLOWING**

A whopping 28,000+ follow #phxdw and #aigaaz on social media and subscribe via email.

**3
MAJOR METROS**

PHXDW events happen throughout the Phoenix metro area, plus Tucson and Flagstaff.

When is Phoenix Design Week 2022?

This year's Phoenix Design Week runs from September 23–30, 2022. The week will launch with an informal welcome at Phoenix Art Museum for conference ticketholders on the evening of Friday, September 23, followed by our two-day conference on Saturday and Sunday, September 24–25.

We continue with five more days of community presented events, and conclude with Closing event(s) on Friday, September 30 to send new friends off to another year of design inspiration.

SEPTEMBER 2022						FRI 9/23	SAT 9/24
Phoenix Design Week is:						Opening Welcome	Keep It Real Conference
SUN 9/25	MON 9/26	TUE 9/27	WED 9/28	THU 9/29	FRI 9/30	See you next year!	
Keep It Real Conference	Community Events	Community Events	Community Events	Community Events	Closing Event		

PHXDW FACTS



- PHXDW two-day professional conference anchors eight total days of events.
- Inspiring new venue for 2022 at Phoenix Art Museum.
- 2022 conference expected attendance: 300+ creative professionals.
- In-person attendees have traveled from neighboring states (New Mexico, Nevada, Colorado, Texas, California) as well as Monterrey, Mexico (2019).
- Virtual attendees in 2020 and 2021 hailed from 14 other US states besides Arizona, plus an amazing reach into Canada, Mexico, Colombia, Scotland and even as far as the Philippines!
- Expected Phoenix Design Week community events attendance: 25–100 creative professionals per event; with events happening each day.
- Plus, AIGA Arizona typically hosts monthly events, attended by 1,500+ designers in a typical non-pandemic year.
- Active email and social media following of over 28,000+ creative professionals
- In addition to Phoenix, multiple events are typically held throughout the greater metro area (Tempe, Chandler, Mesa, Gilbert, Scottsdale), plus associated events in Tucson and Flagstaff.

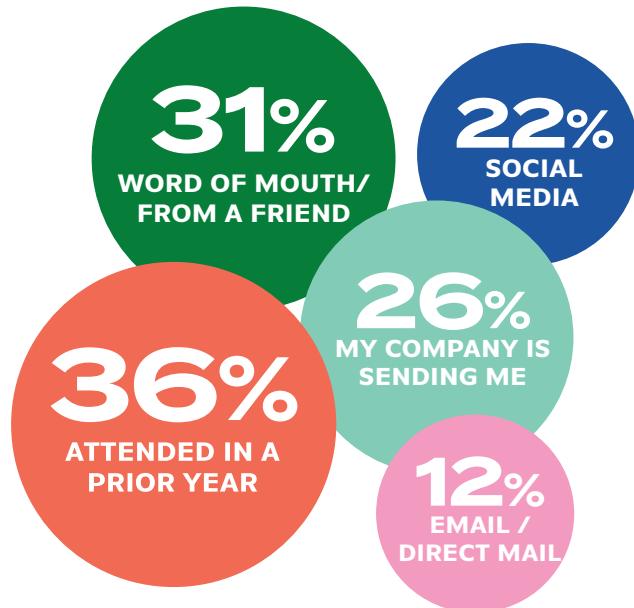
PHXDW ATTENDEE CENSUS

What design role do you primarily identify with?

Graphic Designer	35%
Creative Director / Art Director	17%
Web/UX Design/Developer	15%
Advertising/Marketing Specialist.....	8%
Students	7%
Educators	4%
Project/Business Manager	4%
Business Owner.....	3%
Copywriter/Content Strategist.....	2%
Motion/Animation Design	2%
Other*	3%

*Includes Recruiters, Vendors, Illustrators, Photographers and other Marketing Professionals

“How did you learn about PHXDW?”



The variety, relevance and sense of community keep audiences coming back year after year. Your brand will be shared over and over among friends and colleagues alike.

SPONSORSHIP PACKAGES

We have several levels of sponsorship to fit your promotional needs and your budget. All levels require a cash donation or an in-kind contribution of services or materials, and we are happy to customize any package for your company.

2022 SPONSORSHIP LEVELS AT A GLANCE

				SEE PAGE
TITLE SPONSOR	TITLE \$20,000			6
THE LEADERS	GOLD \$5,000 in kind \$10,000+	SILVER \$2,500 in kind \$5,000+	COPPER \$1,000 in kind \$2,000+	7-8
THE SUPPORTERS	BRONZE \$500	COMMUNITY \$250	STUDENT \$150	9
THE EXPERTS	TRACK \$2,500	EXHIBITORS		10
THE AMBASSADORS	FOUR OPTIONS FROM \$1,500–\$5,000			11
THE ADVOCATES	MORE WAYS TO SUPPORT AIGA ARIZONA			12
JOIN US	HOW TO SIGN ON			13

Where does my sponsorship contribution go?*

Phoenix Design Week has always been a grassroots community-building event. Keeping ticket prices affordable and accessible in comparison to equivalent national conferences is a priority.

Even though our team is entirely volunteer-led, the income from ticket sales alone only pays for part of the event expenses. Your sponsorship support helps us deliver a memorable conference experience and is directed toward conference center facilities, AV, speaker travel expenses, catering, materials, security, and refreshments. Remaining funds, if any, are used to support AIGA Arizona programs throughout the year (see page 12).

TITLE SPONSOR

Lend a significant presence to Arizona's design community as the Title Sponsor of Phoenix Design Week 2022. In addition to the benefits listed below, your name will be displayed first and foremost as "Phoenix Design Week 2022 presented by AIGA Arizona and (your company)."

TITLE Sponsorship Package - \$20,000

One Available - Cash Only

Conference Inclusion:

- Booth Space in Great Hall at Phoenix Art Museum (non-retail)
- Ten (10) Full Two-Day PHXDW Conference Passes
- 50% Discount on up to 10 additional ticket purchases
- Ten (10) Seats reserved for Main Session (per day)

Speaking Opportunity:

- One (1) 60-second video spotlight shown during main session of conference
- One (1) Breakout session (subject to approval of PHXDW Programming Team)

Brand Awareness & Marketing:

- Industry exclusive sponsor opportunity (if available)
- One (1) full-page ad in conference program (inside back cover/back panel)
- Verbal recognition as Title Sponsor from main stage at PHXDW Conference
- Verbal recognition as Title Sponsor at all PHXDW 2022 Events throughout the week
- Topmost-tier company logo as Title Sponsor on PHXDW 2022 website (with link), promotional emails, direct mail and print collateral
- Year-round sponsor recognition with logo on AIGA Arizona website (aigaaz.org) in addition to phxdw.com
- Company featured in PHXDW 2022 press announcements as Title Sponsor
- Blog article featured on AIGA Arizona website (content subject to approval of AIGA Arizona Communications Director)
- Pre-Conference or Post-Conference attendee mailing list (one-time use)
- Two (2) each PHXDW 2022 Facebook, Twitter, Instagram promotional posts during lead-up timeframe
- Company logo on signage at registration at main PHXDW Conference entrance
- Recognized as Title Sponsor at PHXDW Kickoff and Closing events
- Two (2) Brochure/Collateral chair crop in the Main Conference Room
- Two (2) Swag bag Inserts (no food products permitted)

THE LEADERS

Help blaze a trail — be a beacon in the design community with significant contributions of support. Our PHXDW Leaders take a stand and inspire others to get on board.

GOLD Sponsorship Package

\$5,000 Cash | \$10,000+ In-Kind

2 Available

Conference Inclusion:

- Six (6) Full Two-Day PHXDW Conference Passes
- 50% Discount on up to 6 additional ticket purchases
- 25% Discount on up to 6 more additional ticket purchases
- Six (6) Seats reserved for Main Session (per day)
- Booth Space in Great Hall at Phoenix Art Museum (non-retail, if available)

Speaking Opportunity:

- One (1) 30-second video spotlight shown during main session of conference

Brand Awareness & Marketing:

- One (1) half-page ad in conference program (interior page)
- Verbal recognition as Gold Sponsor from main stage at PHXDW Conference
- Verbal recognition as Gold Sponsor at (1) PHXDW 2022 Event (based on availability and first come basis)
- Company logo featured as Community/Gold Sponsor on PHXDW 2022 website (with link), promotional emails, and print collateral
- Company logo on pre-conference email to attendees sent by AIGA
- Year-round sponsor recognition with logo on AIGA Arizona website (aigaaz.org) in addition to phxdw.com
- One (1) each PHXDW 2022 Facebook, Twitter, Instagram promotional posts during lead-up timeframe
- Company featured in PHXDW 2022 pre-show press announcements as Gold Sponsor
- Company logo on signage at registration at main PHXDW Conference entrance
- One (1) Brochure/Collateral chair drop in Breakout Track (session based on availability)
- Two (2) Swag bag Inserts (no food products permitted)

THE LEADERS



SILVER Sponsorship Package

\$2,500 Cash | \$5,000+ In-Kind

~~3~~ **4 Available**

Conference Inclusion:

- Three (3) Full Two-Day Conference Passes
- Three (3) One-Day Conference Passes
- 25% Discount on up to 3 additional ticket purchases
- Standup Banner Space in Great Hall at Phoenix Art Museum (if available)

Brand Awareness & Marketing:

- Company logo on pre-conference email to attendees sent by AIGA
- Company logo featured as Community/Silver Sponsor on PHXDW 2022 website (with link), promotional emails, and print collateral
- Year-round sponsor recognition with logo on AIGA Arizona website
- Company logo on signage at registration at main PHXDW 2022 Conference entrance
- One (1) each PHXDW 2022 Facebook, Twitter, Instagram promotional posts during lead-up timeframe
- One (1) Swag bag Insert (no food products permitted)

COPPER Sponsorship Package

\$1,000 Cash | \$2,000+ In-Kind

4 Available

Conference Inclusion:

- One (1) Full Two-Day Conference Pass
- Two (2) One-Day Conference Passes
- 25% Discount on up to 3 additional ticket purchases

Brand Awareness & Marketing:

- Company logo featured as Community/Copper Sponsor on PHXDW 2022 website (with link), promotional emails, and print collateral
- One (1) each PHXDW 2022 Facebook, Twitter, Instagram promotional posts during lead-up timeframe
- Year-round sponsor recognition listing on AIGA Arizona website
- One (1) Swag bag Insert (no food products permitted)

THE SUPPORTERS

Show your support for Phoenix Design Week with these economical options. Perfect for small businesses, agencies and individuals.

BRONZE Sponsorship Package

\$500 Cash | \$1,000+ In-Kind

4 Available

Conference Inclusion:

- One (1) Full Two-Day Conference Pass
- 25% Discount on up to two (2) additional ticket purchases

Brand Awareness & Marketing:

- Company listed as Community/Bronze Sponsor on PHXDW 2022 website and in conference guide
- Company name listed on promotional emails
- One (1) Swag Bag Insert (no food products permitted)

COMMUNITY Sponsorship Package

\$250 Cash Only

Conference Inclusion:

- One (1) One-Day Conference Pass

Brand Awareness & Marketing:

- Company listed on PHXDW 2022 website and in conference guide
- One (1) Swag Bag Insert (no food products permitted)

SPONSOR A STUDENT

\$150 Per Student

Enable a deserving student to attend the PHXDW conference so they can experience what it means to participate in their local design community.

How it works:

- Students apply for sponsorship through a Call for Submissions. Choose one (or more!) student(s) from those who apply, or have AIGA Arizona select a student for you.
- Your name and contact information will be shared with the student recipient, unless you wish to remain anonymous.
- Company / Individual name listed on PHXDW 2022 website and in conference guide.
- Sponsored student must currently be enrolled at a college or university in a design-related field.

THE EXPERTS

Conference attendees tell us every year that they're yearning for more hands-on, real-world skills they can put to work immediately. Help us fuel that fire with your own expertise!

TRACK Sponsorship Package

\$2,500 Cash Only

1 Available

Sponsor, present or curate one of three Conference breakout tracks. The PHXDW Programming team will work with you to coordinate your presentation content. Topics may fall under the categories of User Experience, Business of Design, Diversity & Inclusion, Design Skills/Instruction, or In-House Design.

Conference Inclusion:

- Two (2) Full Two-Day Conference Passes
- One (1) Breakout Track Presentation

Brand Awareness & Marketing:

- Company logo on pre-conference email to attendees sent by AIGA
 - Company logo featured as Community/Track Sponsor on PHXDW 2022 website (with link), promotional emails, and print collateral
 - Year-round sponsor recognition with logo on AIGA Arizona website
 - Company logo on signage at registration at main PHXDW 2022 Conference entrance
 - One (1) each PHXDW 2022 Facebook, Twitter, Instagram promotional posts during lead-up timeframe
 - One (1) Swag bag Insert (no food products permitted)
-

EXHIBITOR INFORMATION

Due to retail regulations and space limitations at Phoenix Art Museum, unfortunately we will not be able to offer Pop-Up Shops this year. A limited number of exhibitor spaces are available to sponsors only.

Ask us about options for merchandise sales.

THE AMBASSADORS

Help create a warm welcome and memorable experience for our conference and event guests. Each of these sponsorships is open to only one company, so your business is guaranteed exclusive exposure for that item or event.

COFFEE BREAKS & COOKIES

\$5,000 Saturday 9/24 | \$2,500 Sunday 9/25

Be the PHXDW conference attendees' favorite sponsor by feeding their tummies while they feed their minds. Sponsor the cost of catering 2 coffee breaks on Saturday, or one coffee break on Sunday. Includes ticket allowance and brand awareness benefits of GOLD/SILVER (see pages 7–8).

CONFERENCE LANYARDS

\$1,500

Attendee badges are worn at all times throughout the conference and are often kept as keepsakes and shared online by attendees. Your company logo will be visible on the full color branded lanyard at all times, making this an ideal investment for brand recognition. Includes benefits of COPPER Sponsor level (page 8).

CONFERENCE TOTES

\$1,500

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. Includes benefits of COPPER Sponsor level (page 8).

PHXDW OPENING OR CLOSING EVENT

Up to \$5,000

Branded as the "Phoenix Design Week [Event], Presented by [Your Company]," opening and closing events help herald the week and welcome the creative community from day one, and share one last celebration to close out the week. Past venues have included printing companies, galleries, museums, ad agencies, coworking spaces, restaurants and hotels. Helps cover the event space, catering, promotion, and entertainment. Custom sponsorship benefits commensurate with dollar amount contributed. Contact the PHXDW Events team at events@phxdw.com to discuss options.

VENUE HOST

If you'd like to host a PHXDW Community Event* during Phoenix Design Week, and get recognized on phxdw.com and more, contact us at events@phxdw.com.

THE ADVOCATES



Aside from Phoenix Design Week, there are many opportunities to align your own interests with Arizona's design community on the issues it cares about most. We welcome tax-deductible* cash donations in any amount, contributions of in-kind goods and services, as well as venue and volunteer partnerships to support these initiatives.

AIGA ARIZONA CHAPTER PROGRAM SUPPORT OPPORTUNITIES INCLUDE:

Design for Good: If a culture of service is more your style, join us in supporting social impact projects, such as CreateAthon, a 24-hour design marathon that helps underfunded non-profits in need of a marketing boost.

Education and Mentorship: Help encourage new generations of designers junior high students to college graduates to those just starting or restarting their careers. Programs include portfolio reviews, mentor/mentee pairing, design bootcamps for kids, a scholarship fund, and more.

Diversity, Equity & Inclusion: Join us in supporting AIGA's national initiatives to encourage diversity in design education, discourse and practice. Multicultural workshops bring richness and awareness to our work, and Women Lead programs demonstrate a commitment to gender equity in the design field.

Standalone Events: Software instruction, in-house meetups, touring national speakers, and showcases about in-house design are some of the one-time opportunities to get involved with AIGA Arizona.

Sponsorship of any chapter program above includes year-round recognition by AIGA Arizona, and any contribution of \$1,000 or higher (\$2,500 in-kind) automatically includes Phoenix Design Week benefits too, even if you choose to designate your support for a different program. We host monthly events in the Phoenix metro area, Tucson and Flagstaff so there are plenty of opportunities to interact with designers statewide.

Have another idea for partnering with AIGA Arizona?
Ask us about custom packages that best fit your business.

For more information or to contribute to any of the above, contact the program director listed at aigaaz.org/board/ or write to sponsorship@arizona.aiga.org.

HOW TO SIGN ON

READY TO MAKE A COMMITMENT?

Start by completing the online donation form at aigaaz.org/donate.

Form Instructions

- First, choose CASH or IN-KIND radio button.
 - If CASH, enter the amount of your contribution.
 - If IN-KIND, enter the dollar value of your contribution and describe it.
- Designate the program you're contributing to.
- Continue to fill out your Contact Information.
- Choose whether to pay online, be invoiced, or click no payment for in-kind.
- Provide your logo and Donor Recognition information.
- SUBMIT
- You will receive an official receipt from the AIGA AZ Treasurer.
- The AIGA Arizona sponsorship team will contact you to arrange your benefit package.

TO DISCUSS A CUSTOM PACKAGE OR ANY OF THE OPTIONS INCLUDED IN THIS PACKET

Send a note to sponsorship@arizona.aiga.org or hello@phxdw.com.

We look forward to hearing from you.

About AIGA Arizona



AIGA Arizona is one of 74 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.

Formed in 1989, the Arizona chapter serves the graphic design community and those in related fields throughout our state, and augments the activities of the national organization. We nurture creative curiosity and use programming, resources and mentorship to empower the voices in our community to create a lasting impact.

LEARN MORE ABOUT AIGA ARIZONA

A photograph of a group of people cheering at night. They are all smiling and have their hands raised in the air, making peace signs or similar gestures. The scene is lit from below, creating a dramatic effect against a dark background.

KEEP IT REAL



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Arizona