



# PHXDW

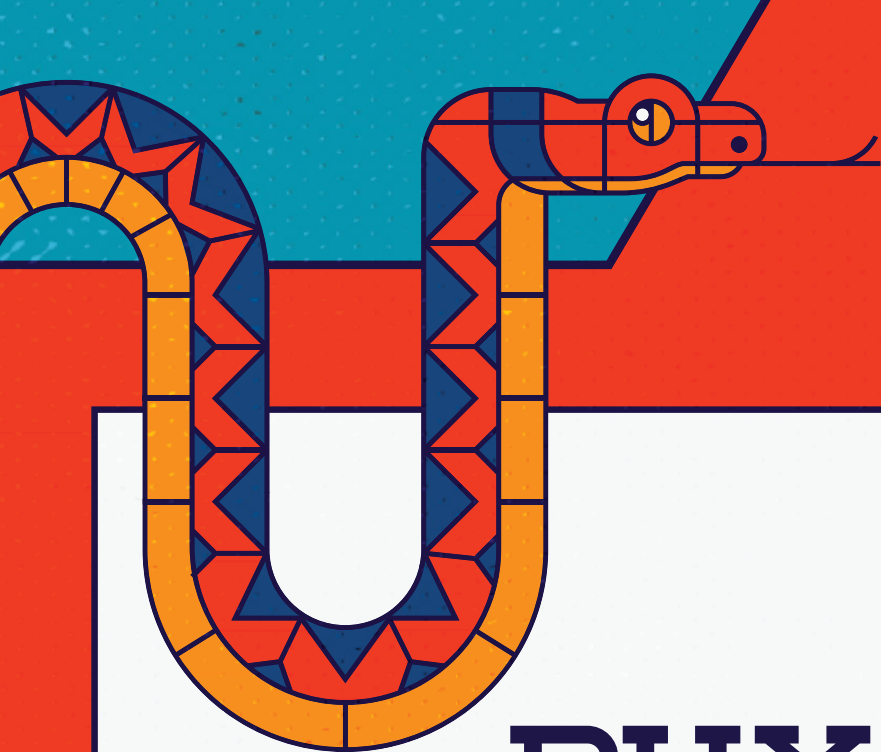
PHOENIX DESIGN WEEK

**SPONSORSHIP OPPORTUNITIES**

PRESENTED BY



**Arizona**  
the professional  
association for design



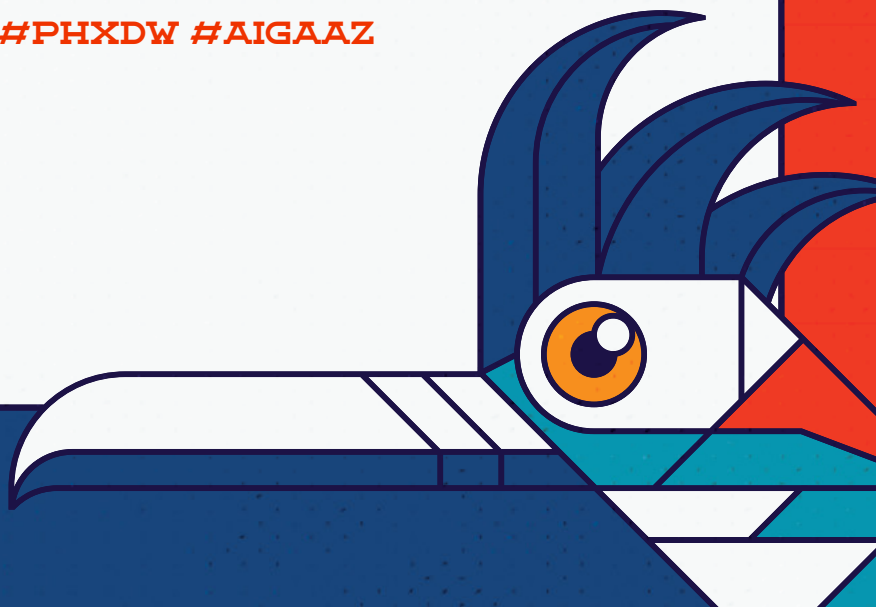
# PHXDW UNITE

2023 marks a momentous celebration of 15 years of Phoenix Design Week, bringing together a mosaic of creatives from across the 15 counties of Arizona and beyond to UNITE in their shared passion for design.

With a vibrant and welcoming vibe for which we're known, PHXDW showcases the power of creativity, fosters collaboration, and inspires us to create something greater together.

JOIN US

[PHXDW.COM](https://phxdw.com) [#PHXDW](https://twitter.com/PHXDW) [#AIGAAZ](https://twitter.com/AIGAAZ)





# SPONSORSHIP OPPORTUNITIES WITH AIGA ARIZONA

As a non-profit, all-volunteer professional association, AIGA Arizona relies on the support of like-minded community partners, like you! We actively seek sponsors who believe in the value of design 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, interactive, and experiential designers, and those in related fields of marketing, user experience, content management, development, social media, design, 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.

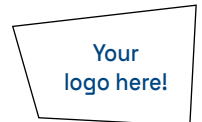
## ABOUT PHOENIX DESIGN WEEK

Phoenix Design Week (PHXDW) was conceived as a grassroots call-to-action in 2009 and has grown into 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 "UNITE" for 2023. This two-day industry conference is the place where designers, illustrators, writers, UI/UX designers, content managers, marketing professionals, and people who work with them gather to learn and get inspired.

This signature event has become a highly anticipated fixture of Arizona's design landscape, with a design week that is admired and emulated among other AIGA chapters nationwide.

## 2023 SPONSORS



**15**  
YEARS

The first PHXDW  
was held in 2009!

**33,000+**  
FOLLOWERS

A whopping 33,000+ follow  
#phxdw & #aigaaz on social media  
and subscribe via email.

**3**  
MAJOR METROS

Events happen throughout the  
Phoenix metro area, Tucson  
& Flagstaff.



## WHEN IS PHOENIX DESIGN WEEK 2023?

This year's Phoenix Design Week runs from October 2-8, 2023. The week will launch with community presented events leading up to an informal welcome at Phoenix Art Museum for conference ticketholders on the evening of Friday, October 6, followed by our two-day conference on Saturday and Sunday, October 7-8.

OCTOBER 2023	MON 10/2	TUE 10/3	WED 10/4	THU 10/5	FRI 10/6	SAT 10/7
	Community Events	Community Events	Community Events	Community Events	Welcome Event	Unite Conference
SUN 10/8	See you next year!					
Unite Conference						

## PHXDW FACTS

- The PHXDW two-day professional conference anchors seven total days of events.
- 300+ creative professionals expected to attend the two-day conference.
- 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!
- 25–100 creative professionals expected to attend each event during the week.
- Active email and social media following of over 33,000+ 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.

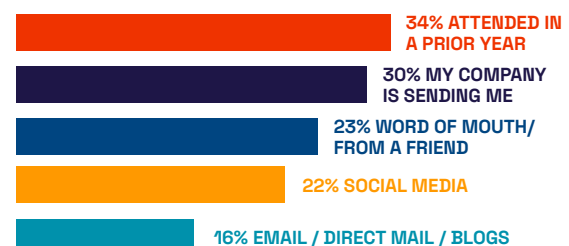
## PHXDW ATTENDEE CENSUS

### “What design role do you primarily identify with?”

Graphic/Industrial Designer .....	41%
Creative Director / Art Director .....	19%
Web/UX Design/Developer .....	18%
Advertising/Marketing Specialist.....	8%
Students/Educators .....	7%
Business Owner/Manager.....	5%
Copywriter/Content Strategist .....	3%
Motion/Animation Design.....	2%
Other* .....	2%

\*Survey data from 2022. Includes Recruiters, Vendors, Illustrators, Photographers, and other Marketing and Business Professionals.

### “How did you learn about PHXDW?”



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





# SPONSORSHIP PACKAGES

We offer 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.

## 2023 SPONSORSHIP LEVELS AT A GLANCE

[SEE PAGE](#)

TITLE SPONSOR	TITLE	\$20,000			6		
THE LEADERS	GOLD	\$5,000	SILVER	\$2,500	COPPER	\$1,000	7-8
	in kind	\$10,000+	in kind	\$5,000+	in kind	\$2,000+	
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 allocated by the board of directors to support AIGA Arizona programs throughout the year (see page 12), or you may choose to designate your support for a specific, mutually beneficial endeavor!





## PHOENIX DESIGN WEEK 2023

# TITLE SPONSOR

Lend a significant presence to Arizona's design community as the Title Sponsor of Phoenix Design Week 2023. In addition to the benefits listed below, your name will be displayed first and foremost as "Phoenix Design Week 2023 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) double-page spread 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 2023 Events throughout the week
- Topmost-tier company logo as Title Sponsor on PHXDW 2023 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 2023 press announcements as Title Sponsor
- Two (2) 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 2023 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/Closing events
- Two (2) Brochure/Collateral Chair Drop in the Main Conference Room
- Two (2) Swag Bag Inserts (no food products permitted)



# THE LEADERS

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

2 Available

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

### 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 2023 Event (based on availability)
- Company logo featured as Community/Gold Sponsor on PHXDW 2023 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 2023 Facebook, Twitter, Instagram promotional posts during lead-up timeframe
- Company featured in PHXDW 2023 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 Equivalent

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
- Table Display 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 2023 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 2023 Conference entrance
- One (1) each PHXDW 2023 Facebook, Twitter, Instagram promotional posts during lead-up timeframe
- One (1) Swag Bag Insert (no food products permitted)

## COPPER Sponsorship Package

\$1,000 Cash | \$2,500+ In-Kind Equivalent

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
- Standup Banner Space in Great Hall at Phoenix Art Museum (if available)

### Brand Awareness & Marketing:

- Company logo featured as Community/Copper Sponsor on PHXDW 2023 website (with link), promotional emails, and print collateral
- One (1) each PHXDW 2023 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, studios and individuals.

## BRONZE Sponsorship Package

4 Available

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

### 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 2023 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**

### Conference Inclusion:

- One (1) One-Day Conference Pass

### Brand Awareness & Marketing:

- Company listed on PHXDW 2023 website and in conference guide
- One (1) Swag Bag Insert (no food products permitted)

## SPONSOR A STUDENT

**\$150 Cash 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 2023 website and in conference guide.
- Sponsored student must be currently 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. Example topics may fall under the categories of Branding, User Experience, Business of Design, Design Skills/Instruction, Diversity in Design, In-House Design or propose your own. Your sponsorship will allow us to reserve a specific location and facilities at the Museum.

### 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 2023 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 2023 Conference entrance
- One (1) each PHXDW 2023 Facebook, Twitter, Instagram promotional posts during lead-up timeframe
- One (1) Swag bag Insert (no food products permitted)

## EXHIBITOR INFORMATION

PHXDW attendees are a curious bunch that love to browse and discover! Provide opportunities to network and foster community in the exhibitor areas.

- A limited number of standalone exhibitor spaces may be available after the sponsors have claimed theirs. Contact [sponsorship@arizona.aiga.org](mailto:sponsorship@arizona.aiga.org) with inquiries.
- Ask about options for merchandise sales.
- Standalone Swag Bag placement fee of \$150 + 300 items required.
- At this time, due to space limitations and Museum regulations, we do not anticipate offering Pop-Up Shops this year. Contact us for options.



# THE AMBASSADORS

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

## COFFEE BREAKS & COOKIES

### **\$1,500 per Break – 4 Breaks Available**

Be the PHXDW conference attendees' favorite sponsor by feeding their tummies while they feed their minds. Sponsor the cost of catering any of the two coffee breaks on Saturday, 10/7, or two breaks on Sunday, 10/8. Includes ticket allowance and brand awareness benefits of SILVER/COPPER depending on commitment. (see pages 7–8).

## CONFERENCE LANYARDS

### **\$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 COMMUNITY Sponsor level (page 8).

## CONFERENCE TOTES

### **\$1,000**

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 BRONZE Sponsor level (page 8).

## CHOOSE YOUR OWN

### **Make an offer**

Have an idea for something our attendees might love to have or use? Contact us!

## 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 us 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 [hello@phxdw.com](mailto:hello@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 Support Opportunities include:

**Education and Mentorship:** Help encourage new generations of designers, from 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.

**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.

**Design for Democracy:** Based on the premise that good design makes your choices clear, D4D helps to increase civic participation and help make interactions between the U.S. government and its citizens more understandable, efficient and trustworthy.

**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 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/](https://aigaaz.org/board/) or write to [sponsorship@arizona.aiga.org](mailto:sponsorship@arizona.aiga.org).



# HOW TO SIGN ON

## Ready to make a commitment?

Start by completing the online donation form at [aigaaz.org/donate](https://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.
- Be sure to click the "Yes" button for **Donor Recognition** to provide your logo and recognition information. Or, you may choose to remain anonymous.
- 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](mailto:sponsorship@arizona.aiga.org) or [hello@phxdw.com](mailto: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 thousands of 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 [AIGAAZ.ORG](https://aigaaz.org)





UNITE