



**AIGA** Arizona

# Phoenix Design Week 2024

**Sponsor & Partner  
Opportunities**

# Sponsor & Partner 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 and partners who believe in the value of design and want to help build a cohesive, vibrant creative community within our state.

When you partner with AIGA Arizona, 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, now in its sixteenth year. 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.

**16**  
years

The first PHXDW was held in 2009!

**33,000+**  
followers

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

**3** major  
metros

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

# When is Phoenix Design Week 2024?

This year's Phoenix Design Week runs from October 1-6, 2024. The week will launch with community-presented events leading up to an informal welcome event for conference ticketholders on the evening of Friday, October 4, followed by our two-day conference on Saturday and Sunday, October 5-6.

OCTOBER 2024	TUE 10/1	WED 10/2	THU 10/3	FRI 10/4	SAT 10/5
	Community Events	Community Events	Community Events	Community Events	Conference
SUN 10/6	See you next year!				
Conference					

## PHXDW Facts

- The PHXDW two-day professional conference anchors an entire week of events statewide.
- 500+ 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.

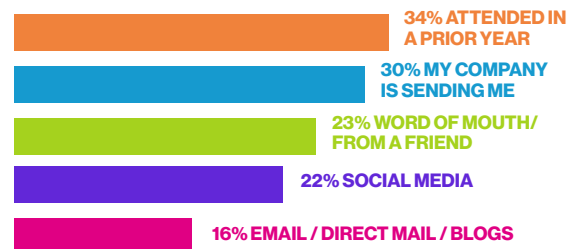
## PHXDW Attendee Census

### “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.

# Sponsor & Partner Opportunities at a Glance

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. We also offer exhibitor and pop-up shop spaces at the PHXDW Conference as another option to support your brand outreach efforts.

## Early Bird Savings through June 1, 2024

Commit to a sponsorship by June 1, 2024 and pay less! It's a huge advantage to us when we can plan our budget earlier in the PHXDW timeline, which allows us to pass on the savings if you are able to commit sooner. See the highlighted Early Bird pricing on the following pages.

Sponsor / Partner Level	Platinum	Gold	Silver	Copper	Industry	Agency / Studio	Creative	Hospitality	Exhibitor	Pop-Up Shops
<b>Contribution</b>	<b>\$15,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$250 - \$500</b>	<b>In-kind \$1,000+</b>	<b>\$500+</b>	<b>\$750 - \$1,500</b>	<b>\$50 - \$500</b>
<b>Early Bird - Commit by June 1st</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$1,750</b>	<b>\$850</b>	<b>\$150 - \$400</b>			<b>\$500 - \$1,200</b>	<b>\$35 - \$375</b>
Year-round recognition as AIGA AZ sponsor (website, social, etc.).	X	X	X	X	X	X	X	X		
Video spotlight during the main session of PHXDW conference (each day).	X	X	X							
Access to participant mailing list (opt-in) placement.	X									
Exhibitor booth placement.	10 x 10	10 x 10	10 x 5	10 x 5			Depends on tier			
Verbal recognition from the PHXDW stage during the main session (each day).	X	X	X	X	X		Depends on tier	Depends on tier	Group mention*	Group mention*
Material placement in PHXDW swag bag.	2 inserts	2 inserts	2 inserts	1 insert	1 insert	1 insert	Depends on tier	1 insert	1 insert	
Brochure / collateral chair drop in main session.	2 drops	2 drops	2 drops	1 drop			Depends on tier			
Tiered logo placement on PHXDW signage, website, emails (arranged by tier).	X	X	X	X	X	X	X	Depends on tier		
Recognition on PHXDW social media channels	X	X	X	X	X	X	X	Depends on tier		Group mention*
Number of PHXDW Conference passes	10 full day 6 one day	6 full day 4 one day	3 full day 3 one day	1 full day 2 one day	2 full day	Depends on tier	Depends on tier	Depends on tier		

\*Group mention means you will be recognized and displayed as part of the tiered group, no individual mentions.

## 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, hospitality, speaker travel expenses, catering, materials, security, and refreshments.

# PHXDW Sponsor & Partner Opportunity Details



## Base Benefits for all Partner & Sponsor Levels

- Verbal recognition within appropriate tier from the main stage at the two-day Phoenix Design Week Conference
- Verbal recognition within appropriate tier at all AIGA Arizona Presented Phoenix Design Week 2024 events throughout the week
- Year-round logo placement in sponsor section of both the Phoenix Design Week and AIGA Arizona websites with hyperlink
- Logo placement in Phoenix Design Week promotional emails, direct mail, and print collateral
- Logo placement on Phoenix Design Week signage that features event sponsors
- Advertise your sponsorship of AIGA Arizona with the use of our logo

## + Additional Benefits by Tier

### Platinum Sponsor

1 Available

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#### Contribute \$15,000 cash / Commit before June 1: \$10,000 cash

- 10' x 10' exhibit / booth space
- Ten (10) full, two-day (\$4,000 value)
- Six (6) one-day conference passes (\$1,200 value)
- 50% discount on up to ten (10) additional ticket purchases
- Ten (10) seats reserved for the main session (per day)
- One (1) 60-second video spotlight shown during main session of conference
- Two (2) tickets to the exclusive speaker dinner, if offered (\$200 value)
- One (1) double-page spread ad inside the official conference program
- Company featured in Phoenix Design Week 2024 press announcements
- Two (2) self-produced blog articles featured on the AIGA Arizona website
- Pre-conference or post-conference attendee mailing list (one-time use)
- Two (2) social media promotional posts during lead-up timeframe
- Two (2) brochure/collateral chair drop in the main session conference space
- Two (2) swag bag inserts

### Gold Sponsor

5 Available

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#### Contribute \$7,500 cash / Commit before June 1: \$5,000 cash

- 10' x 10' exhibit / booth space
- Six (6) full, two-day (\$2,400 value)
- Four (4) one-day conference passes (\$800 value)
- 50% discount on up to six (6) additional ticket purchases
- 25% discount on up to six (6) more additional ticket purchases
- Six (6) seats reserved for the main session (per day)
- One (1) 30-second video spotlight shown during main session of conference
- One (1) half-page spread ad inside the official conference program
- Company featured in Phoenix Design Week 2024 press announcements
- One (1) social media promotional posts during lead-up timeframe
- One (1) brochure/collateral chair drop in the main session conference space
- Two (2) swag bag inserts

Tiers on this page also receive base benefits listed on page 5.

## Silver Sponsor

10 Available

**Contribute \$5,000 cash / Commit before June 1: \$3,500 cash**

- 10' x 5' exhibit / booth space
- Three (3) full, two-day (\$1,200 value)
- Three (3) one-day conference passes (\$600 value)
- 25% discount on up to three (3) additional ticket purchases
- One (1) social media promotional posts during lead-up timeframe
- One (1) swag bag insert

## Copper Sponsor

15 Available

**Contribute \$2,500 cash / Commit before June 1: \$1,750 cash**

- Two (2) full, two-day (\$800 value)
- One (1) one-day conference passes (\$200 value)
- 25% discount on up to three (3) additional ticket purchases
- One (1) social media promotional posts during Lead-up timeframe
- One (1) swag bag insert

## Industry Sponsor

**Contribute \$1,000 cash / Commit before June 1: \$850 cash**

- Two (2) full, two-day conference passes (\$800 value)
- One (1) swag bag insert

## Agency / Studio Sponsor 10+ Employees

**Contribute \$500 cash / Commit before June 1: \$400 cash**

- One (1) full, two-day conference pass (\$400 value)
- One (1) swag bag insert

## Agency / Studio Sponsor 1-9 Employees

**Contribute \$250 cash / Commit before June 1: \$150 cash**

- One (1) one-day conference pass (\$200 value)
- One (1) swag bag insert

## Student Sponsor

**Contribute \$150 cash**

Sponsor PHXDW attendance for a student designer. You may designate a specific student or have AIGA Arizona select a student for you. Attendee will be notified of their sponsor if you agree to the sharing of information. Attendee must currently be enrolled at a college or university in a design-related program.

- Name listing for you or your company on website and print collateral

Tiers on this page also receive base benefits listed on page 5.



## Creative Partners

Creative community partners who support Phoenix Design Week with contributions of in-kind goods and services.

### **Official Print Partner: \$20,000 In-Kind Value**

Provides materials and services for the majority of the PHXDW printed material needs (signage, badges, brochures, etc.).

- Platinum level benefits

### **Supporting Print Partners: \$2,500+ In-Kind Value**

Provides materials and services for singular PHXDW printed material needs (programs, badges, brochures, etc.).

- Benefits align with recognition tiers according to in-kind value provided

### **Brand Partner: \$20,000+ In-Kind Value**

Provides the design and branding for PHXDW 2024. This includes the overall brand and application intent across print, digital, and physical experiences.

- Platinum level benefits

### **PR Partner: \$2,500+ In-Kind Value**

Provides marketing/PR services for PHXDW 2024.

- Benefits align with recognition tiers according to in-kind value provided

### **Web Development Partner: \$5,000+ In-Kind Value**

Provides website development services for PHXDW 2024.

- Benefits align with recognition tiers according to in-kind value provided

### **Paper Partner: \$1,000+ In-Kind Value**

Provides all the paper needed for collateral for PHXDW 2024, will coordinate with official print partner.

- Benefits align with Copper, Silver, Gold or Platinum depending on in-kind value

## Hospitality Partners & Sponsors

### **Location Host / Venue Partner: \$250+ In-Kind**

Provides venue for location for an official Phoenix Design Week event.

- Benefits align with recognition tiers according to in-kind value provided

### **Hotel & Lodging Partner: \$5,000+ In-Kind**

Provides hotel rooms for our out-of-town speakers and on-site team members.

- Benefits align with recognition tiers according to in-kind value provided

### **Swag Partner or Sponsor: \$500+ cash or \$500+ In-kind**

Sponsor the cost of, or provide conference totes, lanyards, or swag.

- Benefits align with recognition tiers according to cash or in-kind value provided

### **Catering Sponsor: \$500+ cash**

Sponsor the catering cost of water, coffee, or refreshments during the conference or other Phoenix Design Week events.

- Benefits align with recognition tiers according to cash value provided

## Pre- or Post-Conference Reception Sponsor

### **Contribute \$5,000**

Intended for attendees to meet and mix with their peers, reception events are typically held each year on the first day of the designated Phoenix Design Week, the Friday evening before the two-day conference, and/or the close of the conference activities. Your support will be promoted as the PHXDW Reception, Presented by [Your Company]. The event is offered at no cost to conference ticketholders and at a fee for non-attendees. Helps cover the cost of the event space, catering, wait staff, promotion, and entertainment. This sponsorship is equivalent to a Silver level opportunity.

# PHXDW Exhibitor Opportunities



Just want a booth or table to tell your story or sell some merch at the conference? If you don't need extended sponsor benefits, we have economical standalone exhibit space available.

## Exhibitors

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### **10' x 10' Booth Space: \$1,500**

#### **Commit before June 1: \$1,250**

- 10' x 10' designated space in main conference entry corridor or breakout room foyer
- One (1) 6' skirted table and chair provided, no backdrop or dividers
- Electrical power if needed, depending on availability
- Two (2) limited access exhibitor-only conference passes
- One (1) swag bag insert
- Listing in conference guide if reserved by August 15

### **10' x 5' Exhibit Space: \$750**

#### **Commit before June 1: \$550**

- One (1) 6' skirted table and chair in conference entry corridor
- No electricity
- One (1) limited access exhibitor-only conference pass
- One (1) swag bag insert
- Listing in conference guide if reserved by August 15

## Pop-Up Shop

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### **\$500 / \$250 AIGA Member / \$50 Conference Ticketholders**

A limited number of pop-up spaces are available on a first-come, first-served basis to individual maker-designers.

- One (1) limited access exhibitor pass, or reduced fee if you are already a two-day conference ticketholder
- One (1) 6' skirted table and chair located inside the conference hall
- Reserve your Pop-Up Shop at [link here](#) after June 17, 2024.



# Ready to Commit?

Please send an email to [sponsorship@arizona.aiga.org](mailto:sponsorship@arizona.aiga.org) to discuss the various levels, benefits, or to discuss a custom package.

We look forward to hearing from you.

## About AIGA Arizona

AIGA Arizona is one of the leading 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](http://AIGAAZ.org)**

