



Phoenix Design Week 2026

Sponsor & Exhibitor Opportunities

Phoenix Design Week connects sponsors with designers, creative directors, agency leaders, marketers, educators, students, business owners, and decision-makers across Arizona's creative economy.



Sponsorship & Exhibitor Opportunities

AIGA Arizona is more than just a nonprofit — it's a thriving, all-volunteer community fueled by passion, creativity, and the belief that good design is good business. But we can't do it alone. We need partners like you — visionary businesses and organizations that recognize the power of design and want to help build a stronger, more connected, creative community across the state of Arizona.

By partnering with AIGA Arizona, you're not just sponsoring an event, you are directly investing in the designers, innovators, and problem-solvers shaping the future of branding, marketing, user experience, content strategy, and beyond. Your support connects you with a dynamic network of print, web, motion, interactive, and experiential designers and the broader creative industry that relies on their vision.

Whether you're looking to make a bold impact through our flagship event, Phoenix Design Week, or seeking other ways to engage with Arizona's thriving creative professionals, we offer meaningful opportunities to align your brand with the best and brightest in design.

Let's create something amazing together!

About Phoenix Design Week

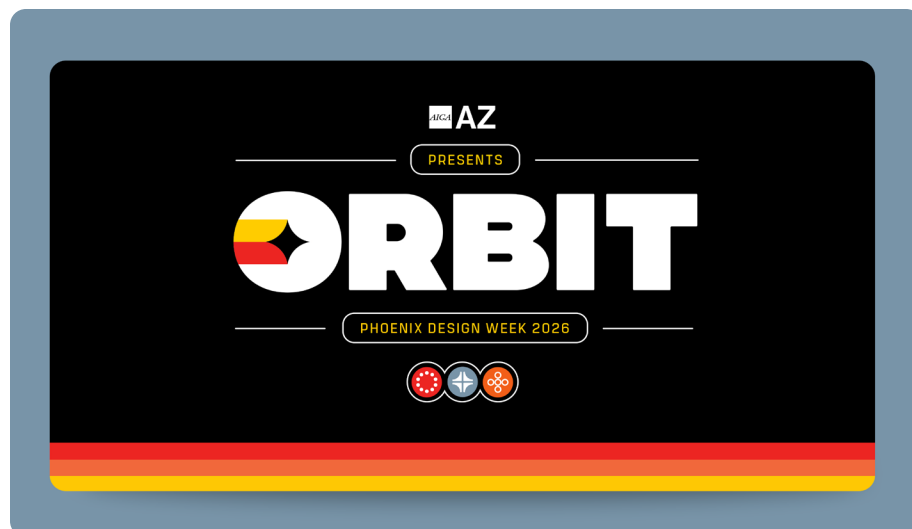
Born from a grassroots movement in 2009, Phoenix Design Week (PHXDW) began as a bold call to action, uniting Arizona's design community in a shared mission to elevate creativity, exchange ideas, and inspire the next generation of innovators. What started as a spark has ignited into a week-long celebration of design led by AIGA Arizona that brings together the brightest minds in the industry.

At the heart of Phoenix Design Week is the two-day PHXDW Conference where hundreds of designers, illustrators, writers, UI/UX experts, content strategists, marketers, and creative professionals come together to learn, grow, and explore new possibilities. It's more than just a conference; it's a catalyst for fresh ideas, meaningful connections, and the future of design in the state of Arizona.

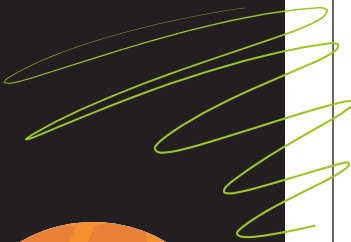
Today, PHXDW isn't just a local tradition. It's a nationally recognized, highly anticipated event that has set the standard for AIGA chapters nationwide. Year after year, it remains a testament to the power of design, community, and collaboration.

When is Phoenix Design Week 2026?

Mark your calendars for Friday and Saturday, **October 23–24, 2026**, as we kick off the PHXDW "Orbit" Conference, followed by five more days of creativity, connection, and community events statewide from **October 23–30**, leading up to the Closing Reception on Friday, **October 30, 2026**.



PHXDW: BY THE NUMBERS



16

The first PHXDW was held in 2009. Over **16** years ago!

33K

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

3

During PHXDW, events happen throughout Arizona's **3** largest metro areas: **Phoenix, Tucson, and Flagstaff.**

Sponsorship & Partner Opportunities at a Glance*

No matter your budget or marketing goals, we offer flexible sponsorship opportunities to help you connect with Arizona's most influential creative professionals. Whether through a cash donation or an in-kind contribution, your support directly fuels Phoenix Design Week.

We know one size doesn't fit all, so we are happy to customize a sponsorship package tailored to your company's needs. Plus, for brands looking for hands-on engagement, we offer exhibitor and pop-up shop spaces at the conference, where you can put your products and services directly in front of industry leaders, innovators, and decision-makers.

Let's collaborate to create a sponsorship experience that maximizes your impact!

	Platinum	Gold	Silver	Copper	Creative	Hospitality	Community
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000+	\$500+	\$250+
							
Year-Round Recognition as an AIGA AZ Sponsor	✓	✓	✓	✓	✓	✓	✓
Daily Video Spotlight at The PHXDW Conference	✓	✓	✓				
Access to Participant Mailing List	✓						
Exhibitor Booth Placement	✓	✓	✓	✓			
Daily Verbal Recognition at The PHXDW Conference	✓	✓	✓	✓	✓	✓	
Collateral in Conference Swag Bag	✓	✓	✓	✓	✓	✓	✓
Collateral Chair Drop at The PHXDW Conference	✓	✓	✓	✓	✓		
Tiered Logo Placement on Website, Emails, etc.	✓	✓	✓	✓	✓	✓	✓
Recognition on Multiple PHXDW Social Channels	✓	✓	✓	✓	✓	✓	✓
Conference Passes	✓	✓	✓	✓	✓	✓	✓
2-Day Passes / 1-Day Passes	10/6	6/4	3/3	2/1	10/6*	2/3*	2/3*

* For a detailed breakdown of each sponsorship level and the benefits of each, please refer to **pages 3–7**.



Exhibitor and Pop-Up Shop spaces are available and are approved on a first-come, first-served basis. See **page 7** for details.

Your Sponsorship Matters

Phoenix Design Week has always been more than an event. It's a grassroots movement built to inspire, connect, and elevate Arizona's creative community. While keeping ticket prices affordable (compared to national conferences) is a priority, ticket sales alone do not cover the full cost of bringing this experience to life. That's where your sponsorship makes all the difference. As a supporter, you're directly investing in:

World-class speakers – Covering travel and accommodations

State-of-the-art conference facilities – Ensuring an immersive experience

Professional AV production – Elevating every keynote, panel, and workshop

Hospitality & catering – Creating spaces for meaningful networking and connection

Event materials & security – Keeping PHXDW seamless, safe, and unforgettable

Every dollar you contribute fuels the creative energy that makes Phoenix Design Week a premier event while ensuring it remains an accessible experience for the entire community.

Base Benefits in Helping Us Power Arizona's Creative Future

By sponsoring Phoenix Design Week 2026, you're not just gaining brand visibility—you're making a direct investment in Arizona's creative community, supporting the designers, thinkers, and innovators shaping the future of our industry. As a valued sponsor, you'll receive exclusive recognition and promotional benefits that put your brand front and center throughout the event and beyond.

All Sponsor Levels & Partners Receive:

On-Stage Recognition – Your company will be acknowledged live from the main stage at the PHXDW Conference and at all official AIGA Arizona events during Design Week.

Year-Round Digital Presence – Your logo and hyperlink will be featured on both the Phoenix Design Week and AIGA Arizona websites, ensuring ongoing visibility.

Marketing & Promotional Exposure – Your brand will be prominently featured in PHXDW promotional emails, direct mail campaigns, and print materials, reaching thousands of creative professionals.

On-Site Branding – Your company's logo will be showcased on event signage, ensuring high-impact visibility throughout Phoenix Design Week 2026.

Official Sponsor Status – Proudly promote your sponsorship with official AIGA Arizona branding, aligning your company with the state's leading creative organization.

Your sponsorship fuels creativity, fosters collaboration, and strengthens Arizona's design community. Let's build something incredible — together.

Platinum Sponsor

1 Available

\$10,000 Contribution (cash only)

- Ten (10) full, two-day conference passes (\$4,000 value)
- Six (6) one-day conference passes (\$1,200 value)
- 50% discount on up to ten (10) additional ticket purchases
- 10' x 10' exhibit / booth space (\$1,500 value)
- Ten (10) seats reserved for the main session (per day)
- One (1) 60-second video spotlight shown during the main session of the conference
- One (1) double-page spread ad inside the official conference program
- Company featured in Phoenix Design Week 2026 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 the lead-up timeframe
- Two (2) brochure/collateral chair drops in the main session conference space
- Two (2) swag bag inserts

Gold Sponsor

5 Available

\$7,500 Cash Contribution / \$15,000 In-Kind Equivalent

- Six (6) full, two-day conference passes (\$2,400 value)
- Four (4) one-day conference passes (\$800 value)
- 50% discount on up to six (6) additional ticket purchases
- 10' x 10' exhibit / booth space (\$1,500 value)
- Six (6) seats reserved for the main session (per day)
- One (1) 30-second video spotlight shown during the main session of the conference
- One (1) half-page spread ad inside the official conference program
- Company featured in Phoenix Design Week 2026 press announcements
- One (1) social media promotional post during the lead-up timeframe
- One (1) brochure/collateral chair drop in the main session conference space
- Two (2) swag bag inserts

PHXDW: JUST THE FACTS!



Attendees have traveled from **5** neighboring states (**New Mexico, Nevada, Colorado, Texas, California**) as well as **Mexico**.



500+ creative professionals expected to attend the PHXDW Conference and community events.



In addition to **Phoenix**, events are typically held throughout the valley in **Tempe, Chandler, Mesa, Gilbert, and Scottsdale**. Plus associated events in **Tucson** and **Flagstaff**.



Silver Sponsor

10 Available

\$5,000 Cash Contribution / \$10,000 In-Kind Equivalent

- 10' x 5' exhibit / booth space (\$750 value)
- Three (3) full, two-day conference passes (\$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 post during the lead-up timeframe
- One (1) swag bag insert



Copper Sponsor

15 Available

\$2,500 Contribution / \$5,000 In-Kind Equivalent

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



Community Sponsor

\$1,000 Contribution / \$2,000+ In-Kind Equivalent

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

\$500 Contribution / \$1,000+ In-Kind Equivalent

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

\$250 Contribution

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

Sponsor a Student Attendee

\$150 Contribution

Enable a deserving student to attend the PHXDW Conference so they can experience what it means to participate in their design community. Choose one (or more!) students from those who apply, or have AIGA Arizona select one for you. Your name and contact information will be shared with the student if you'd like, or you may remain anonymous. Eligible students must be enrolled in a design-related college or university program.

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

PHXDW: ATTENDEE CENSUS

What design role do you
primarily identify with?

35%

Graphic / Industrial Designer

22%

Creative / Art Director

10%

Web / UX Design / Developer

6%

Advertising / Marketing

6%

Educators / Students

5%

Business Owner

2%

Copywriter / Content

2%

Motion / Animation Design

2%

Project / Business Manager

10%

Other*

**Includes recruiters, vendors,
illustrators, photographers, and
other marketing and business
professionals.*

Creative Partners

Phoenix Design Week succeeds through generous in-kind contributions. As a Creative Community Partner, your support provides essential goods and services, helping local designers learn, connect, and grow.

Brand Partner

CONFIRMED

\$20,000+ In-Kind Contribution

Provides design and overall brand application across all mediums and touchpoints.

- Platinum level benefits

Official Print Partner

CONFIRMED

\$20,000+ In-Kind Contribution

Provides essential printed materials and services (signage, badges, brochures, etc.)

- Platinum level benefits

PR Partner

\$2,500+ In-Kind Contribution

Provides essential marketing/PR services for PHXDW 2026.

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

Web Development Partner

CONFIRMED

\$5,000 In-Kind Contribution

Provides essential website development services for PHXDW 2026.

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

Paper/Production Partner

\$1,000+ In-Kind Contribution

Provides the paper, binding, stamping, or other special processes and materials needed for print collateral, and coordinates with Brand Partner and Official Print Partner(s).

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

PHXDW: ATTENDEE CENSUS

How did you learn about
Phoenix Design Week?

27%

Word of mouth from a friend

18%

Attended in a prior year

18%

Social media

14%

My company is sending me

15%

Email / Direct Mail / Blog

8%

Other*

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.

**Includes vendors, sponsors, and other strategic industry partnerships.*

Hospitality Partners & Sponsors

As a Hospitality Partner, your support through goods and services helps create a welcoming and memorable experience for our attendees and guest speakers. From refreshments to venue support, your contribution ensures that designers can come together to learn, connect, and grow in a memorable, comfortable, and inspiring environment.

Hotel & Lodging Partner

\$5,000+ In-Kind Contribution

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

Location Host / Venue Partner

\$250+ Cash or In-Kind Contribution

Provides an official PHXDW non-conference event in the Phoenix, Tucson, or Flagstaff areas.

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

Swag Partner or Sponsor

\$500+ or In-Kind Contribution

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

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

Catering Sponsor

\$500+ Contribution

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

Conference Reception Sponsor

\$5,000+ Contribution

The Welcome Reception for the PHXDW Conference brings attendees and their guests together to connect, network, and unwind after the first day of the conference on Friday evening, October 30, 2026, at the Phoenix Convention Center. As the presenting sponsor, your company will be prominently featured as the:

PHXDW Reception, Presented by [Your Company].

Your sponsorship helps cover event space, catering, wait staff, promotion, and entertainment, ensuring a memorable and highly appreciated experience for hundreds of conference attendees.

- Silver level benefits

PHXDW: FACTS & FIGURES



6.5

Businesses that sponsor events or initiatives with non-profits see an average return of **\$6.50** in increased revenue for every **\$1** spent, driven by brand loyalty, visibility, and goodwill.



92

According to a recent study, **92%** of consumers have a more positive image of a company that supports meaningful issues, leading to higher customer engagement and sales.



85

85% of attendees who engage with a brand at an event leave with a more favorable impression, making conferences a prime opportunity to strengthen brand trust and reputation.

Exhibitor & Pop-Up Opportunities

Interested in showcasing your brand or selling merchandise at the conference? Secure an exhibitor space or pop-up shop to connect with attendees—no full sponsorship is required. Our cost-effective exhibit spaces provide a valuable opportunity to share your story and engage with the local creative community.

Exhibitors

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

- 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 9/1/26

10' x 5' Exhibit Space: \$750

- 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 9/1/26

Pop-Up Shop

\$500 / \$250 AIGA Members / \$50 Registered Conference Attendee

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
- One (1) 6' skirted table and chair located inside the conference hall



PHXDW: FACTS & FIGURES



82

According to industry reports, **82%** of trade show and conference attendees have purchasing power or influence, making pop-up shops a prime opportunity to generate direct sales and business leads.



5X

Exhibitor pop-up shops see a **five times** higher customer acquisition rate than digital marketing efforts, due to direct engagement, product trials, and impulse buying opportunities.



34

Attendees at in-person events and conferences tend to spend **34%** more on brands they've physically interacted with, increasing sales and value.

Ready to Connect with Arizona's Creative Community?

Let's build a sponsorship package that aligns with your goals, maximizes your visibility, and puts your brand in front of the designers, creative leaders, students, educators, and businesses shaping Arizona's design community.

Contact Us!

Sponsorship opportunities are limited and available on a first-come, first-served basis. To reserve your spot, discuss a custom partnership, or explore which level is right for you, contact us at:

sponsorship@arizona.aiga.org

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 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 about AIGA Arizona at AIGAAZ.org
Follow AIGA Arizona [@aigaaz](https://twitter.com/aigaaz)

Learn more about Phoenix Design Week at PHXDW.com
Follow Phoenix Design Week [@phxdw](https://twitter.com/phxdw)



PHXDW: ATTENDEE TESTIMONIALS



Honestly, I pulled something from every session – some big and some small. I appreciated how approachable and tangible everyone has been! I loved the practical takeaways, especially about my approach to money and leveraging fear in my working process.

- Carrie Herrera-Niesen



Love the vibe and community here in Phoenix. I'm from Albuquerque and have been to other conferences – the energy here is welcoming and approachable.

- Shalen Holt



There are such amazing people in the design community! I already knew this, but the convention really confirms it. We all want to succeed and help each other succeed too.

- Lauren Berkley



I had so much fun!! I was so impressed with the amount of work and effort put into this whole event.

- Renee Henry