

**DESIGN  
PHILAD  
ELPHIA**

# 2017 Sponsorship Opportunities



Above: "New Inside World" Exhibition, Curated by Minima. Wall panels by Mio Culture. Image: Chris Kendig

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PARTNER WITH US TO CONNECT WITH OUR AUDIENCE OF CREATIVE INDUSTRY PROFESSIONALS, DESIGN SAVVY PUBLIC AUDIENCES, AND STUDENTS (PARTICULARLY THOSE IN THE CREATIVE INDUSTRIES).

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DesignPhiladelphia is the oldest design event of its kind in the country and the signature event of the Center for Architecture and Design. Working with partners each year, we offer a wide range of public programming to demonstrate Philadelphia's re-emergence as a 21st century city shaped by design, technology, and collaborative business practices.

Over the course of two weeks, universities, cultural institutions, city agencies, retailers, manufacturers and startups across the city participate in more than 100 events on topics spanning across all design disciplines

CENTER / ARCHITECTURE + DESIGN

# 2016 Festival Sponsors



The University of the Arts



Robert Wood Johnson Foundation

BALLINGER



ARCHITECTURE



Park Towne Place  
MUSEUM DISTRICT RESIDENCES



DESIGN



BRESSLERGROUP



CENTER / ARCHITECTURE + DESIGN

## WHAT IS OUR REACH?



**19k +** unique website visitors

**64%** new users

**103,866** newsletters received

Newsletters increase exposure for sponsors and event partners with promotional packages.



**6 million** reached through advertising and press outreach

In 2016 we were featured in **106** articles and advertisements in various media outlets.

**17k+** posters, postcards, and event guides

We distribute promotional materials to over 100 locations around the city.



**300k** reached on social media

We use Instagram, Facebook and Twitter to promote #designphilly.

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

These exclusive sponsorship packages are limited in availability and designed to create a relationship between you and your preferred audience.

### \$50K TITLE SPONSOR – only 1 available

- ✓ \*\*Special Exclusive Benefit
- ✓ DesignPhiladelphia Headquarters
- ✓ Logo on Sponsor Block:
  - DP website
  - Guidebook
  - VIP kick-off party invite
  - E-newsletters
- ✓ Full Page Ad in Guidebook
- ✓ Editorial content in Guidebook
- ✓ Dedicated Blog Post
- ✓ 10 Tickets to Kick-off Party
- ✓ Social Media Promotion on the Following Platforms:
  - Instagram
  - Facebook
  - Twitter

\*\*Exclusive Benefit will be mutually agreed upon by sponsor and DesignPhiladelphia and will not be something offered to any other sponsor.

### \$25K LEAD SPONSOR – limited number available

- ✓ \*\*Special Custom Benefit
- ✓ Logo Block Placement on:
  - DP website
  - Guidebook
  - VIP kick-off party invite
  - E-newsletters
- ✓ Full Page Ad in Guidebook
- ✓ Editorial content in Guidebook
- ✓ 8 Tickets to Kick-off Party
- ✓ Social Media Promotion on the Following Platforms:
  - Instagram
  - Facebook
  - Twitter

\*\*Custom Benefit will be mutually agreed upon by sponsor and DesignPhiladelphia.

### \$15K SIGNATURE EVENT SPONSOR – limited number available

- ✓ Logo Block Placement on:
  - DP website
  - Guidebook
  - VIP kick-off party invite
  - E-newsletters
- ✓ Full Page Ad in Guidebook
- ✓ Editorial content in Guidebook
- ✓ Dedicated Blog Post
- ✓ 8 Tickets to Kick-off Party
- ✓ Social Media Promotion on the Following Platforms:
  - Instagram
  - Facebook
  - Twitter

\*\*DesignPhiladelphia will feature a select group of “Signature Events” that will receive special promotion throughout the festival.

## GENERAL SPONSORSHIP OPPORTUNITIES

<b>\$7,500 SHOWCASE SPONSOR</b>	<b>\$5,000 DESIGN SPONSOR</b>	<b>\$2,500 BUZZ BUILDER SPONSOR</b>
<ul style="list-style-type: none"> <li>✓ Logo Block Placement on:                             <ul style="list-style-type: none"> <li>• DP website</li> <li>• Guidebook</li> <li>• VIP kick-off party invite</li> <li>• E-newsletters</li> </ul> </li> <li>✓ Full Page Ad in Guidebook</li> <li>✓ Dedicated Blog Post</li> <li>✓ 6 Tickets to Kick-off Party</li> <li>✓ Social Media Promotion on Three or More of the Following Platforms:                             <ul style="list-style-type: none"> <li>• Instagram</li> <li>• Facebook</li> <li>• Twitter</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Logo Block Placement on:                             <ul style="list-style-type: none"> <li>• DP website</li> <li>• Guidebook</li> <li>• VIP kick-off party invite</li> <li>• E-newsletters</li> </ul> </li> <li>✓ Half Page Ad in Guidebook</li> <li>✓ Dedicated Blog Post</li> <li>✓ 5 Tickets to Kick-off Party</li> <li>✓ Social Media Promotion on Two or More of the Following Platforms:                             <ul style="list-style-type: none"> <li>• Instagram</li> <li>• Facebook</li> <li>• Twitter</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Logo Block Placement on:                             <ul style="list-style-type: none"> <li>• DP website</li> <li>• Guidebook</li> <li>• VIP kick-off party invite</li> <li>• E-newsletters</li> </ul> </li> <li>✓ Dedicated Blog Post</li> <li>✓ 4 Tickets to Kick-off Party</li> <li>✓ Social Media Promotion on Two or More of the Following Platforms:                             <ul style="list-style-type: none"> <li>• Instagram</li> <li>• Facebook</li> <li>• Twitter</li> </ul> </li> </ul>

## ADVERTISING OPPORTUNITIES

Our website and guidebook are two of our strongest marketing tools for DesignPhiladelphia. This year we distributed guidebooks to over 100 locations including various neighborhood businesses, community centers, art galleries and cultural institutions, etc. Our website, [www.designphiladelphia.org](http://www.designphiladelphia.org) received 19,194 unique website visitors and 108,092 page views in 2016. We are proud to announce that 64% of website users were new visitors.

ADVERTISE ON THE WEBSITE	ADVERTISE IN THE GUIDEBOOK
<b>\$1,500</b> Advertise on the website through December 31 <sup>st</sup> , 2017	<b>\$750</b> Full page ad
	<b>\$350</b> 1/2 page ad

## KICKOFF PARTY SPONSORSHIP

Sponsoring the DesignPhiladelphia Kickoff Party and Benefit is an excellent opportunity to gain brand exposure and recognition within Philadelphia's design world. Join the community of contributors who have supported DesignPhiladelphia in the past and connect with thousands of people here in Philadelphia...

### \$5,000 BAR SPONSOR – (1) Available

- ✓ Signature Company Named Cocktail:
- ✓ Company Logo Placement on:
  - Signage at Bar
  - Digital Kick-off Party invitation
  - Printed Signage at Kickoff Party
- ✓ 4 Tickets to Kick-off Party
- ✓ Verbal recognition at Kick-off Party
- ✓ Social Media Promotion on one of Following Platforms: Instagram, Facebook, Twitter

### \$2,500 COCKTAIL GLASS SPONSOR – (1) Available

- ✓ Company Logo on:
  - Cocktail Glass
  - Digital Kick-off Party invitation
  - Printed Signage at Kickoff Party
- ✓ 4 Tickets to Kick-off Party
- ✓ Verbal recognition at Kick-off Party
- ✓ Social Media Promotion on one of the Following Platforms: Instagram, Facebook, Twitter

\*vendor to purchase glasses



### \$1,000 KICKOFF PARTY SPONSOR

- ✓ Company Logo Placement on:
  - Digital Kick-off Party invitation
  - Printed Signage at Kickoff Party
- ✓ 2 Tickets to Kick-off Party
- ✓ Verbal recognition at Kick-off Party
- ✓ Social Media Promotion on one of Following Platforms: Instagram, Facebook, Twitter, Snapchat

## BECOME AN EVENT PARTNER

\$1,000 SHOWCASE EVENT PARTNER	\$500 SHOUT-OUT EVENT PARTNER	\$300 STANDARD EVENT PARTNER
<ul style="list-style-type: none"> <li>✓ Guidebook – full page listing</li> <li>✓ Email newsletter promotion</li> <li>✓ Social media promotion on one or more of the following platforms:                             <ul style="list-style-type: none"> <li>• Instagram</li> <li>• Facebook</li> <li>• Twitter</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Guidebook – half page listing</li> <li>✓ Email newsletter promotion</li> <li>✓ Social media promotion on one or more of the following platforms:                             <ul style="list-style-type: none"> <li>• Instagram</li> <li>• Facebook</li> <li>• Twitter</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✓ Guidebook – general listing</li> <li>✓ Email newsletter promotion</li> <li>✓ Social media promotion on one or more of the following platforms:                             <ul style="list-style-type: none"> <li>• Instagram</li> <li>• Facebook</li> <li>• Twitter</li> </ul> </li> </ul>



\$100 HOST AN OPEN HOUSE
<ul style="list-style-type: none"> <li>✓ Guidebook – general listing</li> <li>✓ DesignPhiladelphia Email newsletter promotion</li> <li>✓ Featured in the AIA Philadelphia newsletter “The Philadelphia Architect”</li> </ul>

If you don't see a sponsorship package that meets your needs, we can always customize a sponsorship package that reaches your target audience. To discuss custom packages, please contact Kristie Bergey at the Center for Architecture and Design: [kb@philadelphiacfa.org](mailto:kb@philadelphiacfa.org). We look forward to working with you on a great sponsorship plan for DesignPhiladelphia 2017!

If you are interested in partnering with DesignPhiladelphia 2017, please complete the Sponsorship Commitment Form on the following page and return to Kristie Bergey at Center for Architecture and Design: [kb@philadelphiacfa.org](mailto:kb@philadelphiacfa.org) or 215-569-3186 xt106

\*\*Upon completion of your Sponsorship Commitment Form, please email the latest version of your organization's logo (high resolution 300 dpi and at least 6" wide) to [Sharon@philadelphiacfa.org](mailto:Sharon@philadelphiacfa.org). .JPG, .JPEG, .PNG, .EPS are all acceptable file types vector format greatly appreciated.

**2017 COMMITMENT FORM**

**EXCLUSIVE SPONSORSHIP:**

\_\_\_\$50K Title      \_\_\_\$25K Lead      \_\_\_\$15K Signature Event

**GENERAL SPONSORSHIP:**

\_\_\_\$7,500 Showcase      \_\_\_\$5k Design      \_\_\_\$2,500 Buzz Builder

**KICKOFF PARTY SPONSORSHIP:**

\_\_\_\$5k Bar      \_\_\_\$2.5k Cocktail Glass      \_\_\_\$2,500 Buzz Builder

**EVENT PARTNER:**

\_\_\_\$1,000 Showcase      \_\_\_\$500 Shout-Out      \_\_\_\$300 Standard  
\_\_\_\$100 Host and Event

**ADVERTISING:**

\_\_\_\$1.5K website ad  
\_\_\_\$750 full page guidebook ad      \_\_\_\$350 half page guidebook ad

**Total Sponsorship Amount:** \_\_\_\_\_

**CONTACT INFORMATION:**

Firm Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Twitter: \_\_\_\_\_ Facebook: \_\_\_\_\_

Main Contact Name/Marketing:  
\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Alternate Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT INFORMATION:**

\_\_\_ Check payable to Center for Architecture and Design (enclosed)

\_\_\_ Please send an invoice to the above address to \_\_\_ Main Contact or \_\_\_ Alternate Contact

\_\_\_ Credit Card Payment: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ AMEX

Total Payment: \$\_\_\_\_\_ Credit Card Number:  
\_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_