2016 DESIGNPHILADELPHIA SPONSORSHIP

DESIGN PHILADELPHIA



DesignPhiladelphia is the oldest design event of its kind in the country and the signature event of the Philadelphia Center for Architecture. Working with over 150 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 nine days, universities, cultural institutions, city agencies, retailers, manufacturers and startups across the city participate in more than 130 events on topics spanning across all design disciplines.

This year's theme: "Home"

Home. It's the places where we live and where we come from. But it's also a feeling of comfort and something that is familiar. Whether it's an apartment; house; office; favorite park; City; or our World...the design of all of these places can help transform a place into that familiar, comforting **feeling of home**.

In 2016, the DesignPhiladelphia festival will focus on events and programs that demonstrate how design can **strengthen our connections to places, to ourselves, and to each other.**

WHAT IS OUR REACH?

Local, national, and international press coverage of DesignPhiladelphia has grown steadily over the past eleven years. In 2015, our combined online, print, radio, and television reach was over 4.5 million.

WE WORK WITH THE BEST!

We are proud to collaborate with some of Philadelphia's brightest stars to produce the 2016 Festival. We have sponsor packages to fit every budget and we will work with you to ensure your unique goals are met. Join our loyal sponsors who have supported DesignPhiladelphia in the past and connect with thousands of people here in Philadelphia.

The 2015 DesignPhiladelphia Festival is sponsored by:

JARVUS INNOVATIONS
URBAN ENGINEERS Formulating Excellence
Knight Foundation
ARTPLACE
PhilaU PHILADELPHIA UNIVERSITY
DUPONT corian.
COMMUNITY DESIGN COLLABORATIVE
MEDstudio@JEFF
likuma labs
THE CENTER FOR ART IN WOOD
GO WELSH
Ground·swell
Center for Health Care Innovation Independence
Millésimé
ligne roset
brownstein group BRAND COMMUNICATION
Poor Richard's Charitable Trust
POWELL TRACHTMAN LOGAN CARRLE & LOMBARDO A PROFESSIONAL CORPORATION

12th Street Catering
Bergmann Associates
Bresslergroup
Chaat & Chai
City of Philadelphia,
Commerce Department
Old Forge Brewing Company
PECO Smart Equipment Incentives
Provenance Companies
Queensland College of Art,
Griffith University
University of the Arts
WhistlePig Whiskey
O'Donnell & Naccarato

MEDIA PARTNERS
Metropolis Magazine
Philadelphia Magazine
PhillyVoice
Architect's Newspaper
Campus Philly

MARKETING PARTNERS
Philadelphia Museum of Art
Chris Kendig Photography
Good Motion Project
P.O.S.T.
Here's My Chance! & Streets Dept

2015 STATS

TOTAL REACH =
over 6.5 million

19K+
unique website visitors
64% new

112K+
e-newsletters received

17K+
Pocket map & event guide

300K+
reached on social media

6 Million
reached through advertising

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Participate in DesignPhiladelphia in a whole new way and give attendees an experience they will never forget. These exclusive sponsorship packages are limited in availability and designed to create a relationship between you and your preferred audience.

~~$25K TITLE SPONSOR – only 1 available~~

SOLD

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

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

~~$20K LEAD SPONSOR – limited number available~~

SOLD

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

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

~~$15K TRACK SPONSOR – total of 6, one per track~~

SOLD

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

Tracks include: Advocate, Enthusiast, Explorer, Next Generation, Patron, and Practitioner

$10K CHAMPION SPONSOR – limited number available
✓ Happy Hour Sponsor ✓ Logo Block Placement on: • DP website • All media • All print materials • VIP kick-off party invite • Newsletters ✓ Half Page Ad in Guidebook ✓ Dedicated Blog Post ✓ 6 Tickets to Kick-off Party ✓ Social Media Promotion on the Following Platforms: • Instagram • Facebook • Twitter • Periscope

GENERAL SPONSORSHIP OPPORTUNITIES

$7,500 SHOWCASE SPONSOR	$5,000 DESIGN SPONSOR	$2,500 BUZZ BUILDER SPONSOR
✓ Logo Block Placement on: • DP website • Guidebook • VIP kick-off party invite • E-newsletters ✓ Half Page Ad in Guidebook ✓ Dedicated Blog Post ✓ 4 Tickets to Kick-off Party ✓ Social Media Promotion on Three or More of the Following Platforms: • Instagram • Facebook • Twitter • Periscope	✓ Logo Block Placement on: • DP website • Guidebook • VIP kick-off party invite • E-newsletters ✓ Quarter Page Ad in Guidebook ✓ Dedicated Blog Post ✓ 4 Tickets to Kick-off Party ✓ Social Media Promotion on Two or More of the Following Platforms: • Instagram • Facebook • Twitter • Periscope	✓ Logo Block Placement on: • DP website • Guidebook • VIP kick-off party invite • E-newsletters ✓ Dedicated Blog Post ✓ 4 Tickets to Kick-off Party ✓ Social Media Promotion on Two or More of the Following Platforms: • Instagram • Facebook • Twitter • Periscope

BECOME AN EVENT PARTNER

~~$750~~ SHOWCASE EVENT PARTNER	~~$500~~ SHOUT-OUT EVENT PARTNER	~~$300~~ STANDARD EVENT PARTNER
✓ Guidebook – full page listing ✓ Email newsletter promotion ✓ Social media promotion on one o more of the following platforms: • Instagram • Facebook • Twitter • Periscope	✓ Guidebook – half page listing ✓ Email newsletter pro tion ✓ So pro on on m of th llo platf : • Twitter • Periscope	✓ Guidebook – general listing ✓ Email newsletter promotion ✓ Social media promotion on one or more of the following platforms: • Instagram • Facebook • Twitter • Periscope

SOLD

OTHER WAYS TO SUPPORT DESIGNPHILADELPHIA

ADVERTISE ON THE WEBSITE	~~ADVERTISE IN THE GUIDEBOOK~~
$1,000	~~$750 Full page ad~~
Advertise on the website	~~$350 1/2 page ad~~

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 Philadelphia Center for Architecture: kb@philadelphiacfa.org. We look forward to working with you on a great sponsorship plan for DesignPhiladelphia 2016!

If you are interested in partnering with DesignPhiladelphia 2016, please complete the Sponsorship Commitment Form on the following page and return to Kristie Bergey at Philadelphia Center for Architecture: 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 Elizabeth@aiaphila.org. .JPG, .JPEG, .PNG, .EPS are all acceptable file types vector format greatly appreciated.

2016 COMMITMENT FORM

EXCLUSIVE SPONSORSHIP:

___~~$25K Title~~ ___~~$20K Lead~~ ___~~$15K Track~~

___$10K Champion

GENERAL SPONSORSHIP:

___$7,500 Showcase ___$5k Design ___$2,500 Buzz Builder

___~~1K Kick-off Party~~

See pages 8 + 9 of this packet for more information about Kick-off Party Sponsorship

EVENT PARTNER:

___~~$750 Showcase~~ ___~~$500 Shout-Out~~ ___~~$300 Standard~~

ADVERTISING:

___$1K website ad ___~~$750 mobile app ad~~ ___~~$500 pocket map listing~~

___~~$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 Philadelphia Center for Architecture (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: _____

2016 KICKOFF PARTY+BENEFIT SPONSORSHIP OPPORTUNITIES

WEDNESDAY, OCTOBER 5, 2016 | 6-8 PM BENEFIT | 8-11 PM AFTER PARTY

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 COCKTAIL TRAY SPONSOR

- ✓ Company Logo on:
  - Kickoff Party cocktail trays
  - 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, Snapchat



$2,500 BAR SPONSOR – (4) AVAILABLE

There are only 4 bar sponsorships available. Select choice of alcohol and name a cocktail for the benefit/party. Please select an alcohol and name company cocktail.

- ✓ Signature Company Named Cocktail:
  - Whiskey
  - Gin
  - Vodka
  - Tequila
- ✓ 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, Snapchat

$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

2016 COMMITMENT FORM

If you are interested in partnering with DesignPhiladelphia 2016, please complete the Sponsorship Commitment Form below and return to Kristie Bergey at Philadelphia Center for Architecture and Design: 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. .JPG, .JPEG, .PNG, .EPS are all acceptable file types vector format greatly appreciated.

COCKTAIL TRAY SPONSOR:

___$5K

BAR SPONSOR:

___$2,500 Whiskey ___$2,500 Gin
___$2,500 Vodka ___$2,500 Tequila

KICKOFF PARTY SPONSOR:

___$1,000

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 Philadelphia 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: _____