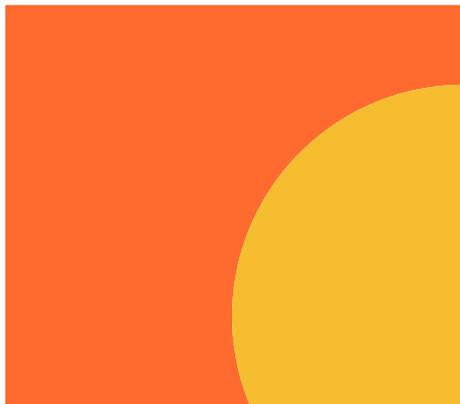
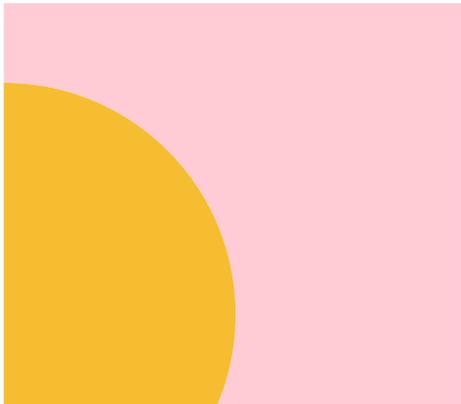
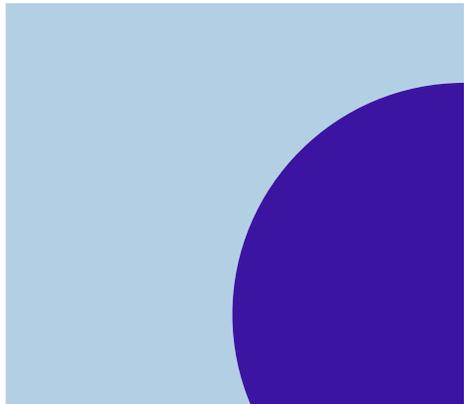
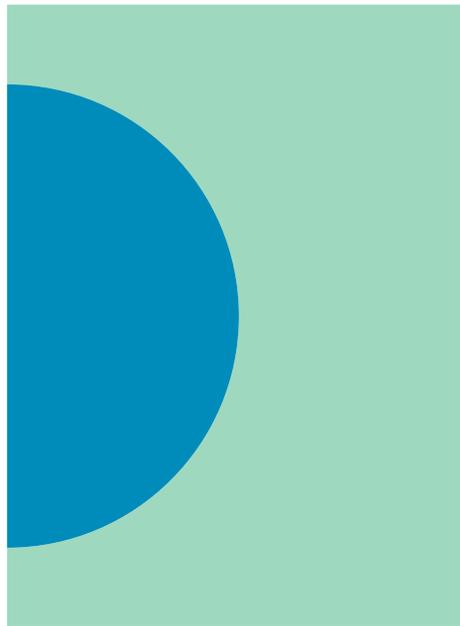
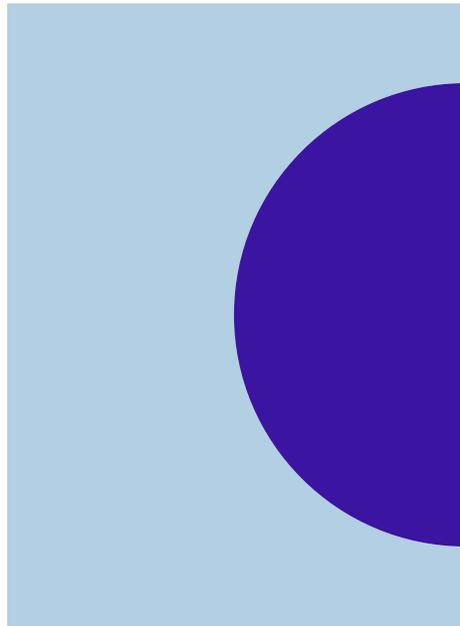


Seattle Design Festival

We unleash the design thinker in everyone to illuminate Seattle's challenges and ignite action.

2022 Sponsorship Benefits





Dear Design Leader,

Seattle Design Festival (SDF) is a celebration of the transformative power of design. Far beyond the idea that design is about how something looks, SDF programs showcase the ways that design can change how we think, how we live, and how we interact with our world. Design can be used to improve our very quality of life in Seattle. By putting design at the forefront of conversation, SDF aims to raise expectations about what is possible through great design, especially in the public sphere. Our varied programs offer the public an opportunity to better understand design and how it adds value to our lives, our city, and our region.

In 2022, SDF turns 12. In our first year, SDF showcased 30 projects and welcomed 2,000+ attendees. Before the pandemic significantly impacted programming, the Festival had grown to more than 100 citywide projects with more than 30,000 attendees making it the region's largest celebration of its kind. SDF offers sponsors a unique outreach opportunity to connect with designers and the design-minded public through access, exposure, and positioning.

Your company will be exposed to a significant design-engaged audience including families, youth, NGO's, and then professionals working in disciplines such as environmental design, visual communications, industrial design, interactive and information design, interiors, and fashion. SDF will help your organization create relationships with other leaders and innovators who make great design happen in our city. In addition to an extensive festival advertising campaign, including a website, blogs posts, social media, display ads, and signage, each partner organization promotes SDF through its own outreach channels.

Please support SDF in 2022 so that we may continue to make an impact in the Seattle design scene, empowering our community to leverage design and promote a culture of design excellence, innovation, accessibility, inclusion, foresight, and collaboration.

Kind regards,


Sheryl Cababa
Chief Design Officer - Substantial
2022 SDF Council Chair


Vicki Ha
Senior Concepts Architect - Amazon
2022 SDF Council Chair


Stacey Crumbaker
Associate Principal - Mahlum
2022 SDF Council Chair


Pepe Valle
Founder and Principal - Valle Works
2022 SDF Council Chair

"Your support of SDF allows us all to promote a culture of design excellence, innovation, accessibility, inclusion, foresight, and collaboration."



Our 2021 SDF Supporters

Thank you to the following organizations whose vital contributions made the 2021 Festival possible.

Funders

- ArtsFund
- ArtsWA
- 4Culture
- NEA
- Office of Arts & Culture, Seattle

Gold

- LMN

Silver

- Applied Information Group
- Artefact
- CallisonRTKL
- DLR Group
- Encore Architects
- GGLO
- Krekow Jennings

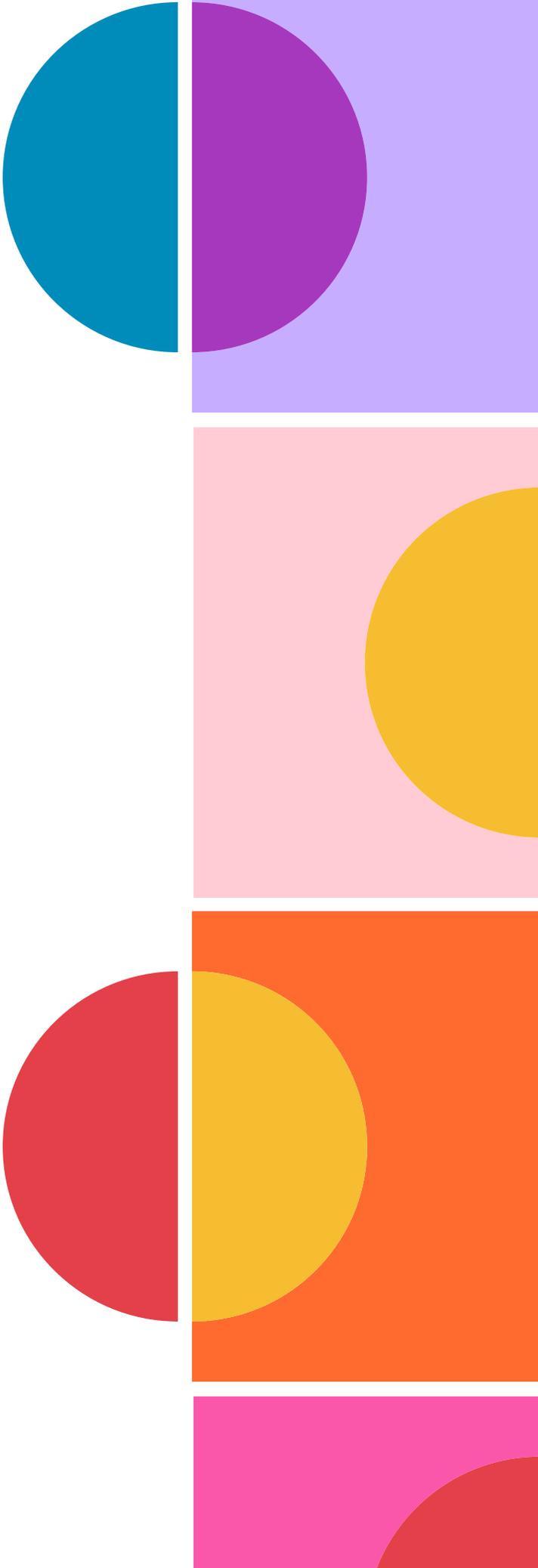
- Mahlum
- Miller Hull
- Mithun
- Mortenson
- Olson Kundig
- Swenson Say Fagét
- Substantial
- VIA Architecture

Bronze

- Bassetti Architects
- IKEA Renton
- Johnston Architects
- The Lumiere Group
- ScharrerAD

In-Kind

- Abracadabra Printing
- Citizen M
- Gray
- MG2
- Minka
- Recology
- The Stranger



Despite the global pandemic, **SDF 2021** was able to safely engage our Seattle community in person, through a 2-day outdoor Block Party.

6,416 Attendees

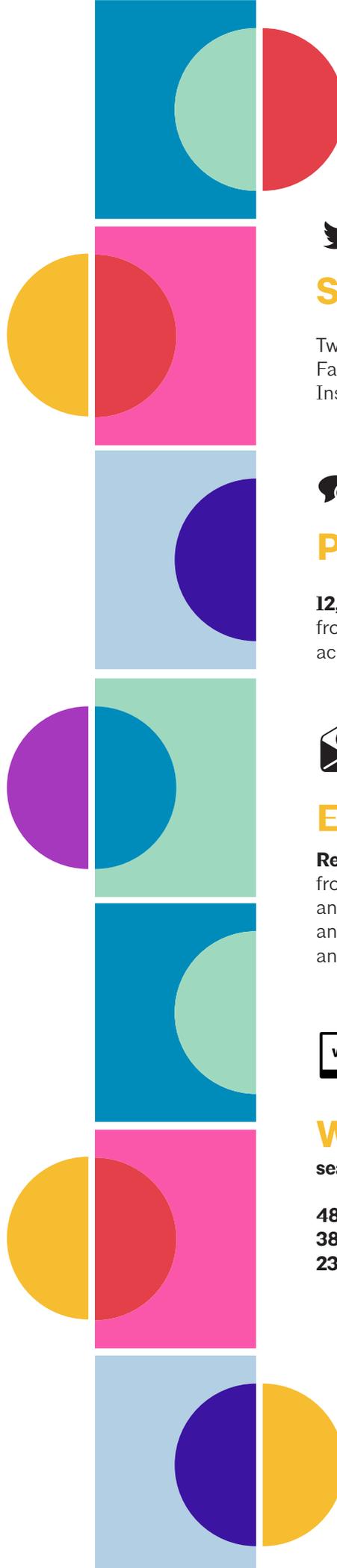
*note: pre-pandemic, attendance has been as high as 30,000

From 20 design disciplines:

- Interdisciplinary Design
- AI Design
- Architecture
- Audio Design
- Civic Design
- Community Design
- Creative Placemaking
- Furniture Design
- Graphic Design
- Horticulture Design
- Interior Design
- Land Use
- Landscape Architecture
- Multidisciplinary Design
- Performance
- Product Design
- Social Innovation
- Sustainable Design
- UI/UX Design
- Visual Art

Participation

- 75** Festival Partners
- 32** Volunteers
- 26** Built Installations
- 17** Pop-Up Experiences
- 4** Youth-led Pop-Ups
- 13** Funding Awardees
- 33** Festival Sponsors



Social Media

Twitter **35.5k impressions**
Facebook **13.2k reach**
Instagram **6080 followers**



Press Reach

12,173,116
from 29 mentions
across 20 outlets



Enews

Reach 6000+ newsletter subscribers from the design-interested public and profession. Our enews receives an average of 160,000 impressions annually.



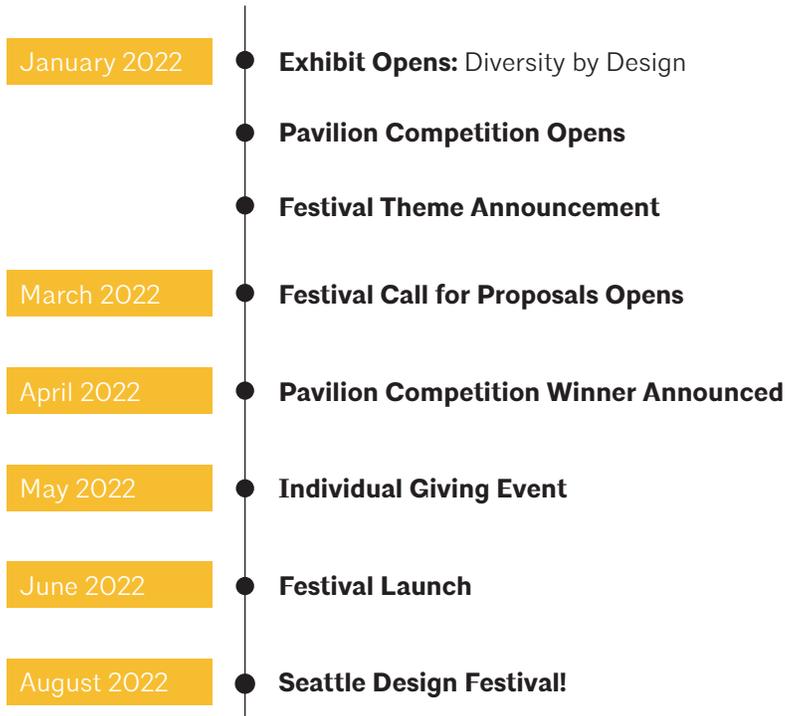
Web Reach

seadesignfest.org

48,037 Pageviews
38,570 Unique Pageviews
23,233 Sessions



SDF BENEFITS IN ACTION



Why Support SDF?

Partner with SDF and align your business with our region's largest multidisciplinary design programs attracting design professionals, business innovators, students, and enthusiasts. Benefits include (but are not limited to) brand exposure and amplification via online and print collateral, onsite banners, exclusive access to signature events, and opportunities to curate an event or installation that showcases your design leadership.

Make a difference by demonstrating your commitment and leadership within the design industry and showcase the relevance of your work to a large public audience. Open doors to the greater design community and give your team their best chance to network. Connect with up-and-coming designers in all disciplines.

By partnering with SDF you are supporting a socially engaged design ecosystem that fosters civic engagement and bold design content.



Join us for our 2022 Individual Giving Event

Are you passionate about design and its role in our city? Designers have important contributions to make as Seattle grows and changes. The Seattle Design Festival and other public programs at the Center for Architecture & Design build vibrant connections between designers and the public and we foster partnerships with the potential to transform our community together.

Join 200+ firm principals and civic leaders for a celebratory gathering and fundraising effort to support Seattle Design Festival. Funds raised help SDF to continue prioritizing marginalized communities who typically have not been centered in design work. They eliminate proposal fees for non-profits, students, and community organizations, and keep the Festival largely cost free for its visitors.

Sponsor a SDF Program

Step

1

Identify Your Budget

Choose your sponsorship commitment level with year-round exposure and/or targeted exposure. Opportunities work within your budget, whether that's \$1,000 or \$25,000.

Step

2

Select Your Program(s)

Select one or more program(s) that you would like to sponsor and determine the level of benefits you would like to receive for each program.

Step

3

Review Your Benefits

Your program selection provides both targeted and year-round SDF-wide benefits for your sponsorship. Sponsors selecting multiple programs will be offered the opportunity to tailor the delivery of their benefits according to their level of support and business need.

Step

4

Return Commitment Form + Logos

Submit your commitment form by mail, email, or online, and send us your updated logos. The commitment form ensures that we have your updated information on file and provides payment options. You can pay with a credit card, check, or request an invoice.

Step

5

Get Involved

The SDF team will be in touch throughout the year about your program specific benefits. Make sure that you connect with us on LinkedIn, Facebook, Twitter, and Instagram and sign up to receive our enews to receive information on all of the opportunities that we offer.

SDF Sponsorship not right for you in 2022?

Stay in touch! In early March, we will release our 2022 Call For Proposals.

Join designers, makers, and activists and collaborate to create a unique urban environment of installations, experiences, and activities.

2

Select Your Programs

Select one or more program(s) that you would like to sponsor, and determine the level of benefits you would like to receive for each program.



COMPETITION

SDF Pavilion Design Competition

January 2022 // Winning Design Selected March 2022

Audience profile // Design Professionals, Students, Greater Design Community

Attendance // 10,000+ Design Professionals, Press, and a Diverse Public

Sponsor profile // Architects, UX Designers, Engineers, Hospitality partners, Digital Designers

We invite multidisciplinary artists and designers to submit proposals for a central pavilion for the 2022 Seattle Design Festival, which will be used for the next 2-3 years. The pavilion will serve as the hub for pop-up programming at the Block Party, with all, or a portion of the design, also being used as a visual anchor at other Festival events.

Pavilion Benefits

\$15,000

Only one opportunity available.

Pavilion naming rights for two years

Logo recognition on print and electronic competition marketing materials

Recognition at Seattle Design Festival at the Platinum Level

PLUS

Year-Round Benefits Listed on page 11.

COMMIT BY **JAN. 4, 2022** TO BE INCLUDED ON ALL FESTIVAL MARKETING MATERIALS.

EXHIBIT



Diversity by Design Exhibit

January–July 2022 // Marketing begins December 2021

In-person exhibit that complements an existing exhibit website

Audience profile // Architecture and Design Professionals, Greater Design Community, General Public

Attendance // 6,500+

Sponsor profile // Participating firms, Print Companies, Social justice Organizations

This exhibit complements the Diversity by Design website, which was developed by AIA Seattle's Diversity Roundtable (DRT) committee. Diversity by Design spotlights a diverse group of project teams working in Seattle, offering an opportunity for these architects to showcase their work, specifically highlighting their community impact or experiences as architects of color in the design of the built environment. The physical exhibition highlights the works of the website, which celebrates the works of BIPOC designers, designers of all genders, LGBTQI+ designers, designers with disabilities, immigrant designers and more. Featured projects fall into three main focuses: including advocacy; pipeline; and outreach. The DRT committee has exhibited the works of underrepresented architects since 2013, and is made up of a group of volunteer architects and designers who are dedicated to elevating the work of BIPOC and LGBTQI+ designers.

Exhibit Benefits

\$1,000

Name recognition on print and electronic marketing materials
Name recognition on exhibition donor wall and website

\$2,500

Logo recognition on print and electronic marketing materials
Logo recognition on exhibition donor wall and website
Invitation to the Sponsor and Board preview opening
Recognition at Seattle Design Festival at the Bronze Level

\$5,000

All of the benefits listed in the \$2,500 level, plus:
Speaking opportunity at opening/closing celebration
Host a Happy Hour in the Exhibit space
Recognition at Seattle Design Festival at the Silver Level

\$10,000

All of the benefits listed in the \$5,000 level, plus:
Your 90-second showreel hosted on SDF Exhibit website
Private Tour for you and 10 guests with curator and SDF Executive Director
Recognition at Seattle Design Festival at the Gold Level

PLUS

Year-Round Benefits Listed on page 11.

COMMIT BY **JANUARY 4, 2021** TO BE INCLUDED ON ALL MARKETING MATERIALS.

FESTIVAL

Seattle Design Festival 2022

August 2022 // Marketing begins March 2022 // In-person

Audience profile // Design Professionals, City Leaders, Press, Diverse Public of Design Enthusiasts

Attendance // 10,000+

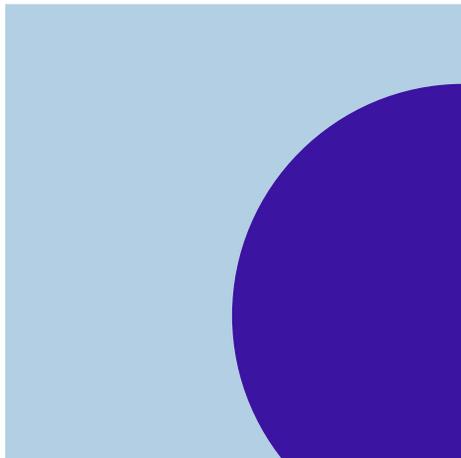
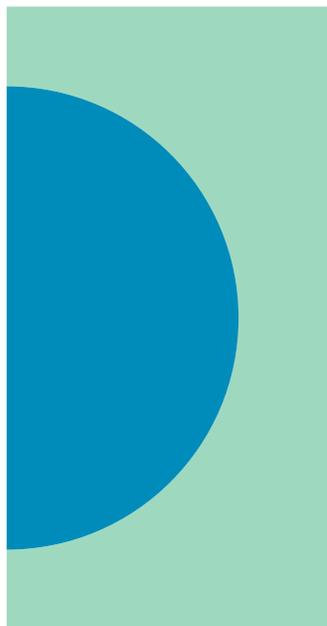
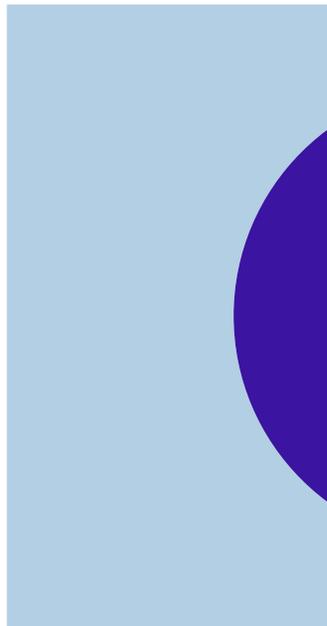
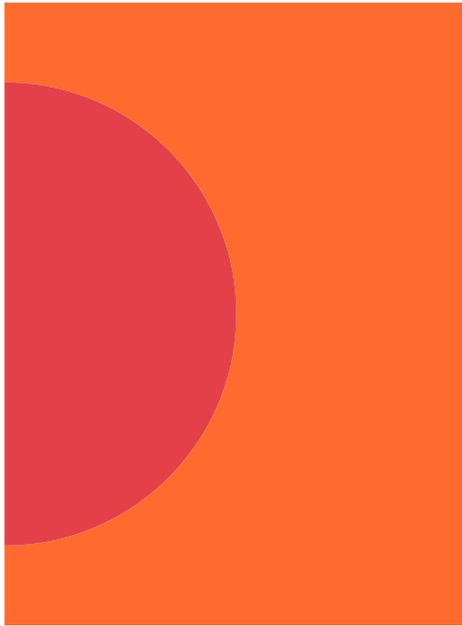
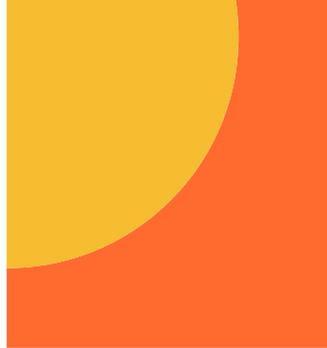
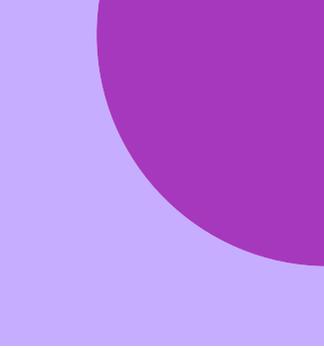
Sponsor profile // Architects, UX Designers, Engineers, Hospitality Partners, Digital Designers

The Seattle Design Festival is the region's largest public design event, which brings together community members, design experts, and city leaders to celebrate and explore all the ways design improves the quality of our lives.

- + **Make a Difference.** Put your firm's expertise to work, making Seattle a better place to live. Demonstrate the relevance of your work to a large public audience.
- + **Connect.** Connect to talented designers making design happen in our city. Engage with the design community and give your team a chance to network and engage the public.
- + **Showcase Your Work.** Show the city what your firm can do with great design, and why it matters.
- + **Attract Talent.** Connect with up-and-coming designers in all disciplines. Open doors to the design community, and leverage unique networking opportunities. architecture, urban planning, graphic design, fashion, visual art, film, dance, industrial design, gaming, and many more.

\$1,000	Recognition at the Bronze Sponsor Level
\$2,500	Recognition at the Silver Sponsor Level
\$5,000	Recognition at the Gold Sponsor Level
\$10,000	Recognition at the Platinum Sponsor Level
\$15,000	Recognition at the Headline Sponsor Level
\$25,000	Recognition at the Presenting Sponsor Level // Only one available

SEE SEATTLE DESIGN FESTIVAL BENEFITS CHART ON PAGE 11.



3

Review Your Benefits

Your sponsorship underpins a socially engaged design ecosystem that fosters civic engagement and bold design content. It also keeps much of the festival free and open TO ALL.

COMMIT BY **JANUARY 4, 2022** TO BE INCLUDED IN ALL FESTIVAL MARKETING MATERIALS

Presenting
\$25,000

Headline
\$15,000

Platinum
\$10,000

Gold
\$5,000

Silver
\$2,500

Bronze
\$1,000

Seattle Design Festival + Year-Round Benefits

SPONSORSHIP LEVELS

Presenting	Headline	Platinum	Gold	Silver	Bronze	
						Logo lock-up on all collateral materials (e.g. Sponsor presents SDF)
						Elevated logo recognition on Festival flags and lanyards
						Website homepage recognition on Festival calendar
						Opportunity to host an official Festival party at your venue
12 mos	6 mos	3 mos				Complimentary ad placement in newsletter
						Showcase your 90-second showreel on SDF website
						Logo recognition on print collateral and ads
						Logo recognition in printed program or schedule
						Speaking role at a 2022 SDF-organized event
						Featured interview of one of your designers on our Design Blog
						Featured in media kit and promotional materials
						Propose a unique program or installation at the Festival
L	L	L	L	L	N	Fundraising event recognition with your logo (L) or name (N)
L	L	L	L	L	N	Year-round website recognition with your logo (L) or name (N)
All posts	All posts	Up to 5 posts	Up to 4 posts	Up to 3 posts	Up to 2 posts	Social Media recognition
15 tickets	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets	Complimentary admission to opening/closing party

Payment is required for sponsorship recognition. Decisions related to program content rest with SDF leadership. Benefits are subject to change. SDF reserves the right to accept or reject partnership with any sponsor by decision of SDF leadership. SDF does not, solely by virtue of its partnership with sponsors, endorse or support the opinions, platforms, products, work or missions of SDF sponsors. In the event SDF determines that partnership with any sponsor is no longer mutually beneficial, it reserves the right to terminate that partnership immediately and without cause.

4

Return Commitment Form + Logos

Firm Information

Firm Name _____
(exactly as you would like it to appear on marketing materials)

Mailing Address _____

City _____ State _____ ZIP _____

Contact information

Firm Principal _____

Phone _____ E-mail _____

Marketing Contact _____

Phone _____ E-mail _____

Billing Contact _____

Phone _____ E-mail _____

Billing Address _____

City _____ State _____ ZIP _____

Select the program(s) you are sponsoring and the level(s)

SDF Pavilion Design Competition

\$15,000

Diversity by Design Exhibit

\$10,000 \$5,000 \$2,500 \$1,000

Seattle Design Festival 2022

\$25,000 \$15,000 \$10,000 \$5,000 \$2,500 \$1,000

SDF Sponsorship Total \$ _____

Payment

- Check payable to Seattle Design Festival (enclosed)
- Please send an invoice to the Principal Marketing Contact Billing Contact
- Credit card payment Visa MasterCard AMEX **Total Payment \$** _____
- Credit Card Number _____
- Expiration Date _____ CVV Number _____
- Name as it appears on the card _____
- Authorized Signature _____

NOTE: Contributions to Seattle Design Festival, a 501(c)(3) organization, are tax-deductible as charitable contributions to the extent allowed by law.

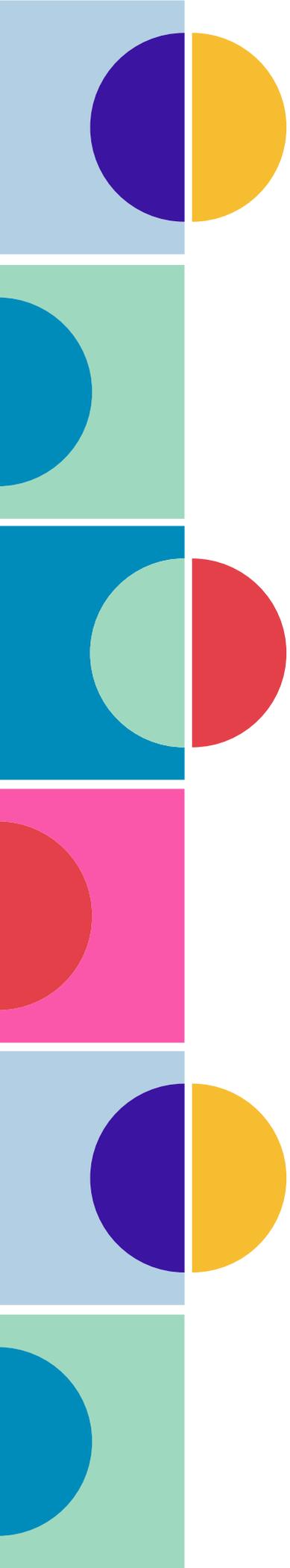
Online Payment Option available at seadesignfest.org/sponsorship

Logos

Seattle Design Festival keeps all sponsor logos on file. Please email the **latest version of your color and black and white logo (300 dpi EPS & JPG, at least 6" on long side)** to kristenl@aiaseattle.org.

Return to

Kristen Lound, Associate Director, Growth & Operations | AIA Seattle + Seattle Design Festival
Center for Architecture & Design
1010 Western Avenue | Seattle, WA 98104
kristenl@aiaseattle.org
206.957.1913



FAQ

Can I propose a project/installation without committing to a sponsorship?

Yes! For-profit businesses will be required to pay a proposal fee, but participation is not contingent on a paid sponsorship. We will be in touch in early March with the 2022 Call For Proposals.

I have products I would like to market to architects. Does Seattle Design Festival have a trade show?

No. While Sponsors are eligible to propose a unique festival installation, program or event, product marketing is discouraged. Proposals should highlight the value of your creative process, provide an opportunity for community members to participate in design processes, provide opportunities for the public to influence design outcomes, address or support work around urgent community problems, inspire action and engage others, and showcase and celebrate design and our greater design community.

Is there a limit to how many sponsors for each program?

There is no limit to supporting either the Diversity By Design Exhibit or the Festival. The SDF Pavilion Design Competition is a limited opportunity offered to just one sponsor per two-year term. SDF Presenting level is only available for one sponsor.

Do I get to speak or present at a program?

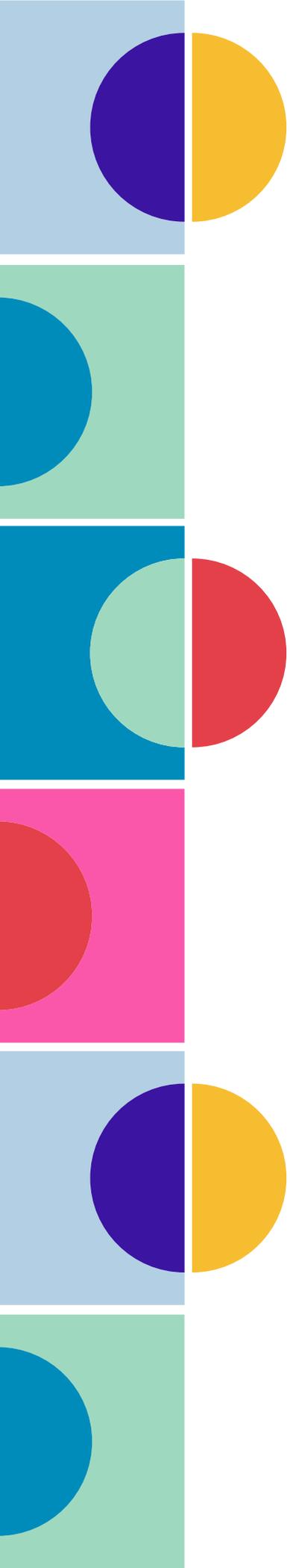
Commit at the gold level or higher and you'll be invited to provide a welcome message and brief introduction about your role within the design industry to 200 firm principals and civic leaders at our 2022 Individual Giving event.

My company is sponsoring an AIA Seattle program. Can we sponsor SDF, too?

Yes. However, AIA Seattle and SDF are separate entities with separate tax statuses. We request that commitments and payments to both organizations remain separate. You will receive a separate acknowledgment letter from each organization for your contribution.

Is my sponsorship tax-deductible?

Yes. SDF is a not for profit 501(c)3 and, as such, sponsorships are considered a charitable contribution.



**Seattle
Design
Festival**

seadesignfest.org