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

2022 Sponsorship Benefits
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
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

**Gold**
- 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**

**January 2022**
- Exhibit Opens: Diversity by Design
- Pavilion Competition Opens
- Festival Theme Announcement

**March 2022**
- Festival Call for Proposals Opens

**April 2022**
- Pavilion Competition Winner Announced

**May 2022**
- Individual Giving Event

**June 2022**
- Festival Launch

**August 2022**
- Seattle Design Festival!

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**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.

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**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

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.

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.

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.

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.

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.
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.**
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.**
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.
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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

Seattle Design Festival + Year-Round Benefits

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>Benefit Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting $50,000</td>
<td>Logo lock-up on all collateral materials (e.g. Sponsor presents SDF)</td>
</tr>
<tr>
<td>Headline $25,000</td>
<td>Elevated logo recognition on Festival flags and lanyards</td>
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<tr>
<td>Platinum $10,000</td>
<td>Website homepage recognition on Festival calendar</td>
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<tr>
<td>Gold $5,000</td>
<td>Opportunity to host an official Festival party at your venue</td>
</tr>
<tr>
<td>Silver $2,500</td>
<td>Complimentary ad placement in enewsletter</td>
</tr>
<tr>
<td>Bronze $1,000</td>
<td>Showcase your 90-second showreel on SDF website</td>
</tr>
<tr>
<td></td>
<td>Logo recognition on print collateral and ads</td>
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<tr>
<td></td>
<td>Logo recognition in printed program or schedule</td>
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<td></td>
<td>Speaking role at a 2022 SDF-organized event</td>
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<td></td>
<td>Featured interview of one of your designers on our Design Blog</td>
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<td></td>
<td>Featured in media kit and promotional materials</td>
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<tr>
<td></td>
<td>Propose a unique program or installation at the Festival</td>
</tr>
<tr>
<td>Platinum $10,000</td>
<td>Fundraising event recognition with your logo (L) or name (N)</td>
</tr>
<tr>
<td>Silver $2,500</td>
<td>Year-round website recognition with your logo (L) or name (N)</td>
</tr>
</tbody>
</table>

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.
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.