Seattle Design Festival

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

2023 Sponsorship

Seattle Design Festival

Dear Design Leader,

I am excited to invite you to support Seattle Design Festival (SDF) as 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.

Your partnership as a sponsor sustains SDF as one of the most impactful publicly created design festivals in the world and ensures our programs remain 99% free to attend. Sponsors make the festival possible, and allow SDF to provide participation funding to community organizations and nonprofits. In 2022 the festival welcomed nearly 11,000 visitors, and hosted 463 designers, 136 Festival partners, 13 virtual experiences, and 57 community spotlight programs representing 21 distinct design disciplines.

Supporting SDF offers sponsors an opportunity to align with our festival goals:

- **Demonstrate the relevance of design thinking**
- **Empower communities to leverage design**
- **Promote a culture of collaboration**

Supporting SDF through sponsorship will bring visibility to your organization with design-engaged audiences including families, youth, NGO's, and 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.

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

In 2022, festival attendance nearly doubled above 2021 levels, and the year ahead promises to bring forward the thriving festival spirit that centers around community engagement. I would so welcome your partnership to support Seattle Design Festival as a sponsor in 2023, and help us empower our community to find the path to change-making through design.

In partnership,

Vicki Ha
Senior Concepts Architect - Amazon
2022 SDF Council Chair

Seattle Design Festival

Our 2022 SDF Supporters

Thank you to the following organizations whose vital contributions made the 2022 Seattle Design Festival possible.

Headline

Amazon

Platinum

Google

Gold

LMN
MG2
Teague

Silver

Bassetti Architects
CallisonRTKL
Cushing Terrell
Encore Architects
GGLO
Mahlum
The Miller Hull Partnership
Mithun
Skidmore, Owings & Merrill
Substantial
Swenson Say Faget
VIA – A Perkins Eastman Studio

Bronze

BRR Architecture
DLR Group
Dowbuilt
Graphite Design Group
NBBJ
ScharrerAD
Weber Thompson
Windows, Doors & More
ZGF Architects

In-Kind

Abracadabra Printing
CitizenM Hotels
The Collective
GRAY
Green Latrines
Heritage Distilling Company
Mastrogiannis Distillery
P2S Inc
Recology
The Stranger

Funders

4Culture
Lynn & Bruce Gibson Family Foundation
National Endowment for the Arts
Office of Arts & Culture, Seattle

SDF 2022 at a Glance

In 2022, SDF hosted an exhibition at the Center for Architecture and Design, produced a celebration for 200+ members of our community, and returned to a full 7-day Festival program in August which saw a 70% increase in attendance compared to 2021.

10,838* Attendees

*These numbers do not capture self-facilitated experiences including public art, or continuing impressions of virtual programming

From 21 design disciplines:

Interdisciplinary Design
AI Design
Architecture
Audio Design
Civic Design
Community Design
Creative Placemaking
Furniture Design
Gaming
Graphic Design
Industrial Design
Interior Design
Land Use
Landscape Architecture
Multidisciplinary Design
Performance
Social Innovation
Sustainable Design
Urban Planning
UI/UX Design
Visual Art

Participation

38 Festival Sponsors
136 Festival Partners
463 Designers engaged as Festival Partners
19 Design disciplines
13 Virtual Experiences for remote/global attendees
57 Community Spotlight Programs
4 Neighborhoods engaged

Social Media

Twitter **87.2k+ impressions**
Facebook **46.1k+ reach**
Instagram **4,157 followers**

Press Reach

25,263,359 Impressions
from **30** press mentions
in **17** media outlets

Enews

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

Web Reach

seadesignfest.org

65,017 Pageviews
54,994 Unique Pageviews
31,632 Sessions
22,706 Users

Seattle Design Festival

Why Support SDF?

+ **Boost Your Visibility:**
  Your organization profile will be boosted with a diverse spectrum of members of the public, designers, creatives, and enthusiasts through high engagement channels and spaces, including web, print, social media, and Festival events and celebrations.

+ **Demonstrate Your Values:**
  Supporting the Festival shows your employees, customers, clients, and partners that your organization believes that design is for everyone and that inclusive co-design practices are essential to shaping an equitable Seattle.

+ **Show Care for Your Community:**
  Sponsorship support provides funding to keep the Festival accessible and 99% free to the public. Your support empowers underserved communities to leverage design and get actively involved in the design process.

SDF 2023 TIMELINE

- **February** — **Festival Theme Announcement**
- **April** — **Call for Proposals Opens**
- **May** — **Call for Proposals Closes**
- **June** — **Festival Website Launch**
- **August** — **Seattle Design Festival!**

Make the Most of Your Benefits

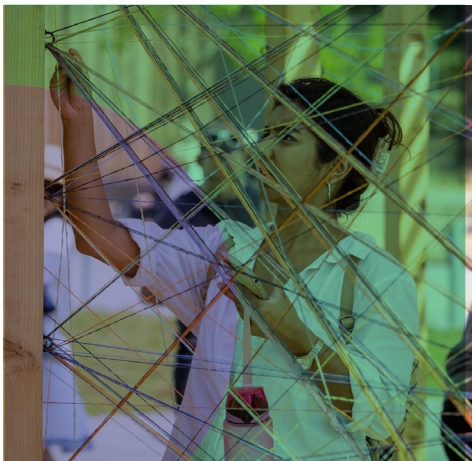
Get Engaged! Participate as a Program Partner.

Connect directly with the SDF community by proposing a unique installation, program, or event for the 2023 Festival! **Proposal fees are waived as a benefit of sponsorship.** Respond to our Call for Proposals, which will launch in April, and join designers, makers, and activists to empower and inspire Seattle's creative problem solvers.

MAP YOUR CONNECTIONS
WHERE WERE YOU BORN?
WHAT IS YOUR HERITAGE?

ONE SEATTLE
Re-establishing housing diversity in Seattle's neighborhoods

FAIR ISLE
AIA



SDF 2023 Sponsorship 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 **FEBRUARY 14, 2023** TO BE INCLUDED IN ALL FESTIVAL MARKETING MATERIALS

Headline $25,000	**Titanium** $15,000	**Platinum** $10,000	**Gold** $5,000	**Silver** $2,500	**Bronze** $1,000	**Seattle Design Festival Year-Round Benefits**
SPONSORSHIP LEVELS						
•						Presenting partner of annual SDF Party
•	•					Elevated logo recognition on Festival flags and lanyards
•	•	•				Website homepage recognition on Festival calendar
•	•	•				Opportunity to host an official Festival happy hour at your venue *(additional expense may be required)*
L	**L**	**L**	**L**			Logo recognition on print collateral and ads
•	•	•	•	•		Featured interview of one of your designers on our Design Blog
•	•	•	•	•	•	Propose a unique program or installation at the Festival
L	**L**	**L**	**L**	**L**	**N**	Printed program or schedule recognition with logo (L) or name (N)
L	**L**	**L**	**L**	**L**	**N**	Annual SDF Party 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)
L	**L**	**L**	**L**	**L**	**N**	Year-round enews recognition with your logo (L) or name (N)
Up to 6 posts	Up to 5 posts	Up to 4 posts	Up to 3 posts	Up to 2 posts	1 post	Social Media recognition
12 tickets	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets	Complimentary admission to annual SDF Party

SDF 2023 Sponsorship Commitment

Organization Information

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

Mailing Address _____

City _____ State _____ ZIP _____

Contact information

Primary Contact _____

Phone _____ E-mail _____

Marketing Contact _____

Phone _____ E-mail _____

Billing Contact _____

Phone _____ E-mail _____

Billing Address _____

City _____ State _____ ZIP _____

SDF Sponsorship Total $ _____

Payment

❍ **Online Payment Option** available at **seadesignfest.org/sponsorship**

❍ Check payable to Seattle Design Festival (enclosed)

❍ Please send an invoice to the ❍ Primary Contact ❍ 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 _____

Payment is required for sponsorship recognition. Benefits are subject to change. SDF reserves the right to accept or reject partnership with any sponsor. SDF does not endorse or support the opinions, platforms, products, work or missions of SDF sponsors. In the event SDF determines partnership with any sponsor is no longer mutually beneficial, partnership can be terminated immediately and without cause. SDF is a 501c(3) organization and your contribution is eligible to be tax-deductible. Please consult your tax advisor. EIN: 27-4569299

❍ Check to acknowledge

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 **melissan@aiaseattle.org**.

Return to

Melissa K. Neher Executive Director | AIA Seattle + Seattle Design Festival
Center for Architecture & Design
1010 Western Avenue | Seattle, WA 98104
melissan@aiaseattle.org
206.957.1910

FAQs

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 April to share the 2023 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: 1) highlight the value of your creative process; 2) provide an opportunity for community members to participate in design processes and for the public to influence design outcomes; 3) address or support work around urgent community problems; 4) inspire action and engage others; 5) showcase and celebrate design and our greater design community.

Do I get to present at a program?

All SDF Sponsors are encouraged to submit a program for the Festival! Showcase your team's creativity and demonstrate the relevance of your organization's work to a large public audience. As a benefit of sponsorship, your submission fee will be waived! ($100-$500 value).

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. EIN: 27-4569299. Consult your tax advisor.

Seattle
Design
Festival

seadesignfest.org