

2024
**Sponsorship
Opportunities**



**Seattle
Design
Festival**

seadesignfest.org

Seattle Design Festival

Who We Are



Seattle Design Festival (SDF) is a platform for bold design conversations. We believe that design is for everyone and that inclusive co-design practices are essential to shaping an equitable Seattle. We collaborate with diverse communities, architects, designers, civic and business leaders, nonprofits, artists and activists to generate solutions to complex social, cultural and ecological challenges that affect all of us.

Vision

We envision a culture of design that fosters equitable, resilient, and thriving communities.

Mission

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

Why Sponsor

10,660*

FESTIVAL ATTENDEES

**These numbers do not capture continuing impressions of the Virtual Mainstage.*

Block Party	9,088
Virtual Mainstage	1,111
Mixers	461

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.

Keep the Festival FREE

We are a 501(c)3 nonprofit and your proposal fee supports our commitment to successfully promote and sustain the Festival and ensures it is free and/or affordable to everyone.

Invest in Your Team

Leadership Opportunities
Team Building + Connection
Professional Development
Remove Design Constraints
Spark Imaginative Thinking

Seattle
Design
Festival

Our Reach

54,000+

WEB VIEWS

11,000

SOCIAL FOLLOWERS
Instagram, Facebook, Twitter

20+

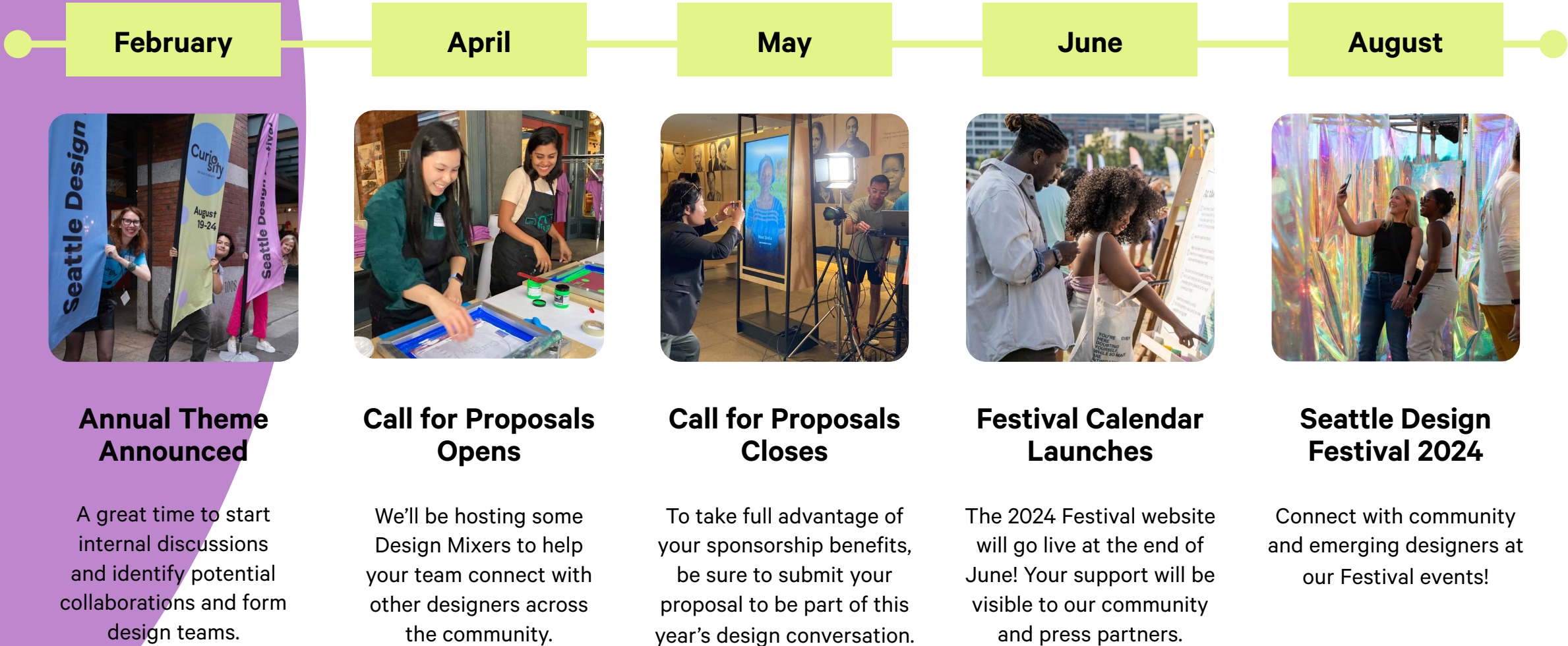
DESIGN DISCIPLINES

Make the Most of Your Sponsorship

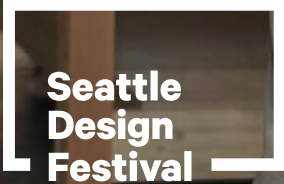


Get Engaged!

Participate as a Program Partner. Connect directly with the SDF community by proposing a unique installation, program, or event for the 2024 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.



Benefits of Sponsorship



Commit by **March 14, 2024** for maximum visibility!

Headline \$25,000
Titanium \$15,000
Platinum \$10,000
Gold \$5,000
Silver \$2,500
Bronze \$1,000

Seattle Design Festival 2024 Year-Round Benefits

Sponsorship Levels						
•						Presenting partner of annual Festival 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 <i>(additional expense may be required)</i>
•	•	•	•			Logo recognition on print collateral, posters, 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 Festival 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 Festival Party

Make Your Commitment

SDF 2024 Commitment Form



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

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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 camillaan@aiaseattle.org.

Return to

Camilla Nicholas
Center for Architecture & Design | 1010 Western Avenue | Seattle, WA 98104
camillan@aiaseattle.org

FAQs

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 nonprofit 501(c)3 and, as such, sponsorships are considered a charitable contribution. EIN: 27-4569299. Consult your tax advisor.

How can I make the most of my sponsorship?

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).

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 2024 Call For Proposals.

I have products to market. Does the Festival include booths or a trade show?

No. While Sponsors are eligible to propose a unique Festival installation, program or event, product marketing is discouraged. Participation in the Festival is driven by the goals that align with our mission: 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.

People Power

Seattle
Design
Festival

SDF 2023 Planning Team

Adrian Pacheco
Cheryl McIntosh
Christine Vu
Steven Yang
Irene Song
Matt McWililams
Rebecca Noran
Shauna Revello Wilson
Trevor Dykstra
George Zatloka
Tyler Schaffer

SDF 2023 Board

Carrie Anderson
Cory Hitzemann
Heather Pogue
Heather Skeehan
Jeannette Gatlin
Jenny Jau
Jake Woland
Mark Chubb
Mark Smedley
Michele Hill
Myer Harrell
Nicole DeNamur
Vicki Ha

SDF 2023 Council

Chelsea Flickinger
Elizabeth Umbanhowar
George Zatloka
Hasti Afkham
Jake Woland
Mindy Lehrman Cameron
Shauna Revello Wilson
Vicki Ha

The Festival is community driven.
Thank you to all our generous donors.

Presented by



Funders



Gold Sponsors



Silver Sponsors



Bronze Sponsors

BRR Architecture | FRAMEWORK | Graphite Design Group | HEWITT | Integrus
Mindful Consuming | NBBJ | Perkins + Will | Tenor Engineering Group

In-Kind Sponsors

