

AUSTIN DESIGN WEEK

2019

Sponsorship Guide



ABOUT US

Help us celebrate design in Austin during this year's 4th annual Austin Design Week.

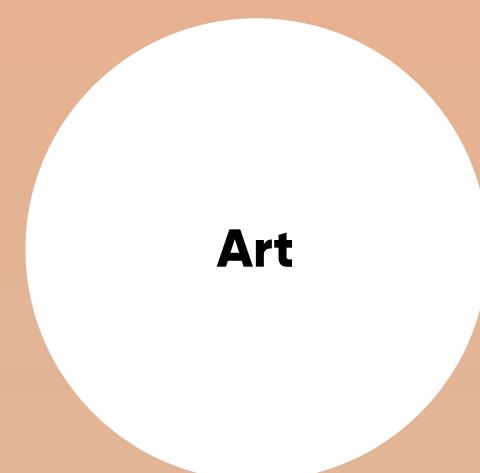
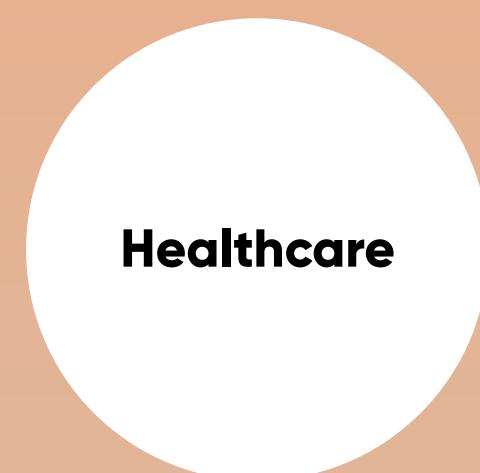
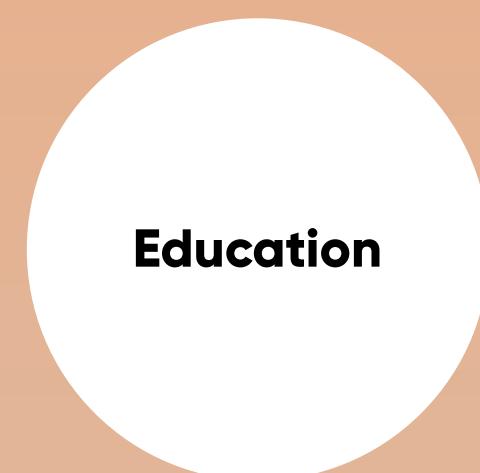
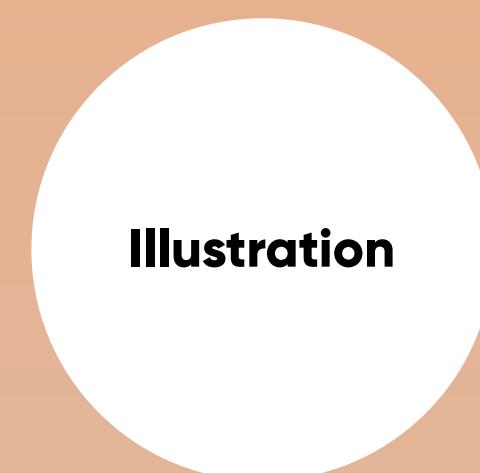
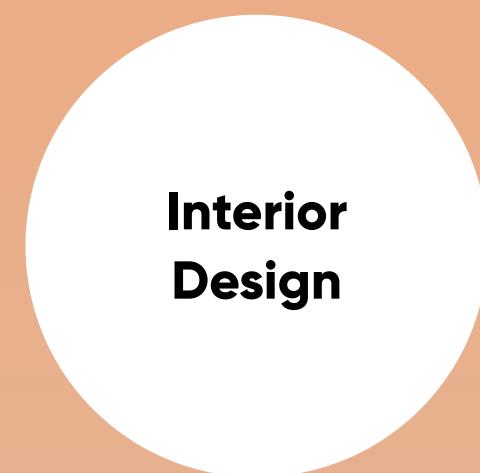
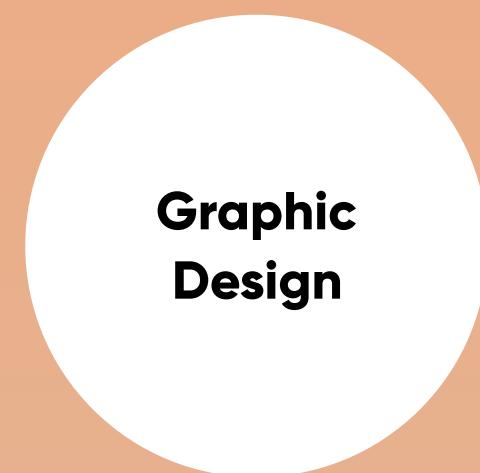
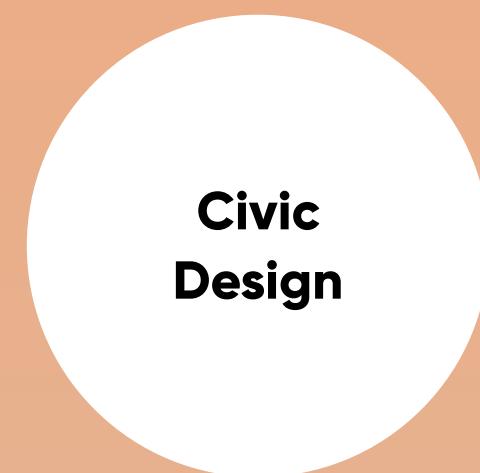
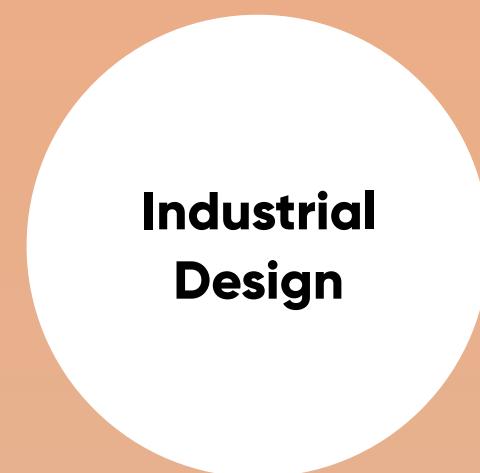
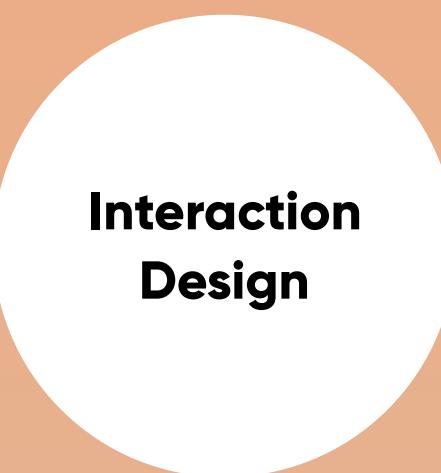
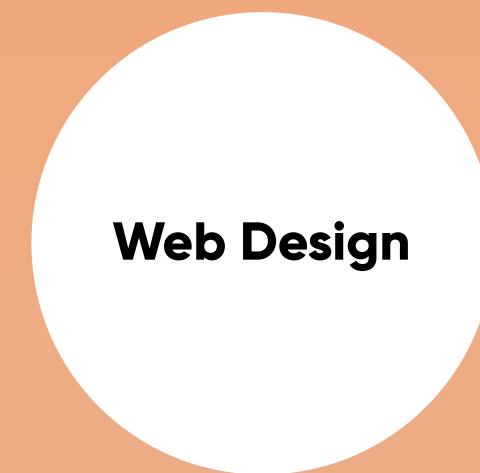
This week-long event brings together designers across disciplines and invites the larger Austin community to participate.

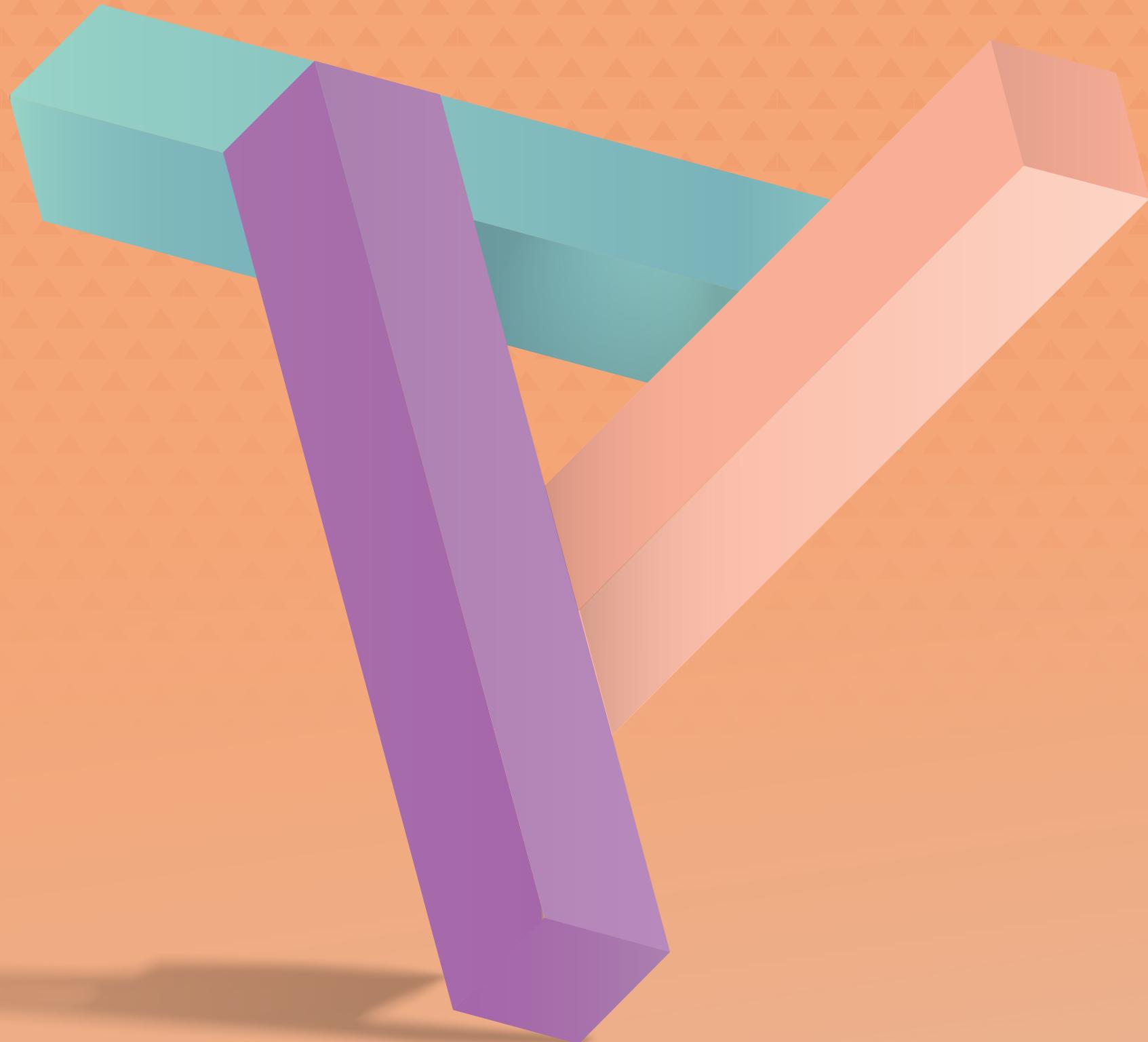
With the help of our community hosts, we showcase the best of design in Austin, start provoking conversations, teach attendees new skills, and bring together designers and the design curious from across Austin and beyond.

Austin Design Week is completely free for the community to attend. Our sponsors help us make this happen. Become an Austin Design Week sponsor to highlight your support of the design community, find great talent, and showcase your work.



Austin Design Week holds 100+ events over 5 days covering topics like:





Our 2019 theme is
MAKE SPACE

We'll be exploring how we remove barriers and set the conditions for everyone to work, live and thrive. We'll explore what it means to build with intention for new ideas, for old ideas, for those who have been frequently ignored. What spaces can we cultivate to learn, grow and center ourselves in equity as we continue to expand as a city, design industry and community?

Join us on November 4-8, 2019.



Audience Metrics



2018 ATTENDANCE

1,400+ unique attendees



TYPES OF ATTENDEES

Architect, Art Director, CEO, Community Outreach, Creative Director, Design Director / Manager, Graphic Designer, Interaction Designer, Landscape Designer, Marketing Specialist, Principal, Product Designer, Project Manager, Senior Designer, Student, UX Designer, UI Designer, Visual Designer, VP of Technology, Web Developer, Writer



COMPANIES OF ATTENDEES

AT&T, athenahealth, Austin Community College, Austin Public Library, Bazaarvoice, Charles Schwab, City of Austin, CTA Group, Dell, General Assembly, General Motors, GSD&M, HashiCorp, HomeAway, IBM, M3 Design, Optum, Phunware, R/GA, Redroc Austin, Rodeo Austin, St. Edwards University, Studio 8 Architects, SXSW, Texas State University, The Creative Group, The University of Texas at Austin, The Zebra, USAA, UT Austin, YETI Coolers



Sponsorship Packages



Champion Partner

2 AVAILABLE

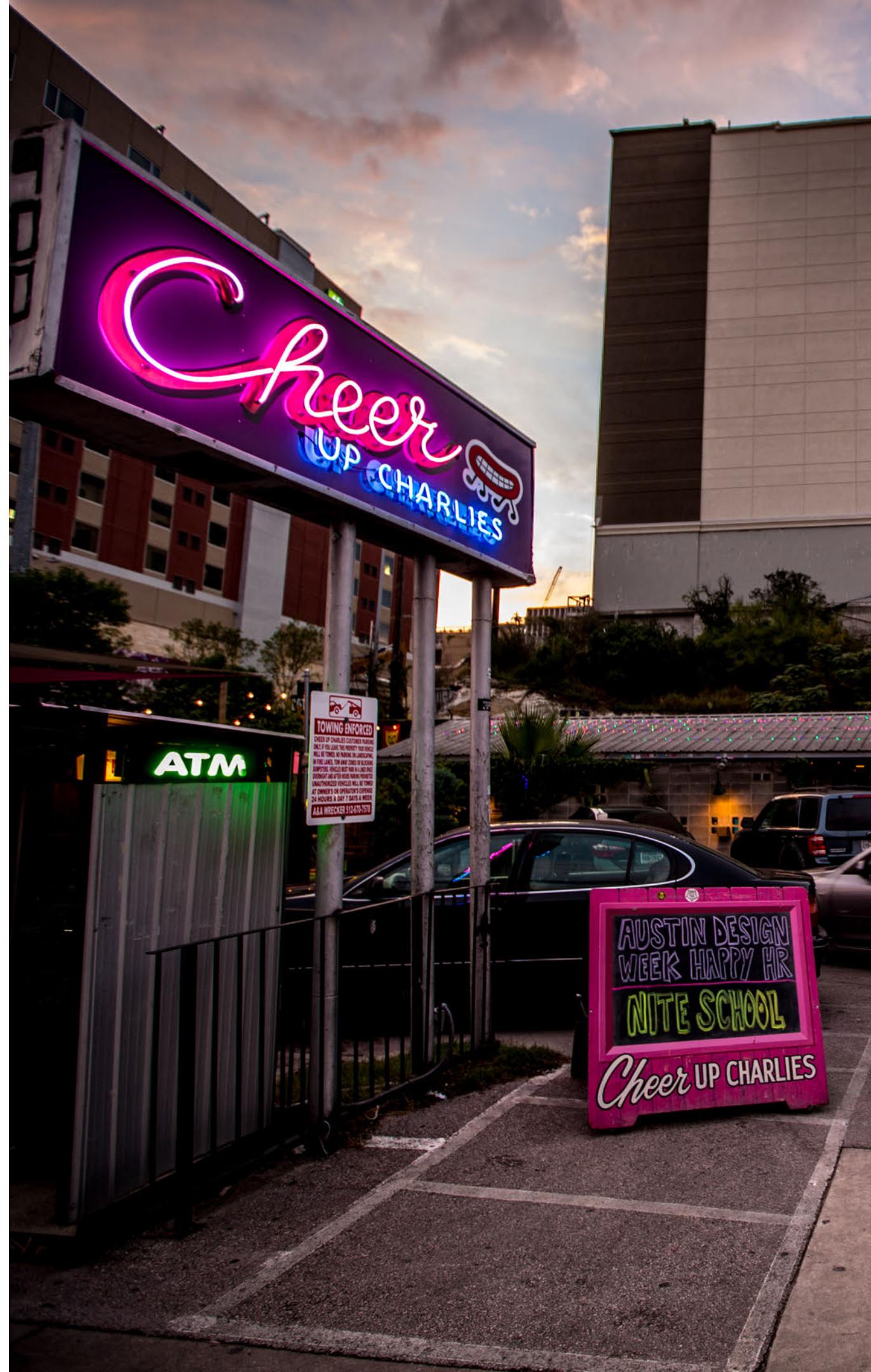
Presenting sponsor of either the Opening or Closing Night event for the only large events of this year's ADW (approximately 200 people in attendance)**

You'll receive:

- "Presented by" titling on all listings of the event
- Table at the event
- Ability to host an activity or installation during the evening
- Ability to bring your own signage and swag
- ADW co-branded signage
- Verbal thank you by founders at the event
- Logo on the ADW Homepage
- Inclusion in all emails for ADW 2019
- 10 reserved seats to attend sessions over the course of the week
- 5 custom social media posts tagging your company
- Logo on signage at the HUB all week long
- Submission fee waived for your event if chosen (valued at \$300)

\$10,000

**Programming and venue for these events determined by the board and ADW staff.



Amplify Partner

NO LIMIT

You'll receive:

- Logo on the ADW Homepage
- Inclusion in all emails for ADW 2019
- 5 reserved seats to attend sessions over the course of the week
- 3 custom social media posts tagging your company
- Logo on signage at the HUB all week long
- Ability to have branded swag at the Hub
- Submission fee waived for your event if chosen (valued at \$300)

\$5,000



Sustain Partner

NO LIMIT

You'll receive:

- Logo on the ADW Homepage
- Inclusion in all emails for ADW 2019
- 3 reserved seats to attend sessions over the course of the week
- 1 custom social media post tagging your company
- Submission fee waived for your event if chosen (valued at \$300)

\$2,000



A La Carte Sponsorships



Breakfast or Lunch Provided at the HUB

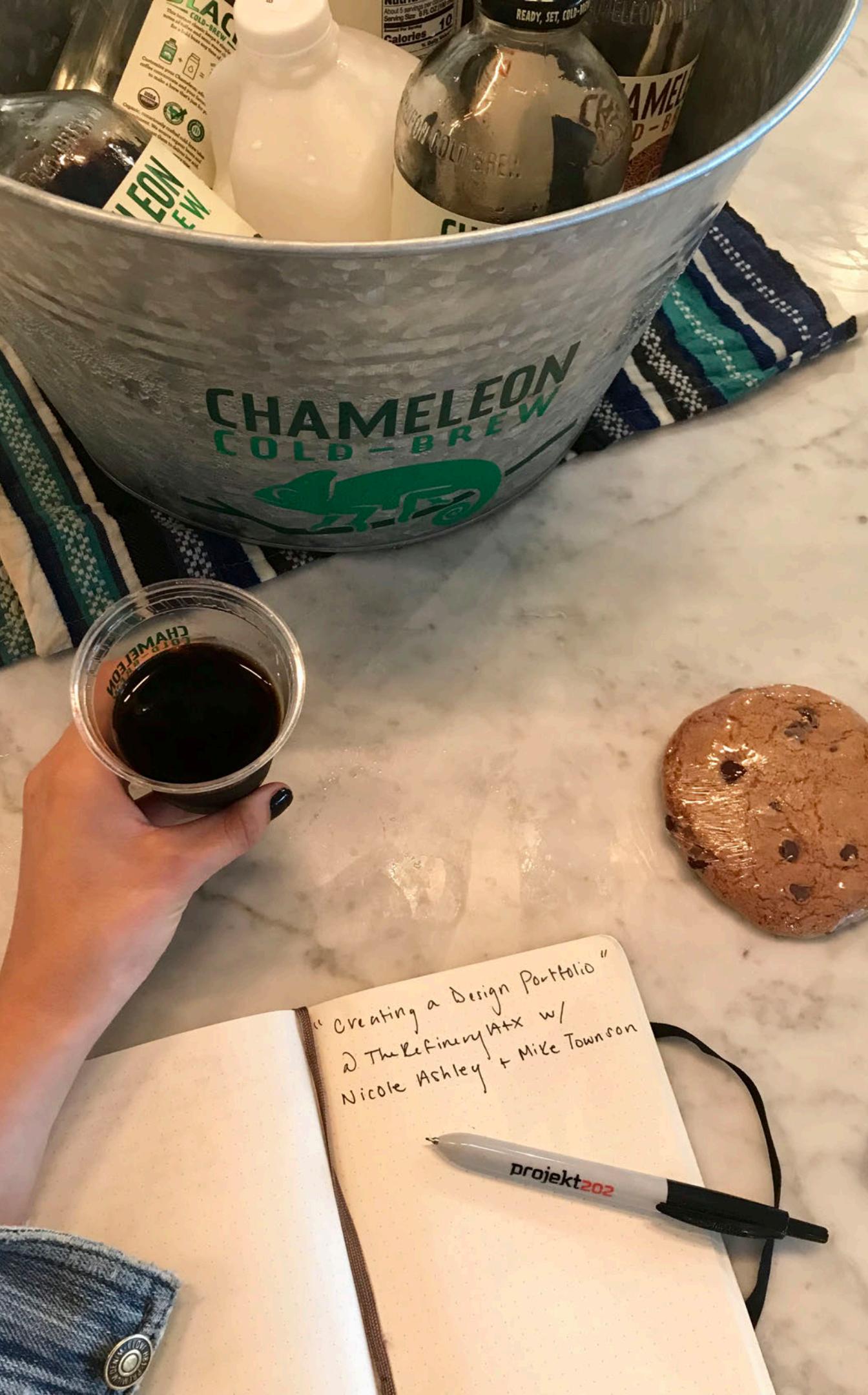
8 AVAILABLE

Breakfast or lunch for 40 in the Hub during event times. Food provided by ADW with all ordering and logistics taken care of by ADW.

You'll receive:

- Signage with your logo with "meal provided by"
- Logo on the ADW Hub webpage
- Ability to provide additional signage and have representatives during serving times

\$500



Design-A-Thon Presenting Sponsor

1 AVAILABLE

You'll receive:

- "Presented by" titling on all listings of this social good inspired, week-long event**
- Ability to provide prizes for the Design-A-Thon winners***
- Ability to provide the venue for Design-A-Thon events
- Ability to have a representative of your company as a Design-A-Thon Judge
- Ability to bring your own signage and swag to any Design-A-Thon events
- Verbal thank you at all Design-A-Thon official events (3-4 events)
- Logo on the Design-A-Thon webpage
- Inclusion in the Design-A-Thon featured emails for ADW 2019
- 3 custom social media posts tagging your company
- Submission fee waived for your event if chosen (valued at \$300)

\$7,500

***The prompt or "problem to solve for" will be determined by ADW staff*

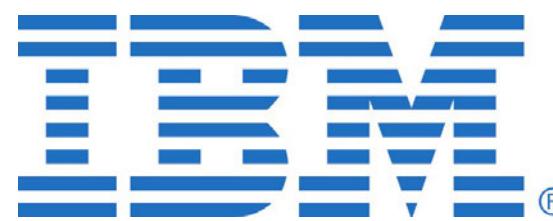
****Not required to provide prizes, ADW will provide winning team prize, but if you'd like to provide a future experience or swag for any of the winners that will help further your brand or goals, you may.*



Past Sponsors

Interested in getting more involved with ADW and reaching our audience?

Here are some of the generous sponsors who have supported ADW the past few years:



Contact

For additional information on how ADW can help you connect with our target audience of Designers and Design-minded community, be in touch!

partnerships@austindesignweek.org

