

Design Partnerships



Introduction

DesignPhiladelphia, now in its sixth year, is the nation's largest design festival. It has grown quickly since its first celebration in 2005. The end of decade, 5th anniversary brought together over 230,000 people who attended 135 events throughout the city. The event received 55 million media impressions from around the world, and is becoming a fixture on the national and international creative calendar.

To accompany the city into the new decade, DesignPhiladelphia is rapidly evolving into an innovative, year round, open source, live design event, pocket guide, and online social networking platform for the city's universities, students, consumers, collectors, visitors, and professionals. DesignPhiladelphia actively contributes to establishing the city's national reputation as being a unique, inspirational environment in which to live, work, and play.



Facts and Figures

- DesignPhiladelphia attracts an audience of more than 230,000 people. 20-50 years old, lead adopters of technology, fashion forward, college educated, well-traveled, savvy consumers.
- DesignPhiladelphia receives approximately 55 million media impressions nationally and internationally – all 50 states and 96 countries.
- DesignPhiladelphia has been featured in *The New York Times Magazine*, *London Financial Times*, *The Philadelphia Inquirer*, *City Paper*, *Where*, *Philadelphia Magazine*, *Modernism*, *MainLine Life*, television and radio stations such as *WRTI*, *WHYY*, *WXPB*, and *WKYW*, as well as 80+ blogs and websites.
- Over 135 events took place in 2009, up from 93 events in 2008.
- Over 500 designers participated or were represented.
- A vast majority of DesignPhiladelphia events are free. All are open to the public.





Mission

DesignPhiladelphia is committed to celebrating and promoting Philadelphia as a design capital and destination, and the gateway to the region's creative community.

Goals

Promote – to promote design, designers and design methodologies as integral components of building socially and environmentally sustainable communities

Grow – to maximize and stimulate economic growth in the creative and design sector in Philadelphia and the region

Educate - to advance public awareness of the role design plays in everyday life

Network and Discover – to create opportunities for networking, dialogue and discovery of the city, and its cultural and historic assets

Increase Trade – to increase the opportunity for trade and investment in Philadelphia's product and knowledge sectors

Retention – to provide opportunities for young people, students and graduates to interact with the design community by facilitating participation, encounters and training

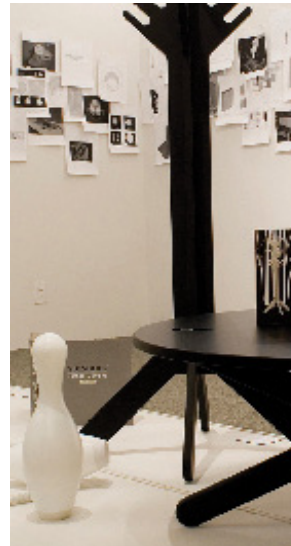
Build Reputation – to enhance the reputation and vitality of Philadelphia as a design destination and center for creative excellence, engagement and innovation



Celebrating and Promoting Design

Since 2005, DesignPhiladelphia has developed a nationally unique, open participation festival model that serves as both a cultural and a commercial event. The Festival program offers visitors the opportunity to see Philadelphia's creative industries at work. During the week, the city opens its doors to the public with open studios, product launches, workshops, exhibitions, lectures and site-specific public installations. DesignPhiladelphia promotes the following design disciplines:

Advertising	Furniture	Packaging
Animation	Glassware	Product
Architecture	Graphics	Publishing
Automotive	Industrial	Retail
Ceramics	Interactive	Textiles
Communication	Interior	Scenic
Engineering	Jewelry	Systems
Exhibition	Landscape	Typography
Fashion	Lighting	Urban Planning
Film/ SFX	Millinery	Web
Footwear	Media	



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The Opportunity





An Ideal Partner

DesignPhiladelphia is a dynamic mix of tours, exhibits, book signings, lectures, runway shows and workshops that take place in boutiques, galleries, museums, universities, warehouses and city streets, highlighting the impact design has on everyday life. DesignPhiladelphia unites the region's dynamic creative community by bringing together individuals and organizations from across the design spectrum.

By leveraging its brand, DesignPhiladelphia seeks to strengthen and streamline its existing partnership structure, identify new strategic partnerships and opportunities, and continue to build communities of like minded individuals, organizations, institutions, associations and businesses. We seek multi-year partnerships to continue growing and learning.



Partnership Categories

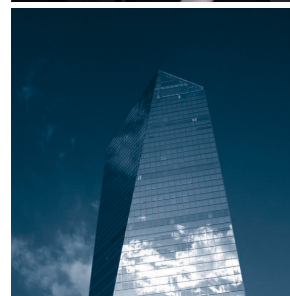
DesignPhiladelphia builds valuable community relationships around its partnership program. Actively contributing to the growth and promotion of the region's innovative industries relies on the coming together of a complex web of interests, entities and goodwill. These partners loosely fit into the following categories:

Knowledge Partners

Our knowledge partners provide insight into and support some of the organizational and logistical challenges facing the growth and sustainability of DesignPhiladelphia. Through their engagement with DesignPhiladelphia, these partners have access to our research, knowledge, and experience in organizing citywide open source festivals.

Resource Partners

These partners provide human capital, financial resources, and in-kind contributions to support our work with the creative sector of Philadelphia and the region. Resource partners work with the organization to: develop new revenue streams; provide grants to support DesignPhiladelphia programs; and provide products and services that support our work.





Why Partner With Us

Our Goals Match

We'll partner with you to efficiently and effectively achieve your partnership goals. We'll work with you to define your participation in the form of a project, event or exhibit and then support you through its completion and evaluation. You extend the reach of your partnership funds while saving administrative time.

Corporate Social Responsibility

A partnership with DesignPhiladelphia demonstrates how incorporating community stakeholders into your business network not only supports corporate goals and responsibility, but also encourages the promotion of social change and the growth of the innovative industries in a positive and sustainable way.

A Network for You

You can benefit from our regional network that brings together the full scope of the creative industries from universities to institutions, to individuals and businesses, to city officials and public organizations. The DesignPhiladelphia network is a truly grass roots network with more than 500 active participants.

We are Collaborators

We use our network to form collaborations to celebrate and promote design. We believe collaboration provides the means by which partners and supporters can pool their expertise and learn from one another to efficiently improve the overall DesignPhiladelphia partnership experience.

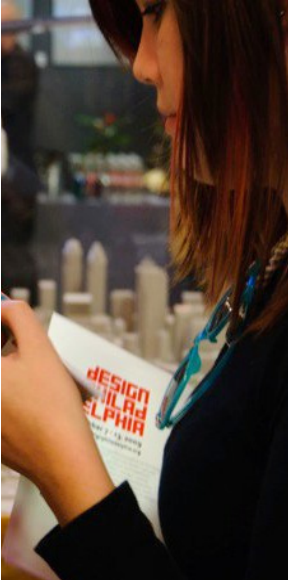
You Can Reach our Network

In the competition for the best employees and services, you can use our structure to get your message out to our network.



The Offer

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In Partnership With:  THE UNIVERSITY OF THE ARTS

Brand Showcase

- DesignPhiladelphia is an opportunity for anyone and everyone to experience how design affects everyday life.
- Events provide incomparable opportunities to showcase your brand through signage, product introduction, product placement and marketing.
- Partner with DesignPhiladelphia to create unique experiential programming.

Signature Events and Spaces

- **Dialogues on Design** – A speaker series that explores current topics such as: trans generational design; technology and design integration; global issues and design solutions; sustainability and responsibility; Capital D Design thinking.
- **So Re Fa** – Socially Responsible Fashion – A fashion show featuring local designers working with renewable materials and processes.
- **Philly Works** – A gallery and on-line exhibition showcasing 50 regional designers and their work that includes: fashion, jewelry, furniture, book art, and transportation design.
- **Pop-up Locations** – Opportunity to partner with DesignPhiladelphia to create shops, exhibitions, and design installations.





The Design Lot

This centrally located lot serves as the center point for the DesignPhiladelphia event offering partners and sponsors an ideal venue. The Design Lot is a container lot transformed into a place of opportunities, pop-up shops, advice, information, exhibitions and workshops for visitors and designers alike.

A Design Experience

The DesignPhiladelphia Lot is located on the city's main circulation artery, Broad Street. Broad Street, also known as the "Avenue to the Arts," is home to several Philadelphia cultural landmarks including art galleries, the University of the Arts, Merriam Theatre, the Arden, the Academy of Music, and the Kimmel Center. The location boasts high pedestrian and automobile traffic, and runs through the city center connecting the eastern and western parts of the metropolis.

Lead Sponsor

Lead Sponsors receive exposure to both trade and consumer markets in their individually outfitted container of choice. It is a multi-disciplinary opportunity with an audience from a rich mix of the creative industries.

Whatever your business, this space is for you. This is a chance to raise your profile, launch new products, meet new clients face-to-face, sell and secure commissions in a concentrated period of time.



Participation

Lead Sponsor

Category exclusivity
Use of one full container on The Design Lot
Plus Marketing Package

Signature Sponsor

Logo Placement and Custom Signage
Use of a shared container on The Design Lot
Plus Marketing Package

Supporting Sponsor

One Signature Event
Use of a shared container on The Design Lot
Plus Marketing Package

Events and Workshops

Sponsor Based

Details

Dates:

October 7th to 17th, 2010

Contact:

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