DesignPhiladelphia is the oldest design event of its kind in the country and the signature event of the Center for Architecture and Design. Working with partners each year, we offer a wide range of public programming to demonstrate Philadelphia’s re-emergence as a 21st century city shaped by design, technology, and collaborative business practices.

Over the course of two weeks, universities, cultural institutions, city agencies, retailers, manufacturers and startups across the city participate in more than 100 events on topics spanning across all design disciplines.

**IMPORTANT DEADLINES + DATES**

- **Print Deadline to Submit Event Registration (Program + Fee)** June 29
- **Event Partner Breakfast** September 8
- **Design Displays Active** September 30
- **Kickoff Party + Benefit** October 7
- **16th Annual DesignPhiladelphia Festival** October 7-18
WHY PARTNER

COMMUNITY
DesignPhiladelphia helps bring the public and fellow professionals to your space. Year after year, our event partners report that they create new valuable relationships and partnerships at their DesignPhiladelphia event.

Attendance | 43,000+ attendees

MARKETING / PR
DesignPhiladelphia offers you the opportunity to reach a broad and diverse audience through our marketing/advertising campaign and PR efforts each year, which reach millions.

Digital Newsletters | 27,408 subscribers

Social Media | 364,000 reached

Festival Website | 95,000 unique visitors; 129,000 page views
Given the uncertainty of the covid-19 pandemic, DesignPhiladelphia is preparing for an all virtual festival, although in-person events are allowed if you comply with City regulations and public health recommendations on gatherings.

**DESIGN DISPLAY | $150**
- All window and interior displays must be active from October 7-18, 2020.
- Design Displays are a great way to allow the public to safely social distance and stroll by your storefront or business.

**ONLINE PRODUCT SHOWCASE | $150**
- Are you launching a new collection or looking to highlight your product or new line? Add your designs to our new Online Product Showcase, which will launch during the festival and remain on our website through December 31, 2020.
- This is a perfect way to leverage the heavy web traffic during DesignPhiladelphia’s festival to connect with new customers.

**OPEN HOUSE | $150**
- Design studios, offices, showrooms, etc. are encouraged to welcome design professionals and the general public into their space to preview work, products, and meet designers.
- Whether in small groups in person or through a completely virtual Open House, welcome a wide audience into your space through a live event or a pre-recorded video.

**STANDARD EVENT | $300**
- Events include tours, lectures, talks and panel discussions, workshops, live podcasts, openings and receptions, exhibitions, etc. occurring between October 7-18.
- Participants are responsible for producing their own events at a venue of their choosing.
### EVENT PARTNER LEVELS + BENEFITS

**DEADLINE | JUNE 29**

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Standard One (1) Event / Program</th>
<th>Open House</th>
<th>Design Display OR Online Product Showcase</th>
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<tbody>
<tr>
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<td>$300</td>
<td>$150</td>
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<table>
<thead>
<tr>
<th>Event Benefit</th>
<th>Standard</th>
<th>Open House</th>
<th>Design Display OR Online Product Showcase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Partner Breakfast Invitation</td>
<td>☐</td>
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<tr>
<td>Festival Media Kit</td>
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<tr>
<td>e-Newsletter Promotion</td>
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<tr>
<td>DP Vinyl Logo</td>
<td>2 Vinyl Stickers</td>
<td>1 Vinyl Sticker</td>
<td>1 Vinyl Sticker</td>
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<tr>
<td>Event / Program Listing on Website</td>
<td>Full Listing</td>
<td>Full Listing</td>
<td>Full Listing*</td>
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<tr>
<td>Social Media</td>
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<tr>
<td>Kickoff Party + Benefit Tickets</td>
<td>1 General Admission</td>
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</tbody>
</table>

*Listings for Design Displays and Online Product Showcase are different, please inquire for clarity and examples of the different listings.*
ADD-ON TO YOUR EVENT

$500 FEATURE ARTICLE
- Article featured on the DesignPhiladelphia Stories
- 500 words maximum, partner generated content or Q&A
- 1x hero image, up to 3 additional images
- Featured in DesignPhiladelphia and Center for Architecture and Design email communications

ADVERTISING

DIGITAL AD | DESIGNPHILADELPHIA WEBSITE
- Custom Banner 12 Months (July – July) | $1,850
- Custom Banner 6 Months (July – December) | $1,250
POLICIES

Events Must be Open to the Public
DesignPhiladelphia and the Center / Architecture + Design share the common goal of educating the public on the importance of design and the built environment in our everyday lives. Therefore, all events presented as part of the Festival must be open to the public and we encourage you to make attending free or low cost. We understand the need to charge will vary depending on the type and production costs of your event.

Payment / Confirmation
When you submit your event, you will be prompted to make a payment. All events MUST be paid for upon submission, UNLESS you are a Sponsored Event and have made arrangements with DesignPhiladelphia staff. If you require an extension to this deadline, such as processing time for checks, please contact DesignPhiladelphia staff as soon as possible prior to June 29th.

Cancellations
Full refunds will be granted for event cancellations made prior to August 31, 2020. We’re sorry but we are unable to issue refunds for events canceled after August 31, 2020.
HOW TO SUBMIT YOUR EVENT
DEADLINE | JUNE 29

1. Go to designphiladelphia.org.

2. New event partners Click “Register” to create an event. Returning event partners click “Log In” to enter your existing login credentials, the same username and password used for the 2019 festival.

3. Fill out the event submission form.

4. Pay for your event on the online form.

5. Once your event is submitted, DesignPhiladelphia staff will be in touch with any issues or questions, if you don’t hear from us, you’re in good shape!

6. All event partners have access to edit their listing using their log in credentials. Simply log in and click my events to view your submitted events and click on the event you wish to edit.

**Please note, the cut off to edit your event listing is Sept. 18.**
HOW TO MAKE THE MOST OF YOUR EVENT PARTNERSHIP

USE THE DESIGNPHILADELPHIA LOGO
Using the DesignPhiladelphia logo to market your event is required. Hundreds of thousands have experienced the DesignPhiladelphia Festival and encountered our logo over the past eleven years. Adding our logo to your event promotion introduces you to new audiences and marks you as part of a much bigger picture. Therefore, the DesignPhiladelphia logo must appear on all print and multimedia promotional materials for your event.

USE THE DESIGNPHILADELPHIA NAME
In your marketing and press materials please note the typecase styling of our name – DesignPhiladelphia – there is no space between “Design” and “Philadelphia”.

LINK TO THE DESIGNPHILADELPHIA WEBSITE
Please include the website URL for DesignPhiladelphia on all promotional items, when possible – designphiladelphia.org.

Widen your audience and help us to build momentum by connecting with DesignPhiladelphia via social media. We will share your Festival-related posts on Facebook and Instagram as well as tweets on Twitter.

FOLLOW US ON SOCIAL MEDIA
FACEBOOK: Like our page: facebook.com/designphiladelphia

TWITTER: Follow us on twitter.com/designphilly. When talking about your Festival event on Twitter, tag @designphilly and use the official Festival hashtags: #DesignPhilly

INSTAGRAM: Follow us on Instagram @designphilly. When posting photos of your Festival event on Instagram, tag @designphilly and use the official Festival hashtag: #DesignPhilly

RGB 238/49/36
CMYK 0/100/95/0
#EE3124

PANTONE 485C
COHESIVE MARKETING CAMPAIGN
We are currently working with a number of outlets to market the Festival as a whole, which includes local and regional print/web advertising, and various printed collateral with citywide distribution.

MEDIA + MARKETING SPONSORS
We work with several media and marketing sponsors to get the word out about DesignPhiladelphia events to the public.

PRESS OUTREACH / PITCHES
Each year, the Festival is featured in a variety of media outlets including television, radio, print, and online articles. Our staff works year-round to develop and maintain a variety of local, national, and international press contacts.
IMPORTANT REMINDERS

SEND US YOUR PRESS RELEASE
Did you know we will share your press release? You must include the boilerplate information on DesignPhiladelphia at the bottom of your press release as well as mention that your event is a 2019 Festival event. A sample press release template is included in this packet for your convenience. Email your final press release(s) to us.

COUNT AND REPORT EVENT ATTENDANCE
Reporting your DesignPhiladelphia event attendance is required – so please have a plan in place to collect your event attendance. Attendance is important to us in terms of impact assessment, applying for grants, garnering sponsorships, and helping event partners, like yourself, plan successful events in the future. Event partner surveys will be distributed post Festival.

TAKE PRINT-READY PHOTOS OF YOUR EVENT
An image is worth a thousand words. We’d love for you to share any high-resolution digital photographs of your event to be included on our social media pages and in future DesignPhiladelphia marketing, communications, and press outreach. Photo files with photographer credit and captions, can be submitted via file transfer to us.

IMPORTANT DEADLINES + DATES

Deadline to Submit Event Registration (Program + Fee)
June 29

Event Partner Breakfast
September 8

Kickoff Party + Benefit
October 7

16th Annual DesignPhiladelphia Festival
October 7-18

For more information and additional assistance, please contact:

Jermaine Jenkins
Director of Strategic Partnerships + Development
jermaine@philadelphiacfa
SAMPLE PRESS RELEASE

PRESS RELEASE TEMPLATE
(YOUR LOGO)
(Media Contact: Name) [Phone Number] [Email Address]

FOR IMMEDIATE RELEASE

WHEN: {Pertinent Date(s)} WHERE: {Location}

{MAIN TITLE}
{SUBTITLE}

WHAT: {150 word description of event – make sure to include that it is a part of DesignPhiladelphia 2020}
Example: The American Institute of Architects, Philadelphia Chapter presents the annual Awards for Design Excellence Gala as part of the 2020 DesignPhiladelphia Festival. The Awards for Design Excellence are...

HOW: {Include details/links about how to obtain tickets, register, enter the competition, etc.}

###

ABOUT YOU {Boilerplate information about your organization, about 75 words.}

ABOUT DESIGNPHILADELPHIA
DesignPhiladelphia, a signature event of the Center for Architecture and Design, is the oldest design event of its kind in the country and annually showcases the work of practicing architects, designers, and creative professionals. Experience design in unexpected ways through more than 100 exhibitions, workshops, demonstrations, tours, talks, and events held in venues across the city. Learn about wide-ranging topics, including architecture, urban planning, landscape, graphic, multimedia, product, furniture design, fashion, and the like. This year’s Festival kicks off on October 3rd and events run from October 4-13. For more information on planning an event, sponsoring, advertising, or attending the 2020 Festival, visit: designphiladelphia.org.

For more information and additional assistance, please contact DesignPhiladelphia:

Jermaine Jenkins
Director of Strategic Partnerships + Development
jermaine@philadelphiacfa.org

www.designphiladelphia.org