



New York State of Design

Sponsorship Opportunities

September, 29th 2017



Upstate
New York

the professional
association for design

NEW YORK STATE OF DESIGN

New York State of Design (NYSoD) is a state-wide curated show created to highlight professional communication design work while celebrating the design and thinking of creatives in Upstate New York. The show is put on by AIGA Upstate New York.



BUT FIRST, WHO IS AIGA?

AIGA is: the largest community of design advocates, bringing together practitioners, enthusiasts and patrons to enhance the value and deepen the impact of design on business, society and our collective future.

We define global standards and ethical practices, guide design education, inspire designers and the public, enhance professional development, and make powerful tools and resources accessible to all.

NOW, FOR OUR CHAPTER.

Founded in 1989, AIGA Upstate New York is a non-profit 501(c)(3) corporation, operated by an all-volunteer Board of Directors, with bylaws and tax-exempt status.

While the Chapter is self-governing in every way, it operates in a manner consistent with the mission of the parent organization: to advance design as a professional craft, strategic tool and vital cultural force.



AIGA UPSTATE NEW YORK

MEMBERS: 280

We have a strong member presence in Albany,

Glens Falls, Rochester, Syracuse, the Hudson Valley and Utica. We're expanding our reach in Buffalo, Binghamton and other Upstate communities.

Our student membership is growing and highly engaged, providing a continuum of representation from designers just starting out through the most seasoned professionals.



OUR MEMBERS INCLUDE:

IN HOUSE DESIGNERS • ADVERTISING ART DIRECTORS

PACKAGE DESIGNERS • ENVIRONMENTAL & EXHIBIT

DESIGNERS • INDEPENDENT DESIGNERS • FREELANCE

DESIGNERS • PUBLICATION DESIGNERS • STUDIOS

CREATIVE DIRECTORS • SOCIAL MEDIA EXPERTS • UIX

DESIGNERS EDUCATORS • STUDENTS • ILLUSTRATORS

PRINTERS • AND MORE!





NOW, BACK TO THE SHOW. WHAT IS NEW YORK STATE OF DESIGN?

The conversation between design and business is ambiguous, to say the least, and NYSoD strives to produce more than a collection of beautiful work. Design is ever changing; there are always new technologies, new tools and new way to approach a problem. NYSoD hopes to capture a portrait of design today and showcase the breadth and depth of our members and our community.

Selected work submitted to NYSoD will be highlighted in a gallery in Troy, NY, curated by guest judges that represent the best in our industry. But NYSoD is not about winners and losers—we view it as an opportunity to celebrate the rich diversity of talents in upstate New York.

MORE THAN JUST A SHOW

In tandem with the show we hope to host lectures, workshops and a possible movie screening. The show will also live online—with all entrants on display, not just the selected winners shown in Troy, NY.

Our goal is to engage the design community, but more importantly, to engage the business community.

WHY SPONSOR?

Sponsors allow the show to reach more audiences, attract more participants and enhance the experience of **New York's largest design competition**. It is with your support that the show can grow.

As a sponsor, you'll have the opportunity to market your organization and products through a trusted, professional organization.

Our AIGA Upstate New York chapter serves approximately **265 creative professionals** who value sponsors that support our mission. Our members are either **direct purchasers or influence purchasing decisions**. We think they're pretty incredible and you will too.

SPONSORSHIP OPPORTUNITIES

We are seeking sponsors to help make NYSoD really come to life! Please consider making a tax-deductable contribution to help our design community continue to grow.

AVAILABLE SPONSORSHIPS:

- Tabloid Sponsor | \$2,000
- Website Sponsor | \$1,000
- Reception Sponsor | \$500
- Local Agency | \$250

SPONSORSHIP OPPORTUNITY #1

TABLOID SPONSOR | \$2,000

- Recognition in tabloid
- Three social media posts to Twitter (>2400 followers), Facebook (>1400 followers) and Instagram (>420 followers)
- Logo and Tabloid Sponsor designation on all promotional material, NYSoD website and sign during the show
- Video spot during show

SPONSORSHIP OPPORTUNITY #2

WEBSITE SPONSOR | \$1,000

- **Recognition in tabloid**
- **Two social media posts to Twitter (>2400 followers), Facebook (>1400 followers) and Instagram (>420 followers)**
- **Logo and Website Sponsor designation on all promotional material and NYSoD website**

SPONSORSHIP OPPORTUNITY #3

RECEPTION SPONSOR | \$500

- Recognition in tabloid
- One social media posts to Twitter (>2400 followers), Facebook (>1400 followers) and Instagram (>420 followers)
- Logo and Reception Sponsor designation on all promotional material and NYSoD website

SPONSORSHIP OPPORTUNITY #4

LOCAL AGENCY | \$250

- Recognition in tabloid
- One social media post with other Local Agency Sponsors to Twitter (>2400 followers), Facebook (>1400 followers) and Instagram (>420 followers)
- Logo and Local Agency Sponsor designation on all promotional material and NYSoD website

For Questions Contact:

Cris Sasso | cris@upstatenewyork.aiga.org



Upstate
New York

the professional
association for design