



**SPARK Y-16**

March 25-26, 2011  
Y-Conference.com

Joan B. Kroc Institute  
*for Peace & Justice*

On the Campus of  
University of San Diego

5998 Alcalá Park  
San Diego, CA 92110  
619.260.7509  
peace.sandiego.edu



**AIGA San Diego**

2307 Fenton Parkway  
Nr. 107-36  
San Diego, CA 92108  
www.aigasandiego.org  
info@aigasandiego.org  
619.233.5470

**AIGA SAN DIEGO  
2010/2011 SPONSORSHIP OPPORTUNITIES**

## **ABOUT AIGA**

AIGA is the oldest and largest membership association for professionals engaged in the discipline, practice and culture of visual communication and graphic design. AIGA was founded in 1914 and now represents more than 20,000 designers through national activities and local programs developed by 59 chapters and more than 150 student groups.

AIGA is the place design professionals turn to first to exchange ideas and information, participate in critical analysis and research and advance education and ethical practice. The disciplines represented in the profession range from communication and corporate design, interface and web design, type and book design, editorial design and new media and motion graphics design.

## **ABOUT AIGA SAN DIEGO**

The San Diego Chapter of AIGA was founded in 1987 to provide a local forum for graphic designers and those in related fields. Since then, the chapter has grown both in membership and reputation. With regular programming and events geared to educate, inspire, and build community, our chapter has been touted as “one of the hottest communities for design in the nation,” by both HOW and Print magazines.

The chapter currently enjoys a membership of over 350 professional designers, educators and students. AIGA San Diego also operates LINK, a mentoring program for at-risk high school youth showing promise in art or design.

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## WHY SPONSORSHIP OF AIGA?

Today, with ever more information and choice, designers, like all consumers, make decisions and influence clients based on their relationship to a brand. In their role as consultants on strategic communication to business, designers influence corporate selection of products and services, including specifying the paper, print, software, and hardware purchases for their clients.

A company can affect purchasing decisions and strengthen its competitive edge by developing strong bonds with designers through affinity marketing programs like the one AIGA San Diego offers. The 400 plus members of AIGA San Diego and the additional 1000 or more creative professionals our chapter reaches are an invaluable resource for you to tap. In addition, we encourage our members, event attendees, and friends to support those vendors and companies who support AIGA San Diego.

We believe that direct access to these design professionals provides more than just a complement to your personal marketing efforts. Unlike direct mail or advertising, AIGA San Diego programs and events offer sponsors a chance to form personal relationships with their clientele. Plus, meeting current and potential customers face to face in a single setting is far more cost-effective and efficient than personal sales calls on individual designers.

## SUPPORTING AIGA SAN DIEGO – A WIN-WIN PROPOSITION

When you sponsor professional design activities through AIGA, you are able to reach designers by leveraging their relationship with an organization that is trusted and is their own. AIGA San Diego is committed to building upon this affinity for companies through partnerships that are mutually beneficial and successfully resonate with your target audience.

AIGA San Diego is asking for your support. In the enclosed materials, you will find different opportunities for promoting your company and gaining valuable access to our members. As you develop your marketing budget for the coming year, we hope you will consider AIGA San Diego as a useful ally and important partner in promoting your products and services and increasing your financial bottom line.

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## KEY SPONSORSHIP OPPORTUNITIES

### 16th Annual Y-Design Conference

AIGA San Diego's 15th Annual Y-Design Conference will be held March 25-26th, 2011 at the Joan B. Kroc Institute for Peace & Justice on the beautiful University of San Diego campus. This highly popular conference is guaranteed to once again be a sell out, drawing over 400 design professionals from San Diego and across the nation.

The Y16 Conference, entitled "SPARK" will focus on the how designer today are adjusting to new business methods. This 2 day conference offers sponsors many different ways to meet and interact with conference attendees and promote their products and services.

### Annual Chapter Sponsors

Annual Sponsors are able to maintain a high-profile, continuous presence with AIGA San Diego members throughout the entire year of sponsorship. In addition, one of the sponsor benefits includes exhibit space at the Y16 Conference.

Annual Chapter Sponsorships run on a Calendar Year: January – December 2011.

Please Note: To maximize the visibility and exclusivity of this type of sponsorship, only one Annual Chapter Sponsor will be allowed per business category and will be sold on a first come, first serve basis.\*

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## **ANNUAL CHAPTER SPONSOR**

Provides Year-Round Visibility & Access to San Diego's Design Community.

Price = \$10,000 each

Annual Sponsorship runs on a Calendar Year: January - December 2011.

To maximize the visibility and exclusivity of this type of sponsorship, only one Annual Chapter Sponsor will be allowed per business category and will be sold on a first come, first serve basis.\*

### **Benefits You'll Receive as an Annual Chapter Sponsor:**

- Logo identification on the AIGA San Diego website with a reciprocal link to your company's website
- License to use the AIGA San Diego chapter logo or name in your advertising materials for the time period of your chapter sponsorship, including the verbiage "Official sponsor of AIGA San Diego"
- Mention in a press release about this annual chapter sponsorship to be issued to the local media
- Inclusion in a listing of all Chapter Sponsors in every issue of AIGA San Diego Chapter's monthly "Lorem ipsum" e-newsletter, with a reciprocal link to your company's website
- Profile in one issue of the chapter's e-newsletter during the year
- Complimentary ad in one issue of the chapter's e-newsletter during the year
- Recognition on all collateral material produced during the year of your sponsorship
- Complimentary admission for two to all AIGA San Diego events for 2011
- Invitation to attend and recognition at the annual Membership Party (October) – exclusive for Annual Chapter Sponsors only
- Visibility at all Chapter Events, including the following (whenever possible):
  - Signage/identification on the Annual Chapter Sponsor board
  - Opportunity for company representatives to interact with attendees
  - Opportunity to have promotional materials at the events
- Choice of one of the following sponsorship benefits at AIGA San Diego's Annual Y Design Conference is included with your chapter sponsorship:
  - A 6 foot Display Table space at the Friday Resource Center OR
  - Sponsorship of a Friday or Saturday Breakfast or Lunch event
- See YConference sponsorship for a full list of the other benefits you will receive.

\*\* Bonus – Upgrade to a 10x10 foot Booth Space in the Resource Center. Available on a first come, first serve basis (only 2 spaces available)

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## **IN-KIND DONATIONS**

Chapter Sponsors may apply the value of their in-kind donations, such as printing, to the chapter sponsorship level listed above. Each \$3 donation of product will be valued at \$2 cash. The product should be valued at the lowest available market price, not cost. For example, \$3,000 of printing will be valued as a \$2,000 sponsorship.

\* In kind sponsors will not have the benefit of exclusivity.

All in-kind donations will be recognized as listed above.

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## CONFERENCE SPONSORSHIP OPPORTUNITIES

### YDesign Conference 16 – Benefits Offered to all Conference Sponsors

- Recognition in all YConference printed materials
- Recognition in all YConference email promotions
- Name/Logo on YConference website (with click through to your business website)
- Recognition on the list of Sponsor names in Rotunda/ lobby registration area
- Recognition on Sponsor slide in conference opening remarks
- Admission for 2 people to attend all conference programs (except for breakfast sponsor who receives one admission)
- Sponsors are invited to attend conference social events (including the Friday evening reception and the Saturday night closing party) with the opportunity to meet and mingle with attendees in a comfortable, casual setting
- Ability to include one small promotional item in the Conference Registration Bag (The item must receive pre-approval from AIGA)
- Copy of final conference attendee list (For one time mailing)

### Y Conference Presenting Sponsor

**Price = \$15,000**

- Recognition as YConference 16 Presenting Sponsor on all promotional communications
- Recognition as YConference 16 Presenting Sponsor in all press releases
  - Exclusivity
  - the Presenting Sponsor will be the only Sponsor mentioned
- 10x10 Booth Space in the Rotunda lobby / registration area
  - Access to attendees the entire conference (2.5 days)
  - There are only two booth spaces in this area
- Prominent recognition with name/logo on all general Y Conference signage, including banners and posters
- Special recognition as Presenting Sponsor at the Thursday evening opening keynote program
  - Welcoming remarks can be made by a representative of the company
- Admission to the full Conference for 4 people

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### **Y Conference Resource Center Table**

**Price = \$1000 prior to 12/31 (\$1200 after 12/31)**

- 6 foot Table Top Display Space (only 16 opportunities available)  
(Resource Center open Friday with access to attendees for 8 hours)

### **Y Conference Rotunda 10x10 Booth Space**

**Price = \$1,5000**

- Located in the Rotunda/lobby with access to attendees the entire conference (2 days)
- Only 2 Booth Spaces available (one on each side of the Rotunda)

\*One booth space reserved for the Conference Presenting Sponsor

### **Y Conference Breakfast & Lunch Sponsors – Friday & Saturday**

**Price = \$1,000-\$2,000**

- Includes exclusive signage and 6 ft display table during the meal
- Breakfast Sponsor - \$1,000 / each day
- Lunch Sponsor - \$2,000 / each day

Additional customized sponsorship and marketing opportunities may be available, such as a room for product demonstrations. Please contact us to discuss your special needs.

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **Y Conference Registration Bag Stuffer**

**Price = \$500**

- Ability to insert one small promotional item into the Conference Registration Bag, which will be given to all conference attendees (approximately 400 people)
- Item must receive pre-approval from AIGA
- Does not include other sponsor benefits listed above

## **IN-KIND DONATIONS**

Sponsors may apply the value of their in-kind donations, such as printing, to the sponsorship levels listed above. Each \$3 donation of product will be valued at \$2 cash. The product should be valued at the lowest available market price, not cost. For example, \$3,000 of printing will be valued as a \$2,000 sponsorship.

All in-kind donations will be recognized in the Conference program. For those donations with a calculated sponsorship value greater than \$1,000, in-kind donors will receive the General Sponsor benefits as listed above.



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## SPONSORSHIP COMMITMENT FORM

Yes, I would like to be a part of this vibrant creative organization and sponsor AIGA San Diego at the level indicated below.

### Sponsorship Opportunities

- Annual Chapter Sponsor**  
Price = \$10,000
- Y Conference Presenting Sponsor**  
Price = \$15,000\*
- Y Conference Resource Center**  
Price = \$1,200\*
- Y Conference Rotunda 10x10 Booth Space**  
Price = \$1,500\*

#### Y Conference Breakfast Sponsors – Friday & Saturday

- Friday, Price = \$1,000\*
- Saturday, Price = \$1,000\*

#### Y Conference Lunch Sponsors – Friday & Saturday

- Friday, Price = \$2,000\*
- Saturday, Price = \$2,000\*

- Y Conference Registration Bag Stuffer**

Price = \$500

**\* A 50% deposit due at time of commitment and prior to promoting as conference sponsor. Balance due by February 25.**

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\_\_\_\_\_  
Name/Title

\_\_\_\_\_  
Company

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Address/City/State/Zip

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Tel/Fax/Email

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Sponsor Signature

\_\_\_\_\_  
Date

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**THANK YOU FOR YOUR SUPPORT!**

Please fax this form to 619.330.2784, or mail to 2307 Fenton Pkwy, #107-36, San Diego, CA 92108