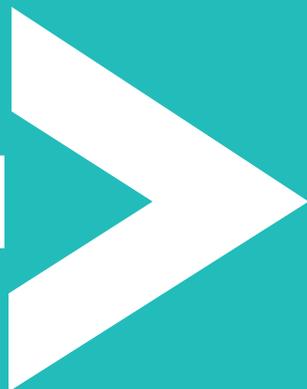


GAIN



**AIGA DESIGN FOR
SOCIAL VALUE CONFERENCE
OCTOBER 9–10, 2012
SAN FRANCISCO**

SPONSORSHIP OPPORTUNITIES

This October, creative professionals and design-minded business leaders will travel to San Francisco to participate in “Gain: Design for Social Value Conference.” This popular biennial conference is the leading opportunity for design professionals and business leaders to explore the broadening role design plays in strategy, leadership, product and message—and how the design profession is uniquely positioned for social innovation.

Get involved as a “Gain” sponsor and connect your brand with **top decision makers and senior-level executives from the design and business communities** who are looking to apply their design skills to ignite change within their own companies and the world around them.



the professional association for design



AIGA DESIGN FOR SOCIAL VALUE CONFERENCE

ABOUT THIS YEAR'S "GAIN" CONFERENCE

Design has the power to change the direction of business, provide fuel for economies and even change lives. This year's "Gain" conference picks up on the momentum created by AIGA's Design for Good—a movement to demonstrate the transformative power of design—and will feature leading design, business and social innovators sharing their visionary approaches to creating social value through design.

Designers already know that to be relevant in today's economy they must help their clients think about more than just their bottom line—this conference will offer them the connections, inspiration and resources they need to set in motion fresh, actionable ideas.

WHY SPONSOR "GAIN"?

Join us at "Gain" and **position your company as one that is helping to accelerate design-driven social change.** Whether through corporate citizenship or social innovation, we'd like to hear from you and how you are contributing to positive change in the world. The two levels of sponsorship—and additional hosting opportunities—outlined below each offer a tailored package of benefits that guarantee a strong brand presence throughout the conference.

AUDIENCE

"Gain" will welcome 700 mid- to high-level design and marketing professionals, design firm owners, business leaders and social entrepreneurs from across the country, all of whom understand how to leverage design to help achieve business objectives.

VENUE

Located in the heart of downtown San Francisco—a hotbed of social innovation—the Yerba Buena Center for the Arts consists of two stylish, contemporary buildings, both adjacent to the beautiful oasis of Yerba Buena Gardens.

ABOUT AIGA

Founded in 1914, AIGA is the world's largest and most influential design organization. AIGA oversees an extensive membership network of more than 23,000 professional designers and students, and the entire communication design industry turns to AIGA as a resource and authority on design. Through a range of provocative programs—conferences, new media initiatives and advocacy campaigns—AIGA stimulates thinking about design, demonstrates the value of design and supports designers across the arc of their careers.

CONTACT

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SPONSORSHIP OPPORTUNITIES: PRESENTING SPONSOR

\$20,000

LIMITED TO FIVE

Position your company as a harbinger of change, with a core business practice centered around the transformative power of design.

MARKETING BENEFITS AT THIS TOP-TIER LEVEL INCLUDE:

ROUNDTABLE SESSION OR PRE-CONFERENCE TRAINING WORKSHOP

- Hosting of either roundtable discussion session or pre-conference training workshop
 - Includes food and beverage for 100 participants
 - AIGA will promote these complimentary professional development opportunities first to registered attendees and then to our larger list of 35,000 design professionals
 - Includes set up of room, basic AV equipment and room monitoring by AIGA staff
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PROMOTIONAL MATERIALS LEADING UP TO THE CONFERENCE

- Your company's logo will appear in two "Gain: Design for Social Value" ads, one each in *HOW* and *Print* magazines.
 - Logo inclusion on "Gain" conference postcards sent to 23,000 AIGA members (dates: March and August)
 - Logo inclusion in all "Gain" conference promotional emails sent to 35,000 design professionals between February and October 2012; during this time approximately 10 emails will be sent.
 - Prominent recognition on the "Gain" conference website as a Presenting Sponsor with company logo on the homepage as well as your descriptive paragraph, URL and direct link to your website on the sponsor page
 - One complimentary display ad on the conference website from March through October 2012
 - Minimum of three mentions via AIGA's social media channels (more than 300,000 combined Twitter followers and Facebook fans)
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SIGNAGE AND VISIBILITY AT CONFERENCE

- Full-page color ad and logo recognition as a Presenting Sponsor within the "Gain" conference program guide (on-site guide to conference activities)
 - Complete listing of contact information, including sponsor URL, in attendee directory (electronic format)
 - Logo recognition on conference signage as a Presenting Sponsor, as well as logo on on-stage screen at start and end of general sessions
 - Logo recognition within the sponsorship section of the conference mobile app (in addition to a descriptive paragraph, URL and direct link to your website on the sponsor page)
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ADDITIONAL PROMOTION

- Opportunity to submit one two-minute "interstitial" video to the program committee to be considered for screening during conference; video content must adhere to the "design for social value theme and must not be overtly promotional.
 - Verbal mention from main stage at the start and end of the conference
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ATTENDEE LIST

- Digital file of pre-registered attendee email (or mailing) addresses for your one-time, pre-conference promotion.
 - Digital file of final attendee email (or mailing) addresses for your one-time, post-conference follow-up
- NOTE: These addresses cannot be purchased—they are available exclusively to "Gain" Presenting Sponsors.
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REGISTRATIONS AND INVITATIONS

- Five (5) complimentary full-conference registrations (valued at \$4,500) for use by sponsor staff or that may be transferred to preferred clients
 - Additional full conference registrations for sponsor staff available at \$450 (50 percent off)
 - Three (3) invitations to the conference VIP reception
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SPONSORSHIP OPPORTUNITIES: SUPPORTING SPONSOR

\$4,800

Demonstrate your brand's commitment to advancing positive social change to the design community.

MARKETING BENEFITS AT THIS LEVEL INCLUDE:

PROMOTIONAL MATERIALS LEADING UP TO CONFERENCE

- Name inclusion in all "Gain" conference promotional emails sent to up to 35,000 design professionals between March and October 2012; during this time more than 10 emails will be sent.
 - Recognition on the "Gain" conference website as a Supporting Sponsor, including company logo, your descriptive paragraph, URL and direct link to your website on the sponsor page
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SIGNAGE AND VISIBILITY AT CONFERENCE

- Quarter-panel color ad and logo recognition as Supporting Sponsor within the "Gain" conference program guide (on-site guide to conference activities)
 - Complete listing of contact information, including sponsor URL, in attendee directory (electronic format)
 - Name recognition on conference signage as a Supporting Sponsor
 - Logo recognition within the sponsorship section of the conference mobile app (in addition to descriptive paragraph, URL and a direct link to your website on the sponsor page)
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ADDITIONAL PROMOTION

- Opportunity to submit one two-minute "interstitial" video to the program committee to be considered for screening during the conference; video content must adhere to the "design for social value" theme and must not be overtly promotional.
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ATTENDEE LIST

- Digital file of final attendee mailing addresses for your one-time, post-conference follow-up.
NOTE: Email addresses cannot be purchased—they are available exclusively to "Gain" Presenting Sponsors.
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REGISTRATIONS AND INVITATIONS

- Two (2) complimentary full-conference registrations (valued at \$1,800) for use by sponsor staff or that may be transferred to preferred clients
 - Additional full conference registrations for sponsor staff available at \$450 (50 percent discount)
 - One (1) invitation to the conference VIP reception
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OTHER SPONSORSHIP OPPORTUNITIES

\$60,000

EXCLUSIVE OPENING NIGHT RECEPTION SPONSOR *

- Includes music, alcoholic and nonalcoholic beverages and catering
 - Logo recognition on promotional materials (including emails), as well as exposure on the website, on-site signage and in the program guide
 - Marketing package includes all benefits offered to Presenting Sponsors
 - Additional promotional opportunities available; please inquire.
**Non-exclusive opening night reception sponsor \$20,000/\$30,000 (three/two sponsors must be secured)*
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\$15,000

EXCLUSIVE VIP RECEPTION

- This valuable opportunity provides exposure to the press and a one-on-one connection with influential design industry stakeholders in an intimate setting (approximately 75-100 guests).
 - Logo recognition on event invitations and in the program schedule, as well as exposure on the website and on-site visibility
 - Additional promotional opportunities available; please inquire.
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\$12,000

ROUNDTABLE SESSION OR PRE-CONFERENCE TRAINING WORKSHOP

- Hosting of either a roundtable discussion session or pre-conference training workshop
 - Includes food and beverage for 100 participants
 - AIGA will promote these complimentary professional development opportunities first to registered attendees and then to our larger list of 35,000 of design professionals.
 - Includes set up of room, basic AV equipment and room monitoring by AIGA staff
 - Marketing package includes all benefits offered to Supporting Sponsors, with an additional complimentary full-conference registration, for a total of three (3) (valued at \$2,700) for use by sponsor staff and one (1) additional invitation to the VIP reception, for a total of two (2).
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\$10,000

SPONSORSHIP OF A MORNING OR AFTERNOON MAIN STAGE SESSION

- Choose to align your brand with one of the conference's morning or afternoon sessions and the recognized professionals that will present on one of several topics (topics still to be determined, but may include: healthcare, community revitalization, etc.).
 - Marketing package includes all benefits offered to Supporting Sponsors, with an additional complimentary full-conference registration, for a total of three (3) (valued at \$2,700) for use by sponsor staff and one (1) additional invitation to the VIP reception, for a total of two (2).
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\$8,000

WI-FI SPONSOR

- Ensure conference attendees are wired and can stay connected with emails and tweets.
 - Marketing package includes all benefits offered to Supporting Sponsors, in addition to on-site signage recognizing your company as the Wi-Fi Sponsor (with your company logo).
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