

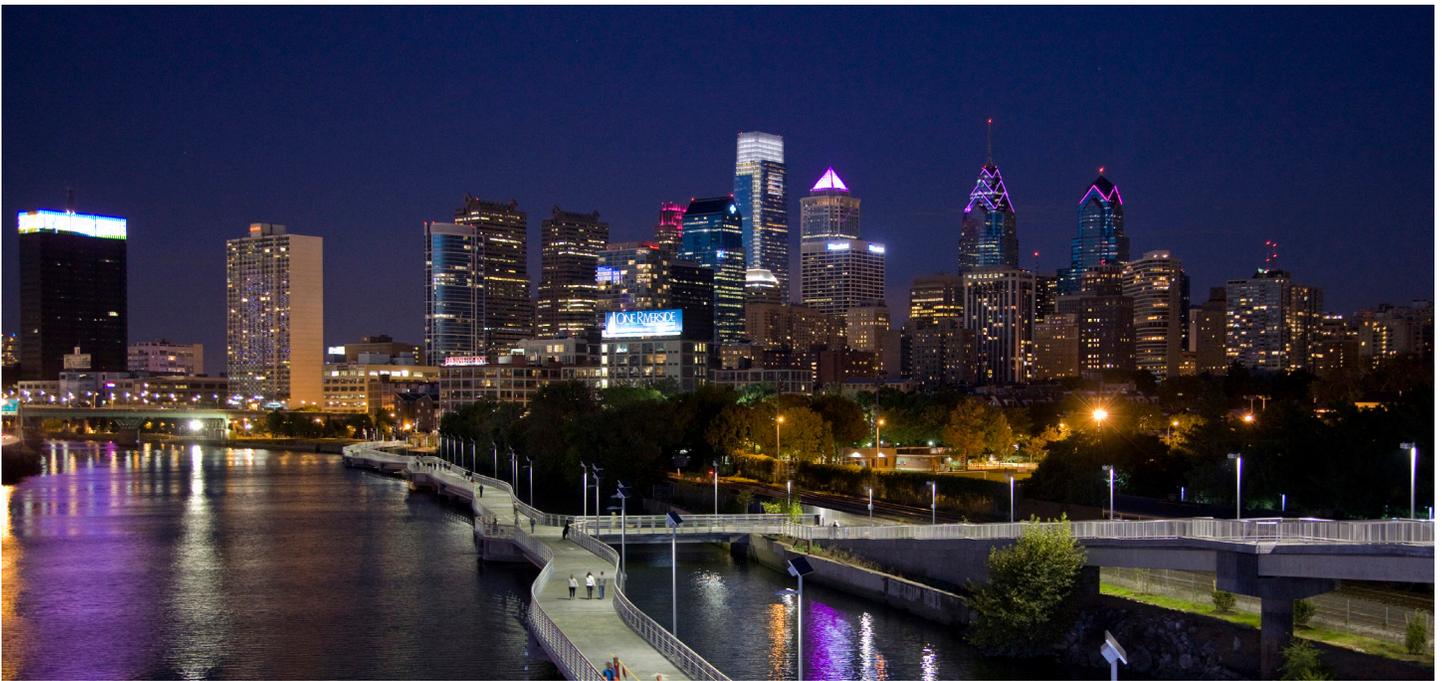
2015 SPONSORSHIP OPPORTUNITIES

**DESIGN
PHILAD
ELPHIA**
A CENTER FOR ARCHITECTURE EVENT

1 CITY. 9 DAYS. 130+ EVENTS.

**PANEL DISCUSSIONS
WORKSHOPS
EXHIBITIONS
TOURS
TALKS
RECEPTIONS
OPEN STUDIOS
DEMONSTRATIONS**

**ARCHITECTURE
URBAN PLANNING
INTERIOR/FURNITURE
GRAPHIC/MULTIMEDIA
FASHION/ACCESSORIES
INDUSTRIAL/PRODUCT
BUSINESS OF DESIGN
MANUFACTURING**



Schuylkill Banks Boardwalk

Photo by M. Edlow for Visit Philadelphia™

**The 11th Annual
DesignPhiladelphia
Festival**

**OCTOBER
8-16
2015**

WHAT IS DESIGNPHILADELPHIA?

DesignPhiladelphia is the oldest design event of its kind in the country and the signature event of the Philadelphia Center for Architecture. Working with over 150 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 nine days, universities, cultural institutions, city agencies, retailers, manufacturers and startups across the city participate in more than 130 events on topics spanning across all design disciplines.

OUR MISSION

DesignPhiladelphia's mission is to demonstrate, support, and promote the ability that design has to generate innovation, solve problems, enhance daily life and influence both the perception and economics of the region.

"Good design is good business."

Florence Knoll
Knoll

OUR GOALS

CONNECT design, designers and design methodologies to promote Philadelphia as a center for creative excellence, engagement, and innovation.

GROW the economic opportunity for trade and investment in Philadelphia's creative sector.

ENHANCE Philadelphia's reputation and promote its cultural, historic, and contemporary design assets.

RETAIN future generations by providing opportunities for young people, students, and graduates to explore creative careers and interact with the local design community.

EDUCATE the public on the role design plays, and can play, both in the vibrancy of our communities and the quality of our everyday lives.

PROMOTE design as an integral part of socially and environmentally sustainable communities by creating a space for public dialogue and experimentation.

WHO IS OUR AUDIENCE?*

Each year, over **400** designers, architects, artists, innovators, and entrepreneurs at the heart of Philadelphia's creative economy showcase their work and mingle with a local, national, and international audience of over **25,000** people.

NEIGHBORHOOD IMPACT

The DesignPhiladelphia Festival encourages both city residents and visitors to discover and explore the city's rapidly transforming neighborhoods and the creative businesses making it happen.

23%
visited a new
neighborhood

35%
patronized
a local bar

47%
patronized a
local restaurant

28%
spent more
than \$100

"DesignPhiladelphia brought me to new parts of the city and introduced me to new people and communities. The festival has shaped my feelings about Philadelphia as a modern, creatively diverse city - a destination and center for innovation."

Ellen Lupton, Curator of Contemporary Design
Cooper Hewitt Museum

AUDIENCE PROFILE

Residency



70% were
Philadelphia
residents

25% were
from Philly suburbs

5% were
Tourists from the
U.S. + abroad

Employment

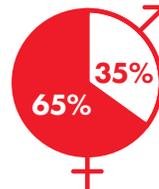


42% were
employed in a
design-related field

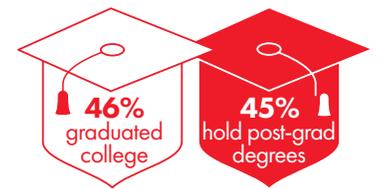
15% were
students

43% were
employed outside
the design field

Gender



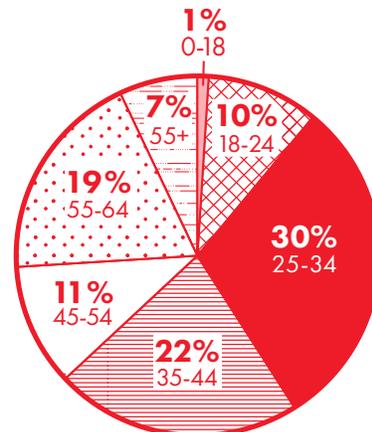
Education



46%
graduated
college

45%
hold post-grad
degrees

Age Breakdown



* All audience statistics courtesy of **EConsult Solutions**. (2015).
DesignPhiladelphia Festival Impact Report.

WHAT'S NEW FOR 2015?

The 2015 DesignPhiladelphia Festival will launch the evening of October 7th at our annual VIP Kickoff and Benefit; followed by nine days of nonstop Festival programming, from **October 8th-16th**.

For the first time, events will be offered in program tracks, created to support us in achieving our program goals and allow specific segments of our audience a more user-friendly experience.

THEME

Our 2015 theme is **SHIFT**. We are inspired by the rapid changes in Philadelphia's skyline and urban landscape; and how these changes have the power to **SHIFT** perceptions about our great city. In fact, Philadelphia was recently ranked #3 on *The New York Times* "52 Places to Go in 2015" list.

This year, our partners will create events that **SHIFT** commonly-held perspectives on how design influences everyday life. We want to explore the **SHIFT** in design process, education, and practice towards a multi-disciplinary, collaborative approach.

"A series of projects has transformed Philadelphia into a hive of outdoor urban activity."

The New York Times
January 9, 2015

PROGRAM TRACKS

PRACTITIONER Network and get inspired through professional development opportunities.
Target audience: design professionals, college/graduate students, and design faculty

PATRON Support Philadelphia's makers by sourcing creative vendors, and purchasing design-forward products and services.
Target audience: consumers/buyers with purchasing power interested in high-quality design and locally-made products and services

EXPLORER Engage hands-on with design workshops and learn about Philadelphia's historic and contemporary assets through neighborhood tours.
Target audience: Philadelphia residents + out-of-towners interested in history and the built environment, makers and DIY'ers.

NEXT GENERATION Children and young adults explore design and its ability to shape their future and create positive change.
Target audience: families with, and educators of, children K-12

ENTHUSIAST Meet the people, explore the ideas, and see the things inspiring the latest trends in design.
Target audience: design aficionados, style hunters, and trend watchers

ADVOCATE Learn about the power design has to solve problems, create innovation, and improve the quality of life in our neighborhoods and city.
Target audience: general public; civic, business, and community leaders, entrepreneurs, movers and shakers

THE MARQUEE EVENT

In June of 2014, the **Center for Architecture**, with **Friends of the Rail Park**, and led by **Asian Arts Initiative** was named a recipient of one of 55 grants distributed nationwide by **ArtPlace America**. The grant will fund the revitalization of a 4-block corridor of Pearl Street—from 10th to Broad Streets—in the Chinatown North/Callowhill neighborhood.

PEARL STREET PASSAGE

This October, the 1100 block of Pearl Street will be transformed by ten large-scale installations into **Pearl Street Passage**. The Passage will be created by multidisciplinary teams of architects, designers, artists, fabricators, and students; including representatives from the neighborhood.

Pearl Street Passage will be free and open to the public from **October 8th-12th**. The site will be further enlivened by daily festival programming, including tours, live performances, talks, workshops, open studios, and demonstrations, drawing thousands of visitors each day to the neighborhood.

“At its core, creative placemaking is about transforming vacant and underused properties into hubs of activity and prosperity by engaging artists and residents of the neighborhood.”

Sheena Lyonnais, Managing Editor
Yonge Street Media, Toronto

VIP KICKOFF

Join us **OCTOBER 7th**
for
**DesignPhiladelphia’s annual
VIP KICKOFF + BENEFIT**

Be the first to preview the **Pearl Street Passage**, help us thank our partners, and kick off this year’s Festival! One of the hottest tickets in town and a cornerstone of Philadelphia’s Fall calendar, this event draws over **300-500 guests** and is covered by several local media outlets.

hosted by
THE LIAO COLLECTION

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GROUNDSWELL DESIGN GROUP

Award-winning, Philadelphia-based, urban design firm **Groundswell Design Group** serves as lead designers for both the long term improvements on Pearl Street, as well as the Passage. Led by principal, David Fierabend, Groundswell is renowned for such groundbreaking, placemaking projects like **Spruce Street Harbor Park** and **Waterfront Riverfest**.



groundswell
DESIGN GROUP
ALPHASTYLE DESIGN & BUILD TEAM

concept rendering, 1200 block of Pearl Street, looking west
courtesy of Groundswell Design Group & Asian Arts Initiative

WHAT IS OUR REACH?

Local, national, and international press coverage of DesignPhiladelphia has grown steadily over the past ten years. In 2014, our combined online, print, radio, and television reach was over **41.5 million**.

WE WORK WITH THE BEST!

Philadelphia has a wealth of creative talent and we're proud to collaborate with some of its brightest stars to produce the 2015 Festival graphics, communications, and PR strategy/outreach.



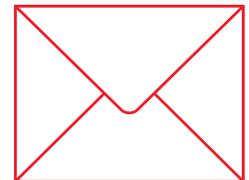
2014 STATS

**TOTAL REACH =
over 5 million**



29,050
unique website visitors

105,039
e-newsletters received



13,000+
read the event guide

250,000+
reached on social media



5,065,722
reached through advertising

"DesignPhiladelphia builds the Philadelphia brand on the inside of the city and radiates it outside to the world...It's like a giant marketing campaign to help position our design community for work outside of this city."

Susan Szenasy, Editor-in-Chief
Metropolis Magazine

LEAD THE *SHIFT!*

Become a sponsor! Share our vision of Philadelphia as a 21st century city and want to reach DesignPhiladelphia's audience of design enthusiasts and professionals? We've got options to fit every budget and will work to ensure your unique goals are met.

2015 LEAD SPONSOR \$25K

LEAD MARQUEE EVENT SPONSOR \$20K

TRACK PRESENTING SPONSOR \$15K

DESIGN CHAMPIONS \$10K

BUZZ-BUILDER PACKAGES \$5-1K

Additional a la carte advertising and standard event partner options available upon request or on our website, listed below:

Contact: Nova Harris, Program Manager
nova@designphiladelphia.org
215.569.3186 x109

PHILADELPHIA CENTER FOR ARCHITECTURE
1218 Arch Street
Philadelphia, PA 19107

designphiladelphia.org

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