



Salt Lake City

the professional
association for design

AIGA SLC 100 SHOW DESIGN GALA **SPONSORSHIP**

The Salt Lake City Chapter of AIGA, the professional association for design, is pleased to announce the AIGA 100 Show Design Gala & Benefit. The 100 Show, this region's most prestigious juried competition, honors and showcases the year's best design, advertising and digital media. Of the 100 pieces selected, 10 are awarded the Copper Ingot, one of the most sought-after communication awards in the Intermountain West.

When you sponsor professional design activities like the AIGA 100 Show, you are able to reach designers by leveraging their relationship with an organization that is trusted and is their own. Today, with ever more information and choice, designers—like all consumers—make decisions and influence clients based on their relationship to a brand. A company can affect purchasing decisions and strengthen its competitive edge by developing strong bonds with designers through affinity marketing.

AIGA members include designers in all design disciplines and at all phases of their careers, yet consistently they represent the The AIGA 100 Show audience and attendees are the leaders of the design industry, in all of its disciplines. Audiences range from designers most interested in advancing the profession and leading it to new levels of influence.

200+ of local movers and shakers, including the highest recognized designers in our community, as well as the institutions and companies that support them.

AIGA is committed to building this affinity for companies through partnerships that are truly mutually beneficial and resonate with your target audience.

AIGA 100 Show Sponsorships are crafted to be:

- Experiential, providing opportunities for those customers to interact with your products, and services in the context of the AIGA 100 Show experience.
- Highly visible and layered throughout AIGA 100 Show collateral, and on AIGA's website.

COPPER INGOT SPONSORSHIP \$1,000 – SEVEN AVAILABLE

(7 Copper Ingots are awarded to honor the top professional entries)

- 4 admission tickets (appr. \$280 value)
- Event recognition directly from AIGA Chapter President read during presentation
- Present a Copper Ingot Award and speak about your company from the podium at the highlight of the evening.
- Logo to be included on all 100 show promotional materials (environmental graphics, email, social media, etc.)
- Special social media post leading up to gala.
- Website recognition www.aigaslc100show.com and www.slc.aiga.org
- Premier on-screen logo-recognition as an Ingot Sponsor
- Logo and Bio in AIGA 100 Show Book
- Logo in AIGA 100 Show Program
- Logo on follow-up email to mailing list of 2,500+ recipients, thanking sponsors after the event.
- Opportunity to display product/business cards/etc. on sponsorship table at gala.

STUDENT INGOT AWARD SPONSORSHIP \$500 – THREE AVAILABLE

(3 student Copper Ingots are awarded to honor the top student entries)

- 4 admission tickets (appr. \$280 value)
- Event recognition directly from AIGA Chapter President read during presentation
- Present a Student Copper Ingot Award and speak about your company from the podium at the highlight of the evening.
- Logo to be included on all 100 show promotional materials (environmental graphics, email, social media, etc.)
- Special social media post leading up to gala.
- Website recognition www.aigaslc100show.com and www.slc.aiga.org
- Premier on-screen logo-recognition as an Ingot Sponsor
- Logo and Bio in AIGA 100 Show Book listed as a Student Copper Ingot sponsor
- Logo in AIGA 100 Show Program
- Logo on follow-up email to mailing list of 2,500+ recipients, thanking sponsors after the event.
- Opportunity to display product/business cards/etc. on sponsorship table at gala.

PEOPLE'S CHOICE AWARD SPONSORSHIP \$250 – ONE AVAILABLE

(1 People's Choice Award is awarded to the audience favorite, voted on before the Gala)

- 2 admission tickets (appr. \$140 value)
- Event recognition directly from AIGA Chapter President read during presentation
- Present the People's Choice Award and speak about your company from the podium.
- Logo to be included on all 100 show promotional materials (environmental graphics, email, social media, etc.)
- Website recognition www.aigaslc100show.com and www.slc.aiga.org
- On-screen logo-recognition as the People's Choice Sponsor
- Logo and Bio in AIGA 100 Show Book listed as the People's Choice Award sponsor
- Logo in AIGA 100 Show Program
- Logo on follow-up email to mailing list of 2,500+ recipients, thanking sponsors after the event.

IN-KIND DONATIONS

By making an in-kind donation to AIGA, you can play an integral role in the success of the 100 Show, while also highlighting the best of what your company has to offer. From quality paper for posters or environmental graphics, to decadent desserts for our guests, donating your product allows you to make meaningful connections with AIGA members, who represent some of your most profitable customers.

IN-KIND VALUE \$1000+

- 2 admission tickets (appr. \$140 value)
- Name recognition in 100 show Program
- Event recognition directly from AIGA Chapter President during presentation
- On-screen logo or name recognition with in-kind value
- Website recognition www.aigaslc100show.com and www.slc.aiga.org
- Name on follow-up email to mailing list of 2,500+ recipients, thanking sponsors after the event.

IN-KIND VALUE \$500

- 1 admission ticket (appr. \$70 value)
- Name recognition in 100 show Program
- Event recognition directly from AIGA Chapter President during presentation
- On-screen logo or name recognition with in-kind value
- Name on follow-up email to mailing list of 2,500+ recipients, thanking sponsors after the event.

SILENT AUCTION DONATION

- Logo placement on silent auction table
- Silent auction items shared on social media, tagging donor companies in photos/comments
- On-screen logo or name recognition with in-kind value
- Company name on follow-up email to mailing list of 2,500+ recipients, thanking sponsors after the event.

Don't see a package you're looking for? Feel free to contact us and we can work with you to create an a la carte option!

For more information on AIGA 100 Show Sponsorship, please contact:

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