



# INTERNATIONAL DESIGN EXCELLENCE AWARDS

## 2018 Sponsorship Opportunities

Annually honoring excellence in the field of design for 38 years—the coveted Gold, Silver and Bronze IDEA winners will be presented in 2018 various categories recognizing outstanding achievements in the field of industrial design and more. IDEA has become the gold standard, and now your organization can be a part of the excitement!

The IDEA Ceremony has grown into a much-anticipated event, heralding future trends in design. IDEA presents a unique branding opportunity for your organization to be aligned with the industry's highest honor.

### Opportunity: Category Sponsorships

As an IDEA 2018 Category Sponsor, your company will enjoy many benefits. Choose from a variety of categories, including new ones for 2018. Select the category that holds the most significance for your organization; sponsorships are offered on a first-come, first-serve basis:

Automotive & Transportation  
Branding  
Children's Products  
Commercial & Industrial  
Consumer Technology  
Design Strategy  
Digital Interaction

Entertainment  
Environments  
Furniture & Lighting  
Home (including Kitchen)  
Lifestyle & Accessories  
Medical & Health  
Office & Accessories

Outdoor & Garden  
Packaging & Graphics  
Service Design  
Social Impact Design  
Sports, Leisure & Recreation  
Student Designs

### Sponsorship Benefits

**\$5,000 (Exclusive)**

- Year-long sponsorship promotion via online, social media, print and onsite at the IDSA International Design Conference and IDEA Ceremony.
- Coverage in the online IDEA Gallery of Gold, Silver and Bronze winners that captures more than 4.4 page million views
- Announcement of category sponsorship on IDSA.org, social media, etc.
- Sponsor recognition in IDEA Ceremony program
- Sponsor recognition in IDSA INNOVATION magazine's annual Yearbook of Design Excellence
- Link to your organization's website from the IDEA webpage
- Ticket to IDEA Ceremony and Gala
- Your organization's logo onscreen and credit during the sponsored industry segment
- Your organization's logo on IDEA Red Carpet signage
- Verbal recognition of your organization's sponsorship during the IDEA Ceremony
- Your organization's logo on signage at the IDEA Gallery

*In addition, for companies opting for exclusive sponsorship of a category:*

- Your organization's representative has the opportunity to present the award and appear in a photo with the category winner
- Your organization will receive credit for the category, i.e., "This category brought to you by..."



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## Additional Opportunities

### Gold

\$2,500

- Logo on the sponsor slide displayed during the IDEA Ceremony
- Logo in the IDEA Ceremony program
- Logo on Red Carpet backdrop
- Logo on IDSA website
- Advertisement in IDEA program

### Silver

\$1,500

- Logo on the sponsor slide displayed during the IDEA Ceremony
- Logo in the IDEA Ceremony booklet
- Logo on IDSA website

### Bronze

\$750

- Logo on the sponsor slide displayed during the IDEA Ceremony
- Logo in the IDEA Ceremony booklet
- Logo on IDSA website

## Other Sponsorship Options

### IDEA Ceremony Program Ad

\$500

Get the attention of IDEA Ceremony winners and designers and other attendees from around the world with an advertisement in the official IDEA Ceremony program.

### Giveaway Item

\$350

Branded item will be distributed at the registration desk to all attendees.

**Reserve your sponsorship today!**

Media Partnership opportunities also are available. For more information, contact **Carrie Green** at [CarrieG@idsa.org](mailto:CarrieG@idsa.org) or 703.707.6000 x100.