

# IDEA CATEGORY SPONSORSHIP

## An Innovative Marketing Solution

### What is IDEA?

Honoring excellence in the field of industrial design, the coveted Gold, Silver and Bronze IDEAs will be presented in more than 20 categories recognizing outstanding achievements advancing the field. One of the most innovative platforms for industrial designers, future designers and the business of design, IDEA has become the gold standard of industrial design award programs.

The IDEA ceremony, at IDSA's International Conference each year, has grown into a much-heralded industry event, kicking off with this industry benchmark and indicator of the future trends of design. IDEA presents a unique branding opportunity for your company to be associated with the industry gold-standard by aligning your organization with the industry's highest honor.

### Why Should You Sponsor a Category?

IDEA's excellent reputation and high standards draw the top design professionals, consultancies and corporations from across the globe, and an IDEA is considered the highest award a designer can receive. Sponsorship offers you the best kind of visibility to this coveted audience. The IDEA program engages the media with interesting and culturally relevant stories that emphasize your company's link to excellence and innovation. Highlight your commitment to a cooperative relationship between business and design that encourages and integrates cultural diversity, supports social responsibility and sustainability and offers consumers extraordinary products.

As an IDEA Category Sponsor, your company will enjoy many inherent benefits of being associated with the industry's highest honor.

#### Industry Alignment

- Multidisciplinary affiliation
- Association with industry excellence and innovation

#### Media Impressions

- Press release inclusion circulated to over 50 media outlets
- Inclusion in online gallery of winners on IDSA.org
- Recognition in fall issue of INNOVATION, The Yearbook Design Excellence
- Generate media coverage which may not have been otherwise available

#### Branding

- Enhancing and shaping a design oriented brand image
- Forming positive consumer attitudes
- Extend your relationship with existing customers
- Creating positive publicity and heightening visibility
- Create awareness and understanding of your brand
- Convey your promotional message
- Differentiate from competitors by positioning as a strong and good brand
- Enhance your credibility and corporate social responsibility
- Build your reputation as a leader in the field of design

#### Networking

- Introduce your new products or services
- Find new leads and network with new prospects

#### Promotion/Display

- Showcase your latest product developments that differentiate you from your competition



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### Sponsorship Benefits

Fee: \$7,500 (Exclusive)  
\$4,500 (Shared)



- Year-long sponsorship promotion via online, social media, print and onsite at the IDSA International Conference and IDEA Ceremony.
- Coverage in IDSA's online gallery of winners that receive 1.3 million visitors a year with over 4.4 page million views
- Category name rights, i.e. "This category brought to you by..."  
*(Option available to companies opting to exclusively sponsor a category.)*
- Announcement of category sponsorship via IDSA.org, social media, etc.
- Thorough media cover across all outreach channels accessed via IDEA category promotion
- Sponsor recognition in IDEA Ceremony program
- Sponsor recognition in the Fall Yearbook of Excellence issue of INNOVATION Magazine
- Link to your company website from the IDEA microsite
- Ticket to IDEA Ceremony and Closing Party
- Logo on screen and credit during the sponsored category
- Logo on red carpet signage
- Verbal recognition of your category sponsorship during the ceremony
- Logo included on signage at the IDEA Gallery
- Award presentation and photo opportunity with category winner  
*(Option available to companies opting to exclusively sponsor a category.)*
- Opportunity to host your own award competition to be promoted by IDSA.  
*(Option available to companies opting to exclusively sponsor a category.)*

### What are the Categories?

As a Category Sponsor, a wide variety of exciting and meaningful categories are up for your choosing. Offered exclusively on a first-come first-serve basis, it's easy to find one that holds significance for you and your business.



<b>Automotive &amp; Transportation</b>	<b>Entertainment</b>	<b>Packaging &amp; Graphics</b>
<b>Children's Products</b>	<b>Environments</b>	<b>Personal Accessories</b>
<b>Commercial &amp; Industrial</b>	<b>Home &amp; Bath</b>	<b>Research</b>
<b>Communication Tools</b>	<b>Kitchen</b>	<b>Service Design</b>
<b>Computer Equipment</b>	<b>Medical &amp; Scientific</b>	<b>Social Impact Design</b>
<b>Design Strategy</b>	<b>Office &amp; Productivity</b>	<b>Sports, Leisure &amp; Recreations</b>
<b>Digital Design</b>	<b>Outdoor &amp; Garden</b>	

**Reserve your sponsorship today! For more info, contact  
Katrina Kona at [katrinak@idsa.org](mailto:katrinak@idsa.org) or 703.707.6000 x100.  
*Media Partner opportunities also available.***