EVENT PARTNER GUIDE

2021 FESTIVAL
DesignPhiladelphia is the oldest design event of its kind in the country and the signature event of the Center for Architecture and Design. Working with 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 two weeks, universities, cultural institutions, city agencies, retailers, manufacturers and startups across the city participate in more than 100 events on topics spanning across all design disciplines.

**IMPORTANT DEADLINES + DATES**

**Print Deadline to Submit Event Registration (Program + Fee)** June 28

**Event Partner Breakfast**
September 8

**Design Displays Active**
October 6

**Kickoff Party + Benefit**
October 6

**16th Annual DesignPhiladelphia Festival**
October 6-17
WHY PARTNER

COMMUNITY
DesignPhiladelphia helps bring the public and fellow professionals to your space. Year after year, our event partners report that they create new valuable relationships and partnerships at their DesignPhiladelphia event.

Attendance | 43K+ attendees

MARKETING / PR
DesignPhiladelphia offers you the opportunity to reach a broad and diverse audience through our marketing/advertising campaign and PR efforts each year, which reach millions.

Digital Newsletters | 27,408 subscribers
Social Media | 364K reached
Festival Website | 95K unique visitors; 129K page views
EVENT PARTNER LEVELS + FEES

DesignPhiladelphia is preparing for a hybrid festival of both in-person and virtual event programming.

DESIGN DISPLAY or OPEN HOUSE | $150
- All window and interior displays must be active from September 29 through October 17 (19 days, starting 7 days prior to the Kickoff and through the festival.)
- Participants are responsible for creating and building displays, scope and size may vary.
- Design studios, offices, showrooms, etc. are encouraged to welcome design professionals and the general public into their space to preview work, products, and meet designers.
- Light refreshments are encouraged, but not required.
- Consider planning your open house during designated neighborhood nights on Thursdays and Fridays of the festival in Manayunk, Old City, Fishtown/Kensington, Center City, and South Philly (subject to change).

STANDARD EVENT | $300
- Events include tours, lectures, talks and panel discussions, workshops, live podcasts, openings and receptions, exhibitions, etc. occurring between October 7-18.
- Participants are responsible for producing their own events at a venue of their choosing.
  - Virtual Events and Programs can be a great way to bring a wider audience into your space through a live videoconference, social media event or a pre-recorded video.
### EVENT PARTNER LEVELS + BENEFITS

**DEADLINE | JUNE 28**

<table>
<thead>
<tr>
<th>Benefit Type</th>
<th>Standard One (1) Event / Program</th>
<th>Open House or Design Display</th>
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<tbody>
<tr>
<td>Event Partner Breakfast Invitation</td>
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<tr>
<td>Festival Media Kit</td>
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<tr>
<td>e-Newsletter Promotion</td>
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<tr>
<td>DP Vinyl Logo 2 Vinyl Stickers</td>
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<td>1 Vinyl Sticker</td>
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<tr>
<td>Event / Program Listing on Website</td>
<td>Full Listing</td>
<td>Full Listing</td>
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<tr>
<td>DP Print Preview Event/Program Listing (Date, Title, Host, Website)</td>
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<td>Event/Program Listing (Date, Host)</td>
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<tr>
<td>Social Media</td>
<td>□</td>
<td></td>
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<tr>
<td>Kickoff Party + Benefit Tickets</td>
<td></td>
<td>1 General Admission</td>
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Event Partner fees are applied directly to the costs of festival production and operations.
ADD-ON TO YOUR EVENT

$500 FEATURE ARTICLE
- Article featured on the DesignPhiladelphia and Center for Architecture and Design website
- 500 words maximum, partner generated content or Q&A
- 1x hero image, up to 3 additional images
- Featured in DesignPhiladelphia and Center for Architecture and Design email communications

ADVERTISING

PRINTED AD | FALL 2021 DESIGNPHILADELPHIA ISSUE OF CONTEXT
- Back Cover | $2,500
- Inside Cover (front or back) | $2,000
- Full Page | $1,800
- ½ Page | $1,100
- ¼ Page | $700

DIGITAL AD | DESIGNPHILADELPHIA WEBSITE
- Custom Banner 12 Months (July – July) | $1,850
- Custom Banner 6 Months (July – December) | $1,250

FESTIVALHUB INSTALLATIONS

$2,500 | CENTER / ARCHITECTURE + DESIGN
- 10ft by 10ft (100sf) floor space
- Ideal location to create small scale installations, showcases, and/or vignettes in a climate controlled, conventional gallery space.
- Duration of set-up is the full 12-day DesignPhiladelphia festival.

$2,500 | CHERRY STREET PIER
- 10ft by 10ft (100sf, or equivalent) floor space
- Ideal for design teams to create an experiential installation to engage and educate festival attendees by the Delaware River.
- Location is not climate controlled.
- Duration of set-up is the full 12-day DesignPhiladelphia festival.

$750 | SMALL BUSINESS GALLERY @ Cherry Street Pier
- Approximately 9ft by 7ft (65-70sf) floor space
- For designer businesses to create an experiential installation or display in a semi-conventional gallery format that is not climate controlled.
- Duration of set-up is the full 12-day DesignPhiladelphia festival.
HOW TO ORGANIZE AN EVENT

Plan and host your own Festival event! Event types include exhibitions, demonstrations, workshops, talks/panel discussions, walking tours, open studios, and public happenings. Topics can vary and may represent one or more design disciplines. We encourage collaboration across neighborhoods, industries, and disciplines.

1. Represent DesignPhiladelphia’s mission. Everybody loves a party - but DesignPhiladelphia is meant to be more than just a celebration. Our mission is to make Philadelphia a hub for design excellence, support economic opportunities for local designers and demonstrate to the public the impact of design on our everyday lives.

2. Identify your primary target audience. Familiarize yourself with our program tracks and the target audiences for each. Identify your primary target audience prior to registering your event. This will determine the track that your event will fall under. Events may be listed under one or more tracks; this will be at the discretion of DesignPhiladelphia staff.

3. Identify your venue needs. Is your event accessible for those with differing abilities? Determine how your event could be more accessible to a broader audience. Things to consider (audio/visual set up, seating, wheelchair access). If you need assistance, please let us know.
POLICIES

Events Must be Open to the Public
DesignPhiladelphia and the Center / Architecture + Design share the common goal of educating the public on the importance of design and the built environment in our everyday lives. Therefore, all events presented as part of the Festival must be open to the public and we encourage you to make attending free or low cost. We understand the need to charge will vary depending on the type and production costs of your event.

Payment / Confirmation
When you submit your event, you will be prompted to make a payment. All events MUST be paid for upon submission. If you require an extension to this deadline, such as processing time for checks, please contact DesignPhiladelphia staff as soon as possible prior to June 15th.

Cancellations
Full refunds will be granted for event cancellations made prior to June 28th. We’re sorry but we are unable to issue refunds for events canceled after June 28th.
EVENT PREPARATION CHECKLIST

Event Categorization
- Industry of Event Content (Is this about Interior Design or Graphic Design or Architecture, etc.?)

Event Description
- Event Title
- Event Description
- Event Photo (High res, 300 dpi preferred)
- Your Company Logo (High res, 300 dpi preferred)
- Ticket Price (Indicate cost of event; add the URL to purchase tickets for your event)

Location + Time
- Name of Venue
- Venue Address
- Date(s) + Time(s)

Venue
- Audio/Visual (as needed)
- Seating (as needed)
- Food + Beverage (not necessary, but can be a great opportunity to collaborate with local restaurants and vendors)
- ADA Accessible (preferred but not required)
HOW TO SUBMIT YOUR EVENT
DEADLINE | JUNE 28

1. Go to designphiladelphia.org.

2. New event partners Click “Register” to create an event. Returning event partners click “Log In” to enter your existing login credentials, the same username and password used for the 2019 & 2020 festival.

3. Fill out the event submission form.

4. Pay for your event on the online form.

5. Once your event is submitted, DesignPhiladelphia staff will be in touch with any issues or questions, if you don’t hear from us, you’re in good shape!

6. All event partners have access to edit their listing using their login credentials. Simply log in and click my events to view your submitted events and click on the event you wish to edit.

**Please note, the cut off to edit your event listing is Sept. 17.**
USE THE DESIGNPHILADELPHIA LOGO
Using the DesignPhiladelphia logo to market your event is required. Hundreds of thousands have experienced the DesignPhiladelphia Festival and encountered our logo over the past eleven years. Adding our logo to your event promotion introduces you to new audiences and marks you as part of a much bigger picture. Therefore, the DesignPhiladelphia logo must appear on all print and multimedia promotional materials for your event.

USE THE DESIGNPHILADELPHIA NAME
In your marketing and press materials please note the typecase styling of our name – DesignPhiladelphia – there is no space between “Design” and “Philadelphia”.

LINK TO THE DESIGNPHILADELPHIA WEBSITE
Please include the website URL for DesignPhiladelphia on all promotional items, when possible – designphiladelphia.org.

Widen your audience and help us to build momentum by connecting with DesignPhiladelphia via social media. We will share your Festival-related posts on Facebook and Instagram as well as tweets on Twitter.

FOLLOW US ON SOCIAL MEDIA
FACEBOOK: Like our page: facebook.com/designphiladelphia

TWITTER: Follow us on twitter.com/designphilly. When talking about your Festival event on Twitter, tag @designphilly and use the official Festival hashtags: #DesignPhilly

INSTAGRAM: Follow us on Instagram @designphilly When posting photos of your Festival event on Instagram, tag @designphilly and use the official Festival hashtag: #DesignPhilly
We are currently working with a number of outlets to market the Festival as a whole, which includes local and regional print/web advertising, and various printed collateral with citywide distribution.

We work with several media and marketing sponsors to get the word out about DesignPhiladelphia events to the public.

Each year, the Festival is featured in a variety of media outlets including television, radio, print, and online articles. Our staff works year-round to develop and maintain a variety of local, national, and international press contacts.
IMPORTANT REMINDERS

SEND US YOUR PRESS RELEASE
Did you know we will share your press release? You must include the boilerplate information on DesignPhiladelphia at the bottom of your press release as well as mention that your event is a 2019 Festival event. A sample press release template is included in this packet for your convenience. Email your final press release(s) to us.

COUNT AND REPORT EVENT ATTENDANCE
Reporting your DesignPhiladelphia event attendance is required – so please have a plan in place to collect your event attendance. Attendance is important to us in terms of impact assessment, applying for grants, garnering sponsorships, and helping event partners, like yourself, plan successful events in the future. Event partner surveys will be distributed post Festival.

TAKE PRINT-READY PHOTOS OF YOUR EVENT
An image is worth a thousand words. We’d love for you to share any high-resolution digital photographs of your event to be included on our social media pages and in future DesignPhiladelphia marketing, communications, and press outreach. Photo files with photographer credit and captions, can be submitted via file transfer to us.

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SAMPLE PRESS RELEASE

PRESS RELEASE TEMPLATE
{YOUR LOGO}
{Media Contact: Name} {Phone Number} {Email Address}

FOR IMMEDIATE RELEASE

WHEN: {Pertinent Date(s)} WHERE: {Location}

{MAIN TITLE}
{SUBTITLE}

WHAT: {150 word description of event – make sure to include that it is a part of DesignPhiladelphia 2020}
Example: The American Institute of Architects, Philadelphia Chapter presents the annual Awards for Design Excellence Gala as part of the 2020 DesignPhiladelphia Festival. The Awards for Design Excellence are...

HOW: {Include details/links about how to obtain tickets, register, enter the competition, etc.}

###

{ABOUT YOU} Boilerplate information about your organization, about 75 words.

ABOUT DESIGNPHILADELPHIA
DesignPhiladelphia, a signature event of the Center for Architecture and Design, is the oldest design event of its kind in the country and annually showcases the work of practicing architects, designers, and creative professionals. Experience design in unexpected ways through more than 100 exhibitions, workshops, demonstrations, tours, talks, and events held in venues across the city. Learn about wide-ranging topics, including architecture, urban planning, landscape, graphic, multimedia, product, furniture design, fashion, and the like. This year’s Festival kicks off on October 3rd and events run from October 4-13. For more information on planning an event, sponsoring, advertising, or attending the 2020 Festival, visit: designphiladelphia.org.

For more information and additional assistance, please contact DesignPhiladelphia:

Jermaine Jenkins
Director of Strategic Partnerships + Development
jermaine@philadelphiacfa.org

www.designphiladelphia.org