



**MONTCLAIR
DESIGN WEEK**
SPONSOR GUIDE 2018

There are over a hundred design weeks...in cities around the world. As **catalysts of ideas and people fostering the development of design practice and discourse, they represent strategic platforms of communication and public engagement.**

- TRIENNALE DI MILANO, WDW GLOBAL SUMMIT, 2015

Welcome to the first annual Montclair Design Week

A grand experiment to honor and inspire the designer in all of us!

We're on the threshold of an exciting, weeklong series of events, festivities, and delightful surprises, underwritten by MDW's mission to celebrate and mobilize our community as a design force for good.

This year marks Montclair's 150th birthday—150 years of innovation and imagination that have impacted our lives and our region. From its beginnings, our town has nurtured inventive thinkers and doers of all ages, backgrounds, professions, and points of view. Today is no different. As we continue to expand and evolve, Montclair Design Week will have its finger on the pulse of change, inspiring new approaches to new problems.

We believe that the tools of design are vital to improving the quality and potential of our town, and empowering our community with the hunger to **discover design in everything**.

The week kicks off with our first annual AC² Awards celebration, which is followed by **eight days of lively talks, design showcases, studio crawls, panels, workshops, design contests, film series, pub crawls, and design challenges**. Events will take place all over Montclair—in pocket parks, along our creeks, in downtown storefronts, at train stations and bus stops, too.

With food, drink, and fun under October skies, our closing festival will salute you, our MDW participants, side by side with our sponsors, partners, and volunteers. A special toast will be given to MDW Year Two.

Beyond this week, we invite you to join the conversation that starts from one simple idea: **We are all designers of a better, bolder future.**

what if?

What We Believe

We believe in the power of creative problem solving. Some people call that design, we call it tools to engage all citizens in shaping a better future.

Spanning creative disciplines, MDW will serve to increase awareness and appreciation for design and its impact on important social, environmental and cultural issues — in areas such as community building to communications; food systems to health platforms; housing solutions and education to public spaces.

MDW offers a regional forum to connect, educate, and inspire - empowering citizens and organizations to become their very best designed selves.

design is

“...a strategic tool to tackle major societal challenges, to drive economic growth and innovation, and to improve the quality of the built environment.”

- UK DESIGN COUNCIL

“...becoming a primary (means) of improving quality of life and building a sustainable future.”

- UNESCO, CREATIVE CITY NETWORK

“...another way of telling time...influencing us in a thousand invisible ways.

- ROMAN MARS, HOST OF “99% INVISIBLE” PODCAST

What We Do

Montclair Design Week delivers rich and engaging programming to a community that knows a good cause when it sees it.

Our inaugural year will include over 60 events across Montclair, NJ, featuring creatives in design, engineering, the arts, civic leadership and entrepreneurship, and engaging over 20,000 participants.

Our 2018 program highlights include

“DESIGNING X” PANEL SERIES

Beacons in our community share stories and perspectives with acclaimed hosts, in panels such as “Designing Buzz,” Designing Delicious,” “Designing Parenthood,” and “Designing the Spark.”

MASHUP WORKSHOPS Interactive events hosted inside of studios, businesses and public spaces where attendees get their hands dirty, offer a fresh perspective and straddle disciplines.

STUDIO CRAWL Behind-the-scenes experience to see where and how all the magic happens, in studios, a basements, labs, commercial kitchens, sewing rooms, greenhouses, and darkrooms.

PECHA KUCHA TALKS Lightning-round presentations in a fun and lively format to share ideas, stories, passions and interests on a particular theme. Presentation are 20 slides, 20 seconds per slide.

DESIGN DENS “Living room” like settings in locations across town that inspire conversation and capture stories and ideas about what’s possible.

FILM SERIES Co-curated with Montclair Film, highlighting a diverse range of cinematic perspectives about design — from fashion and architecture, to social movements and public housing.

PUB CRAWL Participating bartenders and mixologists go head to head all week, for a chance to win best MDW cocktail.

20,000+

Sponsorship

Be part of shaping Montclair's designed future.

Montclair Design Week provides a valuable opportunity for brand promotion and alignment with design, innovation and entrepreneurship, offering direct **engagement with a sophisticated, affluent and influential audience of 20,000 visitors**, including design professionals and local and international visitors.

Our sponsors play a crucial role in supporting our ambitious educational and community programming.

As a founding sponsor, you'll help underwrite all that MDW does to engage our community and visitors.

Whether you're interested in underwriting specific programs, supporting through in-kind participation, or in more comprehensive participation, MDW is pleased to provide valuable recognition, marketing, promotional and hospitality benefits in return for your generous support.

golden

Sponsorship Levels

BENEFITS

Title Sponsor guaranteed exclusivity within your industry at this sponsorship level
Sponsor recognition in all MDW press releases
Access to MDW market research
Slide and verbal recognition at all MDW events
Company name/logo and link on all MDW e-newsletters sent to registered participants
MDW content collaboration opportunities
Prominent feature of design impact stories throughout MDW
of Opportunities for a verbal promotion at (2) events of your choice
of Tickets to (1) fundraiser event
of Reserved-seating tickets to (2) panel events of your choice
of Reserved-seating tickets to (1) panel event of your choice
of Your branded marketing materials and products at MDW events
of Mentions on MDW Twitter/Instagram accounts
Public acknowledgement of support at MDW Launch and Closing parties
Advance invitation to all MDW events
Exposure/logo placement on sponsor page of Design Week websites
Exposure/logo placement on event page of Design Week website
Exposure/logo placement on event signage
MDW social media badge provided
Founding Sponsor designation with opportunity for exclusivity for MDW'19

SPONSORSHIP LEVEL			
Leadership	Visionary	Community	Friendship
\$10,000	\$5,000	\$2,500	\$1,000
X			
X			
X			
X	X		
X	X		
X	X		
X	X		
X (2)	X (1)		
X (4)	X (2)		
X (10)	X (6)		
		X (2)	
X (4)	X (2)	X (1)	
X (15)	X (10)	X (5)	
X	X	X	
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X

IN-KIND PARTICIPATION gladly considered. Email sponsor@montclairdesignweek.org for more info.

community



Presented by

**Design Montclair, Inc
and PEAC Institute**

Design Montclair, Inc. is a registered non-profit corporation, dedicated to strengthening our region's design ecosystem.

We are honored and grateful that **PEAC Institute**, a local 501(c)(3) public charity dedicated to teaching young minds about peaceful engagement with our world's challenges, **is our 2018 Fiscal Sponsor.**



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