



BDF2022 Sponsorship.



**BIRMINGHAM
DESIGN FESTIVAL**

Contents

Intro to BDF

3

Our 2022 theme

5

The festival vibe

7

Our approach

9

The BDF reach

11

Partnerships

13

Thanks

23

Contact us

24



Intro to BDF...

T NOT IN SERVICE
ROCKLE
NDSWORT
IETHWIC
QUINTON
VE WAYS
GBASTO



M GUY · ADAM LLOYD · ALASTAIR TAYLOR · AN
EN · BARBARA GIBSON · BECKY BELL · BEN JAVI
CHARLOTTE HANKS · CHARLOTTE JENKINS · FI
LAN · EMILY JEFFREY · ESMIE STILLAWAY · FI
· HANNAH PARKES · HAPICO · HELEN WHEEL
· JIM HOWELLS · JORY WOODHOUSE · JOHN W
· KEITH DODDS · KIERAN GLENNON · KRIST
· SKINNER · LUKE TONGE · LUKE WALLER
· NEXIA LIU · MICHELLE TURTON · NATHAN CI
· PICKLE ILLUSTRATION · POPPY SMALL · RAJ
· SARAH BAGSHAW · SARAH EASTER · SEVEN
· YASIA GRAHAM · TED JONES · TINA JIWA · T

ROBERTS · ANJULI MCKENNA · ANNATONIX · ANTONIO ROBERTS · ARTHUR
· BETH INGLETON · BEN WHITTING · BRUNHAUS · BYNG · CAIRO HAMILTON
· PUI KWON · CHRIS DAY · COMMON CURIOSITY · DAVID HEPBURN · ELLIE
· KIRACH · FOKAWOLF · FOLK LIKE THESE · GARETH DAVIS · GAZ DURNS
· IAN JONES · IMBUE · IRISH NICOLE T. ADENOLA · JEN LEEM-BROUGEN ·
· JONNY MCGARRY · JOSEPH TRASCINA · JOSH CUTTS · JUSTIN
· LINDSAY BAKER · LISA BARRETT · LOI CHORLEY · LUCKY PABLO
· MARK STEVENS · MARK MURPHY · MARTIN DONNELLY · MATTIE LYNCH ·
· MEERAJ KAMTH · MYRAN GILL · OLD BORT · OLLY WELLS · PET CLUB
· RAHMATA RAYET · REMCCA HOWSON · ROBERT LOCKLEY · ROOTS
· SHAUN LOYNS · SHAY LI · SLEEP SPARROW · STUDIO BALDWIN
· TOMAS HOWELL · VANESSA MOUNTAIN · WINDOW ARTISTS

SEE THE WORK
ONLINE AT

Inspired by other festivals, BDF began in 2018 with a goal to establish itself as a credible, accessible and enjoyable event showcasing world class design in our city, encouraging visitors to rethink presumptions about Brum.

In our first year we welcomed thousands of visitors & dozens of speakers from across the globe (speaking on the theme *Forward*), showcasing 30 venues around the city and celebrating everything the design industry has to offer, from traditional graphic design to animation & special effects, product design to architecture – and everything in-between.

The festival in 2019 built on this success with an eclectic mix of world-class designers

descending on the city for 3 days in June, sharing their experience in the industry (with our theme of *Truth*) and creating lasting community, helping educate and inspire the next generation of designers.

In 2020 due to Covid we had to put things on hold, in 2021 we adapted to a hybrid model – mixing virtual talks and workshops with an in-person exhibition called ‘The Creative City’ all celebrating the uplifting theme of *Colour*.

We are now busy planning for a much needed return to in-person events in 2022, welcoming new and returning visitors to Birmingham from 8th–11th June to experience BDF once more.



Our theme for
2022 is Freedom.

We're really excited to be focussing on *Freedom* in 2022 – we believe this is a timely and engaging theme which will be explored in a variety of ways, by a huge range of speakers.

Due to the scale of BDF, to aid with navigation and facilitate different attendee interests, we separate the programme into core disciplines that we refer to as 'Design Districts'.

In 2022 these will be Graphic, Digital, Product & Illustration – with each District focussed on its own main 'Hub' venue. These hubs will play host to five free talks per day, along with sponsors, pop-up stalls and information points giving opportunity to engage with the festival attendees throughout.

From each of those hubs extend satellite venues that allow us to put on exhibitions, screenings and workshops in tailor made environments – providing further ability to showcase Birmingham's wonderful spaces.

These Hubs are all within easy walking distance of each other (within the City Centre, Digbeth and Eastside), allowing attendees to select talks 'pic'n'mix' style across the Districts, ensuring there's always something happening which will take your fancy.

BDF vibes!



“I’ve been to a lot of conferences... and sometimes, things are a bit wobbly in a new conference’s first couple years. But here’s the deal: The Birmingham Design Festival felt as good as any of the big dog outfits out there.

From the speakers to the workshops, to the maps and materials, and finally, all the killer merch—these people did an incredible job.

...this was their first time out? Imagine the second year?! Go to this conference, free peoples of Birmingham!”

– Aaron Draplin (speaker 2018).

“Well done on curating a conference that really brought the best of Birmingham! I loved how the different venues encouraged people to travel around and get to know the city & understand a bit about Birmingham’s amazing design and production heritage.

Equally, well done on creating a design conference that was genuinely affordable. Don’t know you did it, but it’s appreciated & I will definitely be using you as an example.

It’s so important to have as we discuss inclusivity and opening access to design, but it can be very difficult to put into practice (often for legitimate reasons!). Kudos to you!”

– Florence Okoye (workshop host 2019).

Our approach...



BDF is founded on the belief that design conferences should be affordable for all who want to attend, no matter their circumstances. As a result of this, the vast majority of our events are free to attend, and the ones you do pay for are very low cost.

This means visitors can enjoy over 80 hours of free talks and workshops combined with low-cost headline events – allowing people of all incomes to learn from the best in the industry.

Visitors to the festival are able to take in a full three days worth of content for under £80, with a day of talks costing a max of £25. Those who cannot afford this can enjoy all of the daytime content totally free of charge!

We've had fantastic support from those in the industry in Birmingham to help us to do this, but we still need generous partners who will offer money and support-in-kind in exchange for exposure throughout the festival.

The structure of our events allows companies from a variety of backgrounds to get involved, with varying price tiers to suit your goals in reaching our audience(s).

In 2022 we are committed to replicating our ground-breaking pricing structure, providing over 50 hours of free talks and workshops combined with low-cost headline events – allowing people of all incomes to learn from the best in the industry (with your help!).



**BDF reaches people
other events do not.**

BDF Audience.

The Birmingham Design Festival attracts considerable national and international attention, despite being in its infancy, and is now a mainstay of the cultural calendar.

We welcome a diverse audience of professionals (largely from the creative industries) alongside design conscious consumers, higher education students and general cultural enthusiasts. In 2019 we sold over 10,000 tickets across our 3 days.

Surprisingly 50%+ of our audience travel from beyond Birmingham – many from cities lacking a Design Festival of their own. We also draw visitors from the EU, USA & Australia.

BDF reach.

Across our various accounts our digital audience is growing & engaged.

Twitter = 17,114

Instagram = 24,466

Linkedin = 12,782

Facebook = 3,293

Newsletter = 3,800

Website = 327k page views (21k users) during BDF, annually 417k page views (38k users)

We also have longstanding and successful relationships with the design press (*Creative Review, It's Nice that, Creative Boom, Dezeen* etc) and local partners such as *ICHOOSE Birmingham* who reach 20k locals via email.

Partnerships.



Partnership options...

We have big ambitions for Birmingham Design Festival, but they're only going to be possible with the support of partners and donors. Sponsorship money will help with festival running costs including travel and board for our guests, venue hire and equipment. Options include:

- Main Partner/Sponsor – £12,000
- District Sponsor – £6,000
- Event Sponsor – £1,000–£3,000
- (Agency) Supporter – £1,000

+ Sponsorship in kind. (ie. Travel, catering, media etc).

Sponsors giving the festival value in kind, in the form of equipment, supplies and services will receive billing as a BDF partner and prominence at the event in accordance to the monetary value of the sponsorship in kind, and if needed can be 'topped up' with cash.

Main Partners.

Laura Pol
OLIO
Designing for Trust

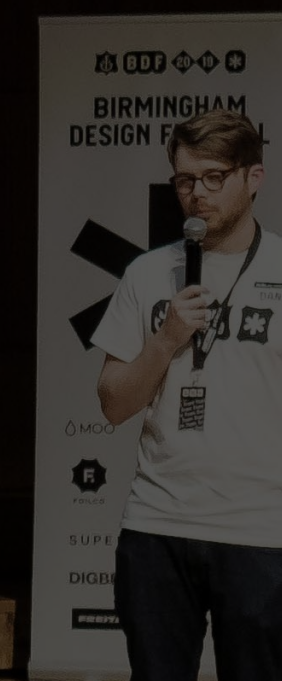
Sponsors

McCANN
BIRMINGHAM

bloc
HOTELS

AWESOME
MERCH

ORB
ELONEX

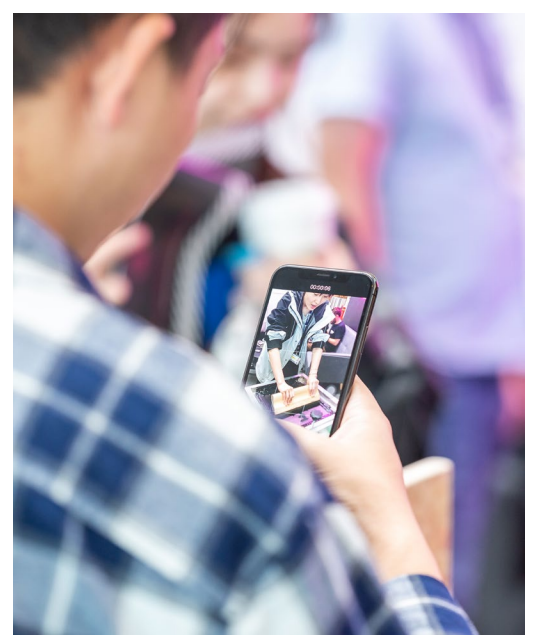


Main Partner – £12,000 (to discuss partial/full SIK contact us) Usually 4 max.

*A leading presence on all festival promotion on & offline, before and throughout the festival.
Tailored activation to all attendees providing multiple touch points & unique engagement.*

- Your logo featured prominently across festival comms alongside the main BDF identity.
- A stall throughout the festival at one or all of the festival hubs.
- Full page ad space in the printed festival programme.
- Opportunity to promote via leafleting at festival venues.
- Logo featured on banners and screens around festival venues.
- Listed as 'Main partner' on partner pages on the website & printed festival communication.
- Logo featured in website, email & social media mastheads and footer (where applicable).
- Activation in the form of competitions, workshops and events at the festival.
- 10 festival passes allowing for free roam of festival events (tickets must still be booked).
- Our undying never-ending appreciation and loyalty.

Awesome Merchandise have been a Main Partner since day one – shown here in the Graphic hub at BCU Parkside in 2019. Their activity has included filming digital content with speakers, running workshops, hosting free drop-in screenprinting and social media competitions. They'll be back in 2022.





District Partners.

District Partner – £6,000 (to discuss partial/full SIK contact us)

*A strong presence on all events in a specific district in the build-up to and during the festival.
Tailored activation to all attendees visiting events in the district.*

- Your logo on district-specific communication ahead of the festival.
- A stall throughout the festival within the district hub.
- Opportunity to promote via leafleting at festival venues.
- Listed as 'District partner' on partner pages on the website & printed festival comms.
- Logo featured on banners and screens around district venues.
- Logo featured in website, email & social media footers (where applicable).
- Activation in the form of competitions, workshops and events at the festival.
- Half page ad space in the printed festival programme.
- 5 festival passes allowing for free roam of festival events (tickets must still be booked).
- Our year-round appreciation and casual promotion.

Foilco have been a Sponsor of the Graphic District in both 2018 and 2019, and are due to be with us again in 2022. They had a prescence in the Hub at BCU and held several days of drop-in foiling workshops at the Custard Factory.



Sponsors & Supporters.

Our partners

The festival wouldn't be possible without the generous support from our partners:

Main partners:

McCANN
BIRMINGHAM

bloc
HOTELS

AWESOME
MERCH

ORB ELONEX

District partners:

Commercial

G . F
SMITH
1885 ONWARD

F
FOILCO

BIRMINGHAM CITY
University

DIGBETH

SUPERH!

šubstrakt

AULA

FREITAG

MOO

STEAM
house
BIRMINGHAM CITY
University

SONY.

IMPACT
HUB Birmingham

Media partners:

99 Percent Lifestyle.

CREATIVE
REVIEW

de
zeen

eye

native

CREATIVE BOOM

The
Design
Kids

TYPOGRAPH.her

Supporters:

SPARK44

freestyle

Newspapers Club

BITTERS N'
TWISTED
VENUS

Greater Birmingham
Chambers
of Commerce

TaxAssist Accountants

SIXTH STORY

GRIN

ARUP

AOI

LAURENCE KING

Birmingham Design Festival

Event Sponsor – £1,000–£3,000

Sponsor a specific event helping pay for speakers travel, venue and equipment and receive prominence on all promotion in regards to that event, on and offline.

- Logo featured on screens and banners (depending on the event) around the venue.
- Listed as 'Event partner' in festival programme and on event page when booking tickets.
- Opportunity to promote at the event via flyers and/or a stall (depending on the event).

Supporter – £1,000 (perfect tier for local design agencies looking to support).

Supporters will receive activation during the festival and appear inside the printed programme and on the website, receive festival passes and exclusive event access.

- 5 festival passes allowing for free roam of festival events (tickets must be booked).
- Listed as 'Supporter' on partner pages on the website and printed festival communication.
- An article profiling the business on our blog & promoted on our social channels.
- Our enduring respect & love.

The background of the image is a dense, out-of-focus field of small, 3D anchor-shaped letters in various colors including yellow, green, blue, pink, and orange. These letters are scattered across a light-colored surface. Overlaid on this background is a semi-transparent dark grey rectangle. Inside this rectangle, the text "Thanks for reading – we hope you'll consider being part of BDF2022." is written in a white, serif font. The text is centered and spans across the middle of the image.

**Thanks for reading –
we hope you'll consider
being part of BDF2022.**

Any questions? Contact us:
hello@birminghamdesign.co.uk

birminghamdesignfestival.org.uk
[instagram.com/designfestbrum](https://www.instagram.com/designfestbrum)
twitter.com/designfestbrum

