



Sponsorship info 2023



**BIRMINGHAM
DESIGN FESTIVAL**

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Intro to BDF...

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· JIM HOWELLS · JORY WOODHOUSE · JOHN W
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· BETH INGLEDEN · BEN WHITTING · BRUNHAUS · BYNG · CAIRO HAMILTON
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· KIRACH · FOKAWOLF · FOLK LIKE THESE · GARETH DAVIS · GAZ DURNS
· IAN JONES · IMBUE · IRISH NICOLE T. ADEOLA · JEN LEEM-BROUGEN ·
· JONNY MCGARRY · JOSEPH TRASCINA · JOSH CUTTS · JUSTIN
· LINDSAY BAKER · LISA BARRETT · LOE 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 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 returned to in-person events in 2022, welcoming visitors new and old to Birmingham for 3 days celebrating ‘Freedom’ – adding a new ‘design district’, Illustration.

We’re now excited for our first conference!



Our theme for
2023 is Imagine.

We're really excited to be focussing on the theme of *Imagine* in 2023 – we believe this is a timely and engaging theme which will be explored in a variety of ways, by a broad range of speakers.

We're doing something different with BDF this year, trialling our first ever conference. This is a more compact version of BDF, trimming down our 100 or so speakers to just 8! We believe this focus will allow more people to access high-quality talks in a more manageable way.

This change also allows us to engage in some longer term planning, as we begin to alternate between Festival and Conference years.

There are also benefits for those visiting Birmingham for BDF – instead of having to choose which day of talks to attend we've made the decision for you! One day of incredible talks, delivered in an iconic Birmingham venue.

We're also excited to retain the festival feel of BDF by offering a day of hands-on workshops, and other satellite events, which mean for locals and those willing to stay overnight, there's plenty to engage with in June.

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 in a festival year 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.

This year we're flying in more speakers than ever before, and using a much bigger venue – so tickets cannot be free... but they will still be low cost, with various options to help those with reduced means.

We've had fantastic support from those in the industry in Birmingham to help us make BDF as accessible as it is, but we still need generous partners who will offer money and support-in-kind in exchange for exposure throughout the conference.

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 2023 we are committed to putting on a world-class event at affordable prices, and we hope you choose to partner with us to help make this possible.

As always, none of the BDF team are paid.



**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 both '19 & '22 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.



Sponsorship options.

Sponsorship 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 our running costs including travel for our guests, venue hire and equipment. Options include:

- Gold Sponsor – £6,000 (+VAT)
- Silver Sponsor – £3,000 (+VAT)
- Bronze Sponsor – £500 (+VAT)

+ 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.

Gold Sponsor – £6,000 (+VAT) (to discuss partial/full SIK contact us)

A leading presence on all festival promotion on & offline.

Tailored activation to all attendees providing multiple touch points & unique engagement.

- 20 conference passes (tickets must still be booked).
- Your logo featured prominently across BDF comms and national marketing.
- A stall at our conference venue & promotion via leaflets / items in goody bags.
- .30 second ad during conference OR vouchers/promos on digital comms.
- Full page ad space in the printed programme.
- Logo featured on banners / screens at the venue.
- Listed as 'Gold sponsor' 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 / satellite events.
- Our undying appreciation and loyalty.

Silver Sponsor – £3,000 (+VAT) (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.*

- 10 conference passes (tickets must still be booked).
- A stall at our conference venue OR ad space in the printed programme (half page).
- Opportunity to promote via leaflets / items in goody bags.
- Logo featured on banners / screens at the venue.
- Listed as 'Silver sponsor' on partner pages on the website & printed festival communication.
- Activation in the form of competitions / satellite events.
- Our undying appreciation and loyalty.

Bronze Sponsor – £500 (+VAT)

Supporters will receive activation during the conference and appear inside the printed programme and on the website and screens, receive festival passes.

- 5 conference passes (tickets must be booked).
- Listed on partner pages on the website and printed festival communication.
- Article on Birmingham Design Festival journal
- Our enduring respect & thanks for helping make BDF happen!

The background of the image is a dense field of small, 3D anchor-shaped letter cutouts. These cutouts are made of a material that looks like wood or cardboard, painted in various colors including yellow, green, blue, red, and purple. They are scattered across a light-colored surface, creating a textured, playful background. The text is overlaid on this background in a large, white, serif font.

**Thanks for reading –
we hope you'll consider
being part of BDF2023!**

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

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



