

# Supporting BDF — an invitation!

6–8th June 2024





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# Intro to BDF...

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· HANNAH PARKES · HAPICO · HELEN WHEEL  
· JIM HOWELLS · JORY WOODHOUSE · JOHN W  
· KEITH DODDS · KIERAN GLENNON · KRIST  
· SKINNER · LUKE TONGE · LUKE WALLER  
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· YASIA GRAHAM · TED JONES · TINA JIWA · T

ROBERTS · ANJULI MCKENNA · ANNATONIX · ANTONIO ROBERTS · ARTHUR  
· BETH INGLEDEN · 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. ADEOLA · JEN LEEM-BROUGEN ·  
· JAVSON · JONNY MCGARRY · JOSEPH TRASCINA · JOSH CUTTS · JUSTIN  
· JONES · LINDSAY BAKER · LISA BARRETT · LOE CHORLEY · LUCKY PABLO  
· KIRK STEVENS · MARK MURPHY · MARTIN DONNELLY · MATTIE LYNCH ·  
· NEERAJ KARNTH · MYRAN GILL · OLD BORT · OLLY WELLS · PET CLUB  
· NINA · RAHMATA RAYET · REMCCA HOWSON · ROBERT LOCKLEY · ROOTS  
· GIG · SHAUN LOYNS · SHIYI LI · SLEEP SPARROW · STUDIO BALDWIN  
· KOLLEY · 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*).

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*.

In 2022 we returned to the full 3-day festival celebrating the apt theme *Freedom*. This was then followed in the summer of 2023 with our first BDF conference – a more compact format – with a sold out single day of talks, at the 800 capacity Rep Theatre on the theme *Imagine*.

In 2024 we’re looking forward to a return to the immersive & original full festival format.





Our theme for  
2024 is Process.



We're really excited to be focussing on **Process** in 2024 – we believe this is an important 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 2024 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 which will take your fancy.

Big event celebrations will take place at larger venues, allowing us to continue the festival into the evenings – allowing even more people to attend.



# 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—these people did an incredible job.”*

– **Aaron Draplin** (speaker 2018).

*“Well done on curating a conference that really brought the best of Birmingham! 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. Kudos to you!”*

– **Florence Okoye** (workshop host 2019).

*“And thank you, again, to the fab Birmingham Design Festival. You created a sold-out, world-class event in a terrific part of the planet. The energy, the city, the food, the residents and the attendees conspired to make our three days there beyond wonderful.”*

– **Brian Collins** (speaker 2021 & 2023).

*“You guys ROCK! Heartfelt congrats on pulling off another amazing Festival. The warmth, passion, attention to detail (including details such as the personalised agendas), generosity and of course amazing line-up make BDF one of my very fav festivals (and I mean it. The creative industry are lucky to have you. Bravo”*

– **Astrid Stavro** (speaker 2018 & 2023).



# Our approach...





BDF was 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 2024 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.





**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 2022 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/X = 18,000+

Instagram = 25,000+

Linkedin = 15,000+

Facebook = 4000+

Newsletter = 3,850+

Website = 350k page views (25k users) during BDF, annually 450k page views (40k 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:*

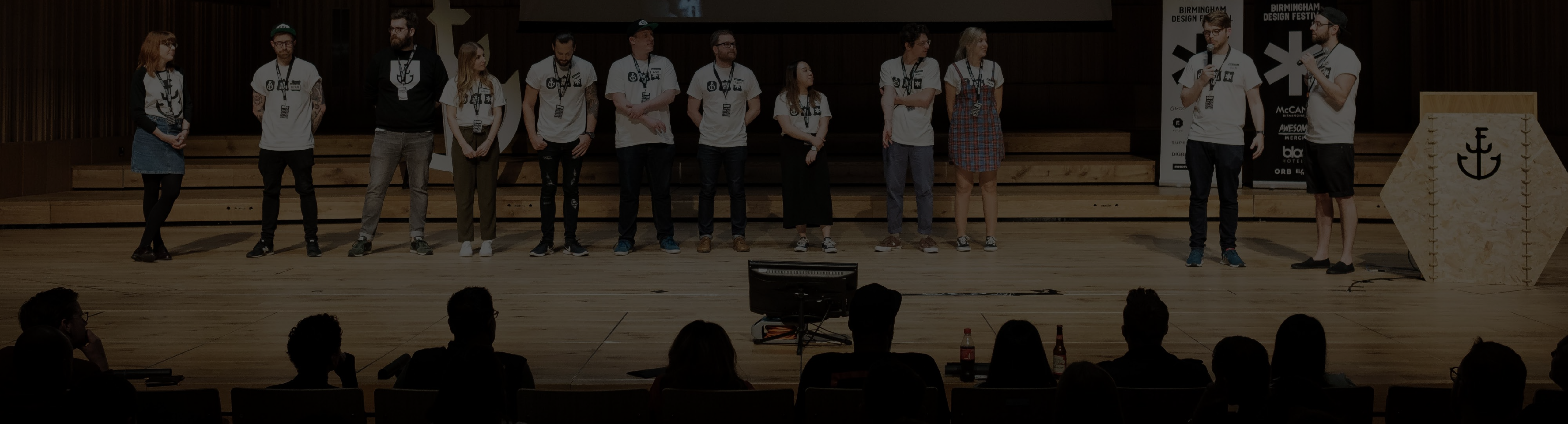
- Main Partner/Sponsor – £12,000+VAT
- District Sponsor – £6,000+VAT
- Event Sponsor – £1,000–£3,000+VAT
- (Agency) Supporter – £1,000+VAT

+ 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.*



# Main Partners





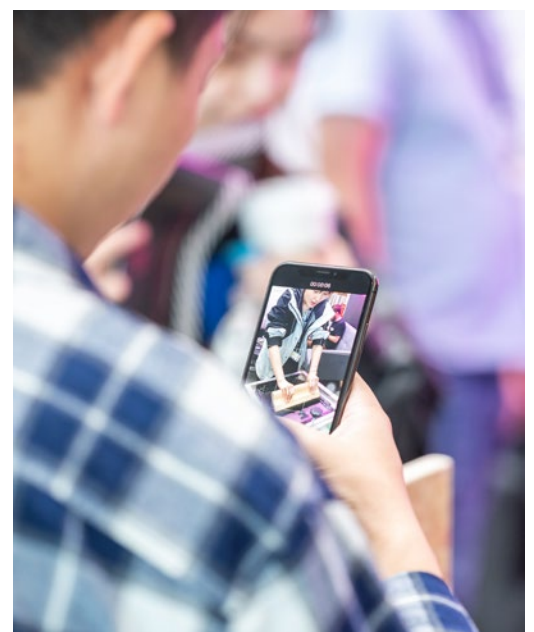
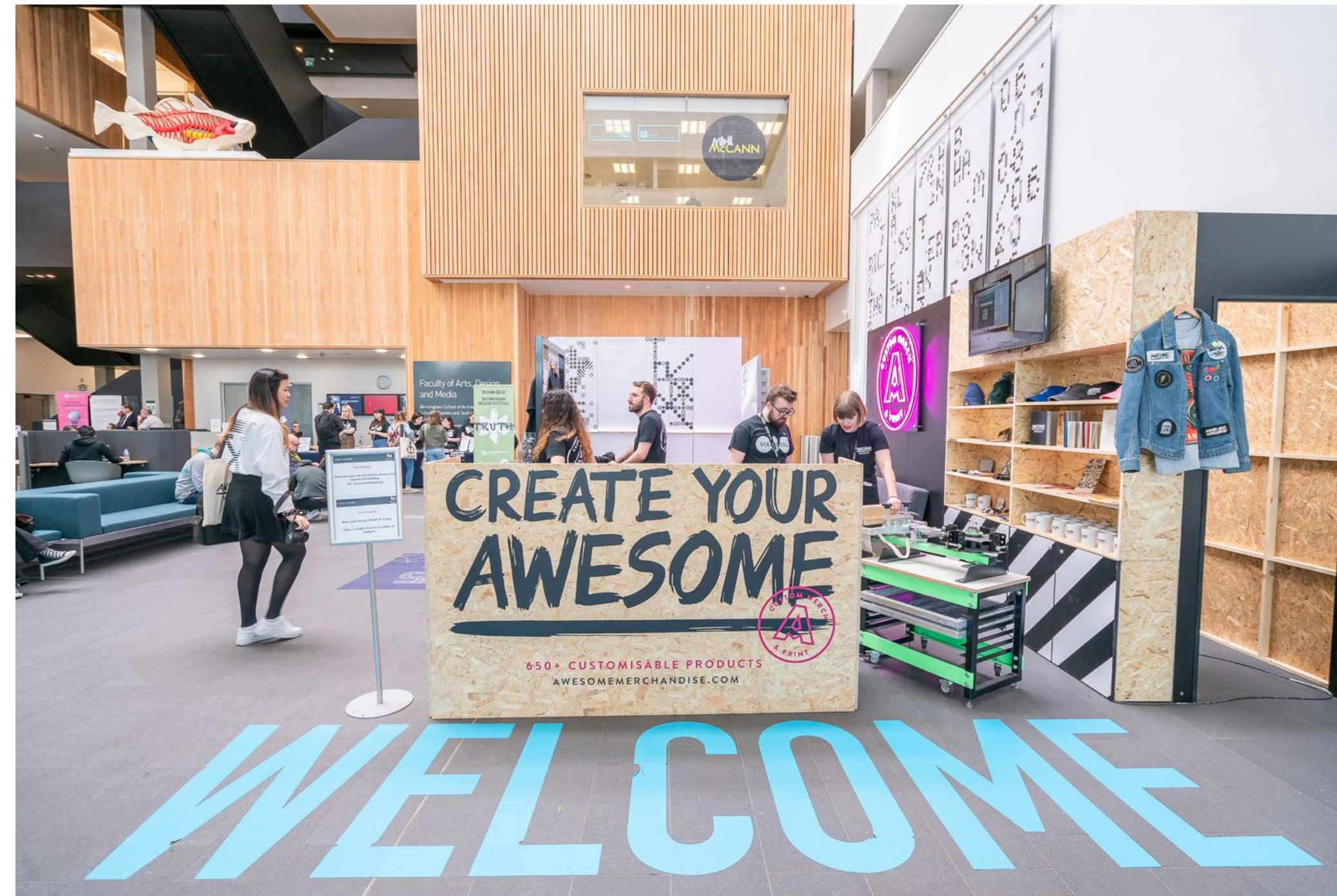
**Main Partner – £12,000+VAT** (to discuss partial/full SIK contact us)

*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 multiple times – 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, and giveaways.





# District Partners





**District Partner – £6,000+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 (1 of 4).*

- 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 multiple times. They had a prescence in the Hub at BCU and held several days of foiling workshops at the Custard Factory which saw hundreds getting hands-on with foil.





# Event 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+VAT**

*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+VAT** (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.





**Thanks for reading –  
we hope you'll consider  
being part of BDF2024!**



Any questions? Contact us:  
[hello@birminghamdesign.co.uk](mailto:hello@birminghamdesign.co.uk)

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

