

Supporting BDF in 2025...

12-13th June 2025

**BIRMINGHAM
DESIGN
FESTIVAL**

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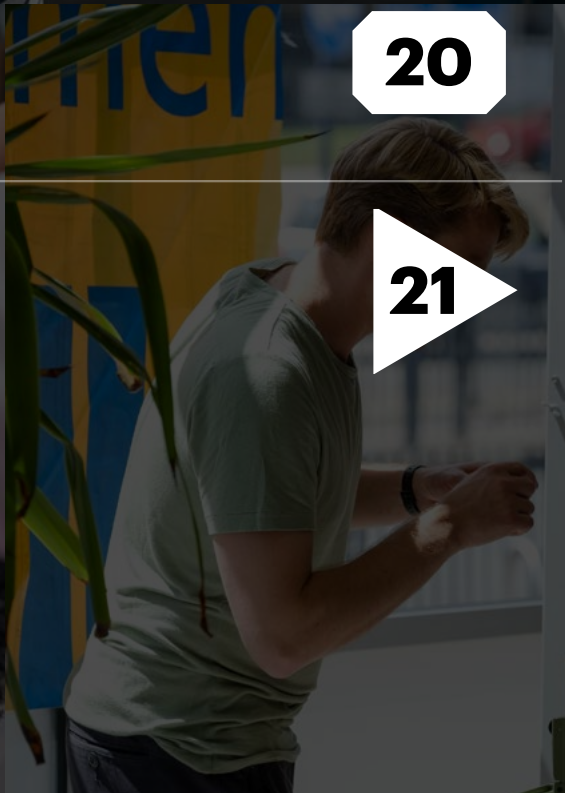
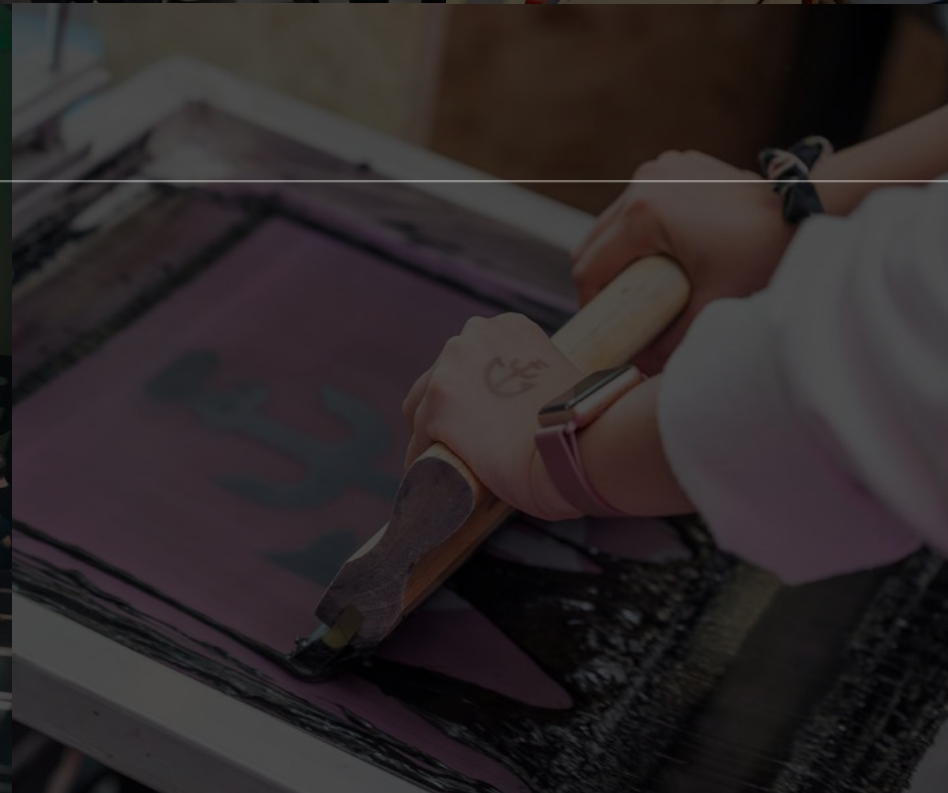
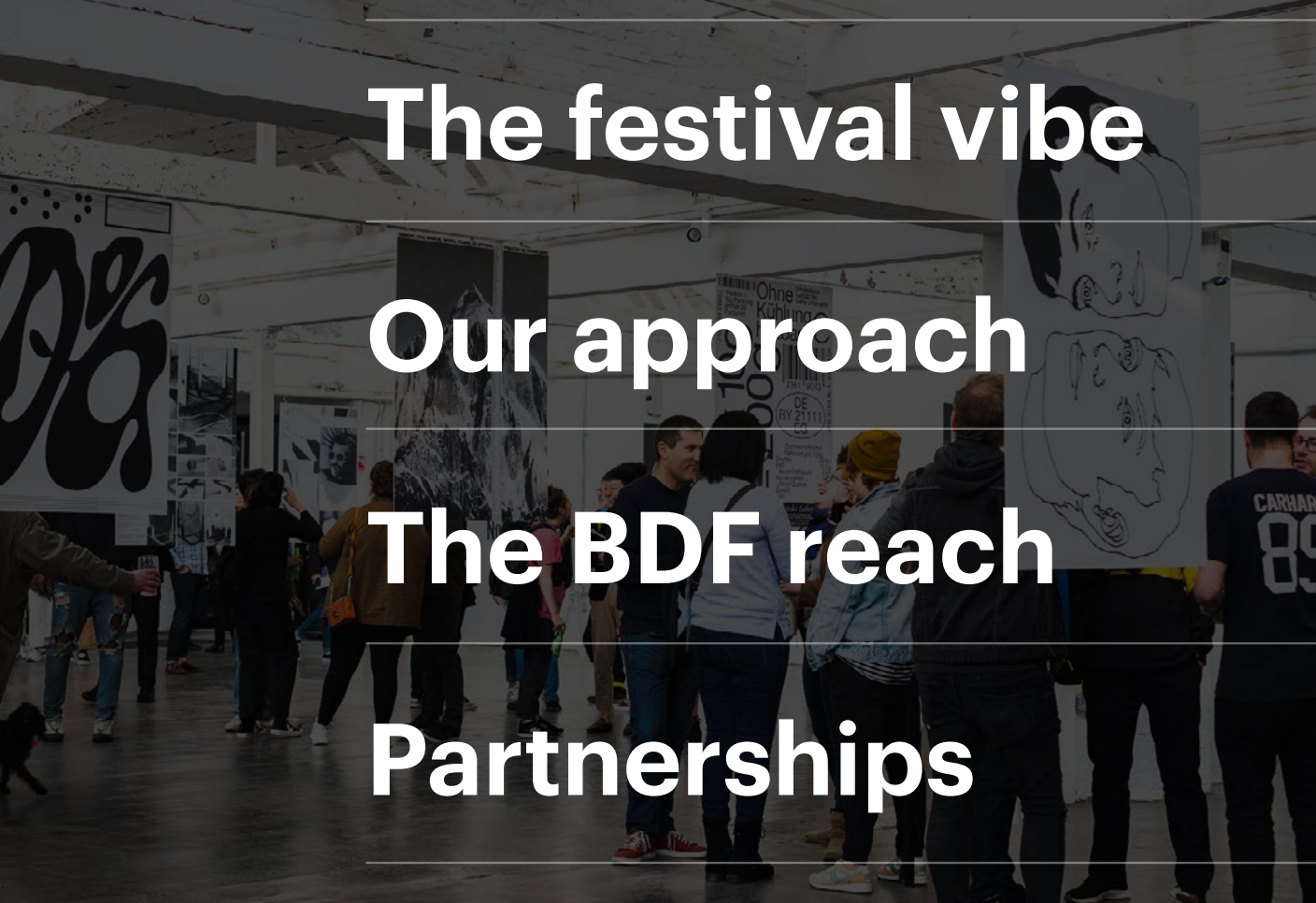
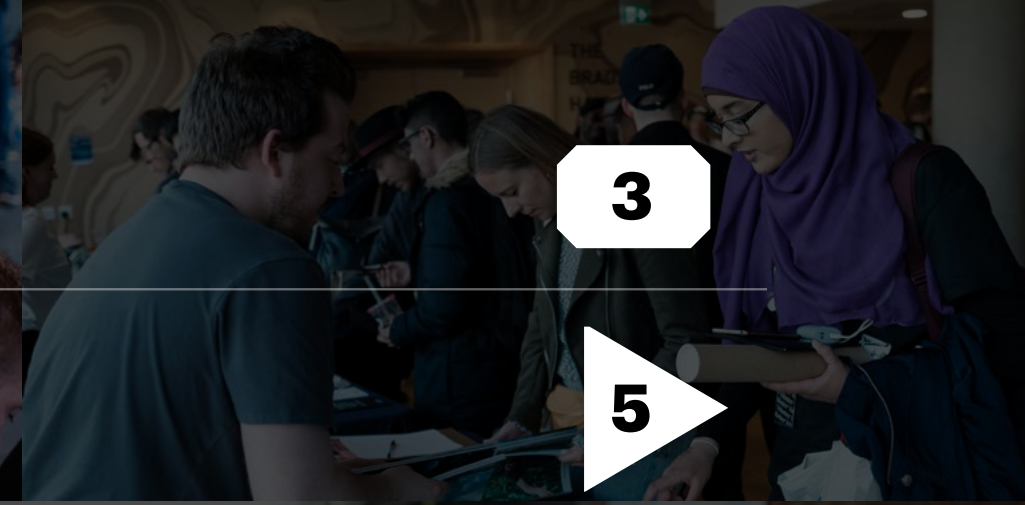
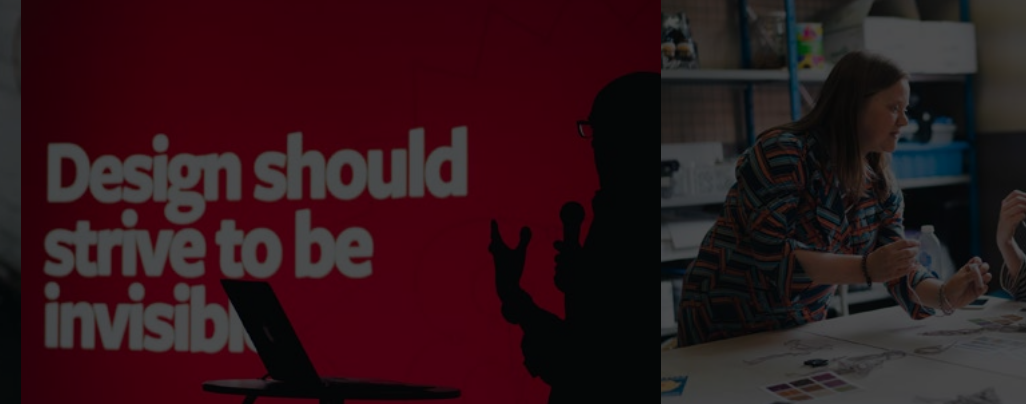
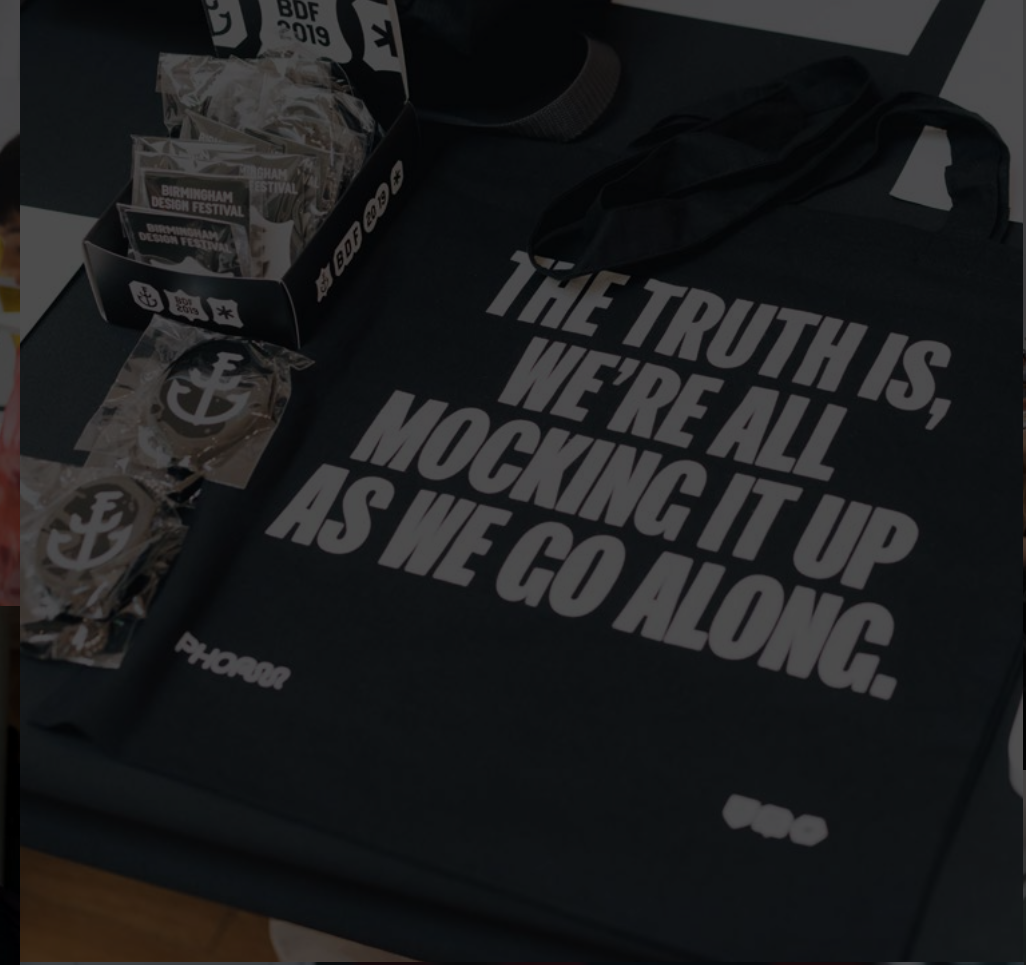
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Intro to BDF...



BDF is a celebration of the local, national and international design industry! Established in 2018 with ambition to create 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 speakers sharing their experience of the industry (with our theme of Truth).

In 2020 due to Covid we put things on hold, and in 2021 we adapted to a hybrid model, mixing virtual talks & workshops with an in-person exhibition called 'The Creative City' celebrating the 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 returned to the immersive & original full festival format exploring *Process*, selling over 11,000 tickets across 3 days. In 2025 we're planning our second conference, in another new venue – the iconic Town Hall!

**Our theme for
2025 is PLAY!**



We believe **Play** is an engaging theme our diverse range of speakers will be excited to explore – and our audience will enjoy!

We're returning to our conference format for BDF in 2025. This more compact version of the festival, trimmed down from 80+ speakers to just 8! This tighter focus will allow more people to access high-quality talks in a manageable way.

There are also benefits for those visiting Birmingham for the BDF conference – 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... the Town Hall!

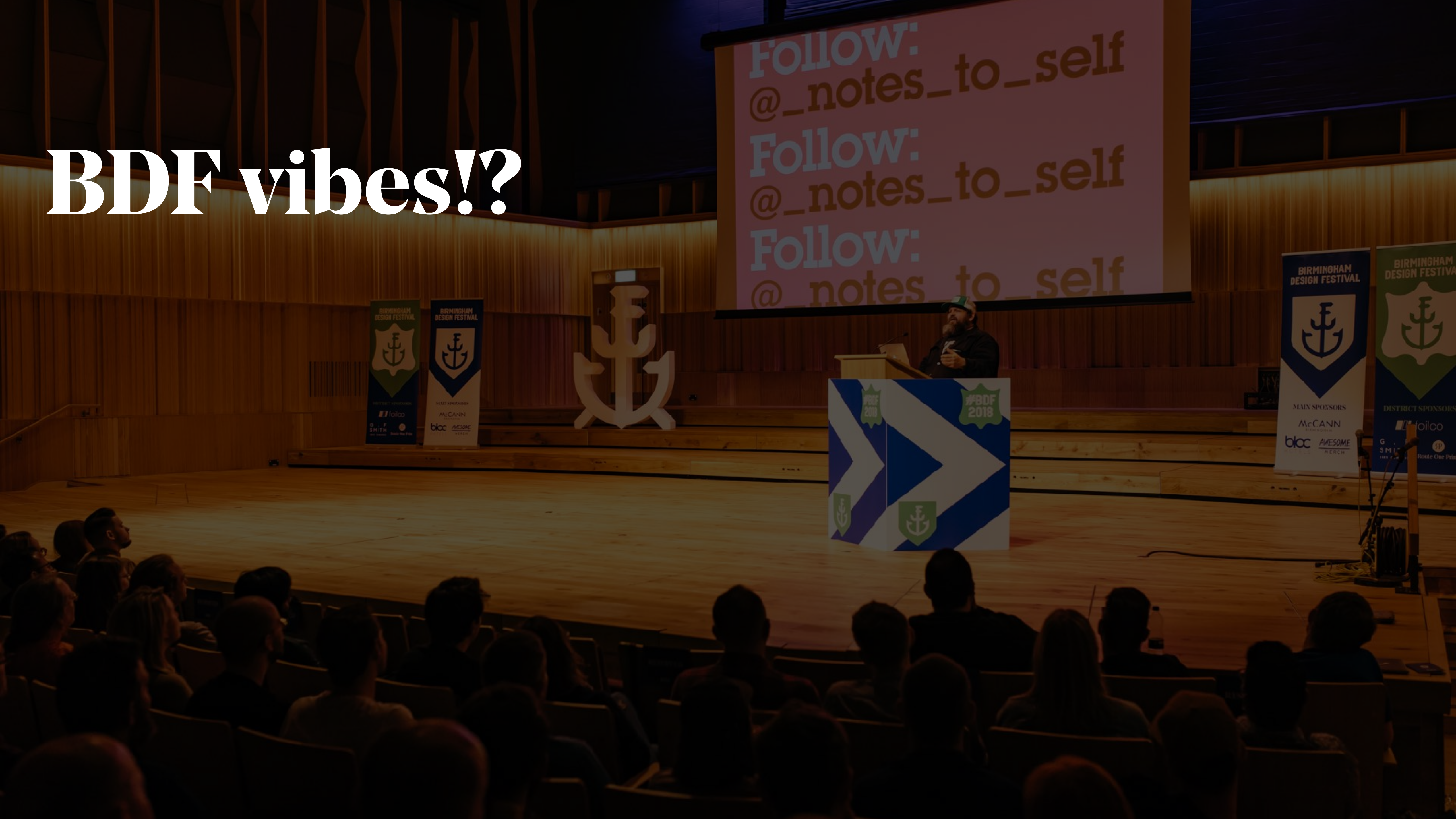
Birmingham Town Hall is a concert hall and venue opened in 1834 and situated in Victoria Square. The Grade I listed building underwent a major renovation between 2002 and 2007, and has played host to Buddy Holly, The Rolling Stones, Black Sabbath and Nina Simone. It seats up to 900 people!

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 over two special days in June.

Come out and **Play** in June 2025?

BDF vibes!?

FOLLOW:
@_notes_to_self
Follow:
@_notes_to_self
Follow:
@ notes to self



“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 fave festivals (and I mean it). The creative industry are lucky to have you. Bravo”

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

Our approach...



Birmingham School of Architecture and Design

School of Fashion and Textiles

School of Media

Visual Communication

68th JUNE

www.birminghamdesignfestival.org.uk

Info point.
Pick up a speaker pack (one per person please!) for directions & advice.

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Pick up a speaker pack (one per person please!) for directions & advice.

BIRMINGHAM DESIGN FESTIVAL 2019

Graphic	Design	Product
John Green Creative	Steve Le Grange Creative	Simon Lee Product
John Green Creative	Steve Le Grange Creative	Simon Lee Product
John Green Creative	Steve Le Grange Creative	Simon Lee Product

McANN
AW SOME
bbc
BDF 2019

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. With this model we've been able to bring almost 400 of the worlds best practitioners to Birmingham.

We're committed to keeping things affordable, so our 2025 prices are unchanged from 2023 – allowing people of all incomes to learn from the best in the industry!

Tickets to the conference will be £75 for adults, and £45 for students.

We'll also be making a generous allowance of hardship spaces available for anyone financially unable to attend.

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 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).

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, and is now a respected 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 2023 we sold out the Rep at 800 capacity, and in 2024 we sold over 11,000 tickets across our 3 days.

Surprisingly 50%+ of our audience travel from beyond Birmingham – many visiting from beyond the EU, including 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



Celebrating storytellers

* Building bigger brands

TRUTH

ARTS REFERENCE AT DON'T

Saturday 8th

BIRMINGHAM DESIGN FESTIVAL

THE FAMILY

&White 05-06-19

glug

29th August 2019
21st November 2019

Twitter & Insta
@glugbirmingham
#glugbrum



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.

Main Partners

Laura Pol
OLIO

Designing for Trust

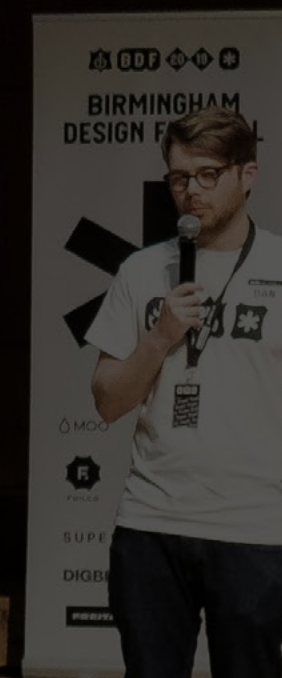
Sponsors

McCANN
BIRMINGHAM

bloc
HOTELS

AWESOME
MERCH

ORB
ELONEX



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.

- 15 conference tickets (events must still be booked) + additional discounted tickets.
- Your logo featured prominently across BDF comms and national marketing.
- Promotion via leaflets / items in goody bags.
- Advert shown during conference on screen.
- 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).
- A stall / in-person engagement at our conference venue (subject to space and suitability).
- Our undying appreciation and loyalty, that money can't buy!

Silver Sponsor – £3,000 (+VAT)

(to discuss partial/full SIK contact us)

*A strong presence on all events in the build-up to and during the conference.
Tailored activation to all attendees.*

- 8 conference tickets (events must be booked) + additional discounted tickets.
- 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.
- Shout out on stage at the conference.
- Listed as 'Silver sponsor' on partner pages on the website & printed festival communication.
- Activation in the form of competitions / satellite events.
- Our heartfelt thanks and access.

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.

- 3 conference tickets (events must be booked) + additional discounted tickets.
- Listed on partner pages on the website and printed communication.
- Article on Birmingham Design Festival journal.
- Our thanks for helping make BDF happen!



**Thanks for reading –
we hope you'll consider
being part of BDF2025!**

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

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

