

Supporting BDF – an invitation!

BDF Conference 2027

10th–11th June 2027

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Intro to BDF.



Founded in 2017, Birmingham Design Festival was created by Brum based designers Daniel Alcorn and Luke Tonge to add a much needed flagship design event to the local calendar.

In 2018 the first festival launched to great critical success with some of the best designers from around the world featuring in a packed 100 event programme, helping to strengthen the city's reputation as a design powerhouse and establish a desire to see more events like it.

Since then the festival has grown from strength-to-strength. Every June the global design community descends on Birmingham for our annual celebration of creativity.

BDF alternates between a Festival and Conference format. The Festival continues our tradition of an expansive, city wide experience – 3 days, 100 speakers, multiple venues. In Conference years we focus our energy into two days, a day of talks and a day of workshops held in one venue. It's a more condensed version of the festival – but just as exciting.

Outside of our showpiece event in June, Birmingham Design supports the design community year-round. We put on events, markets, work-placements, artistic commissions and much more.

We also have a shop in the Jewellery Quarter, selling design books, stationery and more.





Our theme for
2027 is Weird.

We're returning to our Conference format for BDF in 2027, and for the more compact version of the festival we love to have a theme that offers a more playful angle to the festivals slightly more serious topics. We felt that the theme of **Weird** created a perfect opportunity to celebrate the whacky and wonderful side of our industry and the people within it.

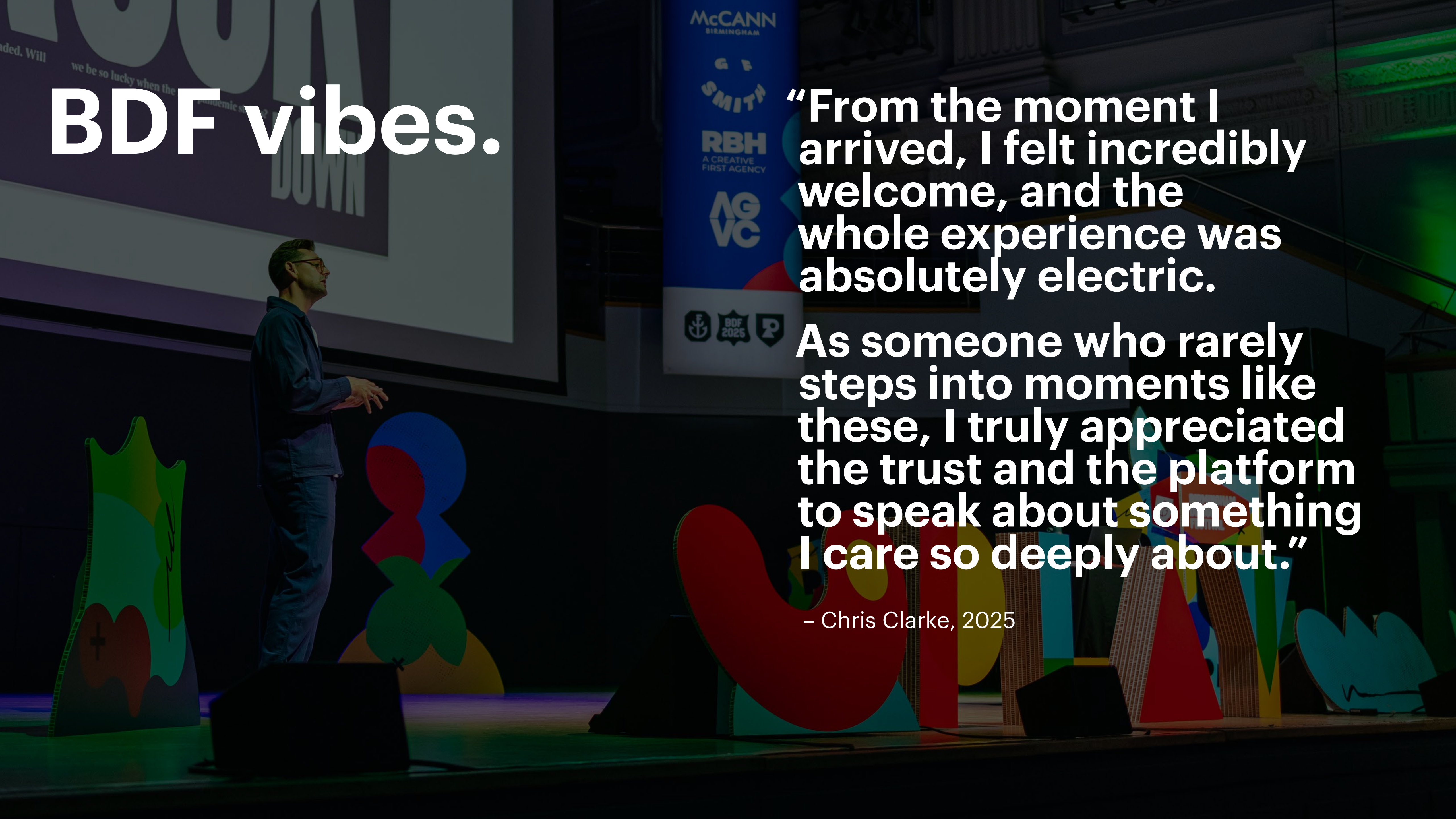
The tighter focus of the Conference, trimming down from 80+ speakers to just 8, allows more people to access high-quality talks in a manageable way.

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.

A man in a blue shirt and glasses stands on a stage, gesturing with his hands. Behind him are large, colorful cutouts of abstract shapes. A banner in the background features logos for McCANN BIRMINGHAM, G F SMITH, RBH A CREATIVE FIRST AGENCY, and AG VC. The text "BDF 2025" is also visible on the banner.

BDF vibes.

“From the moment I arrived, I felt incredibly welcome, and the whole experience was absolutely electric.

As someone who rarely steps into moments like these, I truly appreciated the trust and the platform to speak about something I care so deeply about.”

– Chris Clarke, 2025

What our speakers say...

“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, 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 how you did it, but it’s appreciated & I will definitely be using you as an example. Kudos!”
– **Florence Okoye, 2019**

“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, 2023**

“Bravo! You 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.”
– **Astrid Stavro, 2018 & 2023**

“BDF was an incredible experience. Everyone I met warmly welcomed me, and I had the chance to engage with a diverse group of creatives and listen to inspiring speakers from the creative industry.”
– **Aurélia Durand, 2024**

“Ever-inspirational, as far as I’m concerned, the best date in the design calendar. I met so many talented people, with not an ounce of ego amongst them”
– **Matthew Jones, 2024**

“Huge thanks for inviting me to talk at the festival. It has a great collaborative, community spirit. More so than any other festival I’ve been to.”
– **Pav Grochola, 2024**

“Birmingham’s creative energy? Unmatched!

I was not ready for the whirlwind of joy and inspiration that was Birmingham Design Festival. What Luke & Daniel have created is extraordinary.

The speaker selection was nothing short of incredible, and it was a pleasure to meet so many spectacular creative professionals; many of them women too. Louder for the people in the back: representation MATTERS! A special thank you to the team for putting together such a fantastic event – it was unforgettable.”
– **Marie Boulanger, 2024**

“If you haven’t been, the festival has a great ego-free, relaxed vibe, mainly down to Luke Tonge Daniel Alcorn and their fantastic teams.”
– **Michael Johnson, 2018 & 2024**

“Way back in Feb, the most wonderful Luke and Dan, reached out to me to speak at their incredible Birmingham Design Festival. Little did I know then that I was saying yes to being invited into the most wonderful, inspiring and supportive global creative community. The conference ended with ‘full hearts and tired feet’, as Luke put it. What a lovely mission to further design and support the community. Thank you for letting me be part of it.”
– **Sonal Jhuj, 2023**

“Hamish and I had a wonderful time at BDF; what an amazingly exciting, diverse event in such a fabulous city. (So much so we started to imagine moving there!). Great presentations, lovely people. Huge and heartfelt thanks for your utterly peerless organisation and hospitality throughout.”
– **Paul McNeil, 2024**

“What can I say, I enjoyed every minute of the festival. I think I mentioned already but it’s worth saying again – best festival I’ve been to!

So much fun, really inspiring, I met some of my design heroes and caught up with friends I haven’t seen for ages. Everyone has been really friendly, helpful and generally everything has been super-well organised. All the while you guys seemed cool as cucumbers. You and the whole team should be really proud. Huge thank you from me!”
– **Dan Forster, 2024**

“Real joy to be at BDF, a great celebration of craft and creativity. All admirably organised by Luke and Dan, with zero sense of self-importance or pretentiousness, and extremely accessible pricing (or totally free in many cases). It’s become a big deal in a great city – the design world should be happy it exists.”
– **Nick Asbury, 2019**

“Just wanted to drop a note to say how much I loved being at Birmingham Design Festival! The whole experience was brilliant. Everyone was so friendly and helpful. I met some lovely people too. The set up was perfect. The talks were so inspiring. My friends and I are already talking about going next year.”
– **Miho Mishima, 2024**

“The festival is brilliant – positive, inspiring, envy-inducing. Every interaction I had with anyone from BDF was brilliant. Amidst a general doom and gloom in the world – it’s a rare bright spark. Thank you for letting me be part of it”
– **Jim Sutherland, 2018**

“BDF holds significant importance as it helps decentralise the UK’s creative industry from London, builds community among designers, and showcases Birmingham’s creative culture.”
– **Poppy Thaxter, 2024**

“I had the immense pleasure of speaking at BDF. I can only imagine the time and energy it must take to organise as well as all the complications when it’s on. Such a great thing for Birmingham and the wider design community – really great to see how far people were coming to see speakers. I really don’t think there is anything else as open or as inspiring with the range and quality”
– **Johanna Drewe, 2018 & 2024**

Top night all round. Amazing lineup, amazing turnout, amazing food, perfectly organised all round. Lovely goodie bag too! Was a treat opening that last night. Best design events around. You lot never fail! Rock on!
– **Jamie Ellul, 2024**



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. With this model we've been able to bring almost 500 of the worlds best practitioners to Birmingham.

The Conference is an expensive event to run, but we're committed to keeping things affordable, so our prices will be £79 for adults, and £49 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, BDF is powered by volunteers, and remains the most accessible event of its scale.



**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 = 4,500+

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 make BDF possible!



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.

Partnership options explained.



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 BDF 2027!**



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

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

