

DESIGN-A-THON

Water We Doing to Protect the Delaware?

You can help! AIGA Philadelphia is seeking volunteer designers for an intensive one-day design-a-thon.

Saturday May 7

9am – 5pm

Bluecadet

1526 Frankford Avenue



design for good.

A movement to ignite,
accelerate and amplify
design-driven social change.

AIGA Philadelphia is seeking an exclusive partner for an all-day **design-a-thon** as we partner with the Delaware Riverkeeper Network.

DESIGN-A-THON

Saturday, May 7, 2016 9:00 AM to 5:00 PM, Bluecadet, 1526 Frankford Avenue

Join AIGA Philadelphia on Saturday, May 7th at Bluecadet's Fishtown studio for an all-day design-a-thon as we partner with the Delaware Riverkeeper Network. With ongoing water crises in Flint, MI, Hoosick Falls, NY, and West Virginia, it is an ideal time to examine the security of Philadelphia's water source and to protect it. The Delaware Riverkeeper Network will share information about threats to the health of Philadelphia's water source: pollution, aging infrastructure, stormwater runoff, and consumptive use.

AIGA volunteers will utilize their design thinking and graphic skills to discover new strategic design solutions to bring awareness to the important issue of protecting our city's water source. Volunteers will work to develop and produce a tangible pro-bono strategic design solution in a single day. This is a wonderful opportunity for AIGA members to serve their community by donating their time, talents and ideas in a Design for Good project.

We are looking for volunteers with a wide-range of skill sets, including design, creative direction, copywriting, marketing, production, web production, branding and more.

Interested? Email AIGA Philadelphia partnership at: partner@aigaphilly.org.

In 1981, a group of Philadelphia designers formed **AIGA Philadelphia**, the first local chapter of the American Institute of Graphic Arts. Presently the chapter is comprised of over 600 members. AIGA Philadelphia's purpose is both integral and complementary to the national organization: to provide the highest standards within the profession and the business community and to stimulate interest and understanding of graphic design and visual communication through lectures, exhibitions, periodicals and other activities.

AIGA's **Design for Good Initiative** is a platform to build and sustain the implementation of design thinking for social change. This platform creates opportunities for designers to build their practice, their network, and their visibility. Design for Good supports and sustains designers who play a catalytic role in communities through projects that create positive social impact. By connecting and empowering designers through online networking tools, inspirational stories, chapter events, training, national advocacy and promotion, Design for Good serves as a powerful resource for designers who wish to work in this area and a beacon for designers leading the charge.

The **Delaware Riverkeeper Network** is a nonprofit 501(c)(3) membership organization who provides effective environmental advocacy, volunteer monitoring programs, stream restoration projects, public education, and litigious enforcement of environmental safety laws. The Network takes a strong stance on regional and local issues that threaten water quality and the ecosystems of the Delaware River and its watershed. Delaware Riverkeeper Network works from the "bottom up," empowering communities and citizens to act and advocate for change.

PARTNERSHIP OPPORTUNITIES

\$250

- ✓ Logos on AIGA Philadelphia email blast and webpage for the design-a-thon

\$500

- ✓ Logos on AIGA Philadelphia email blast and webpage for the design-a-thon
- ✓ Social media posts linking to you on facebook and twitter

\$1000

- ✓ Logos on AIGA Philadelphia email blast and webpage for the design-a-thon
- ✓ Social media posts linking to you on facebook and twitter
- ✓ Table at the design-a-thon to hand out materials and speak with attendees

\$2500

- ✓ Logos on AIGA Philadelphia email blast and webpage for the design-a-thon
- ✓ Social media posts linking to you on facebook and twitter
- ✓ Table at the design-a-thon to hand out materials and speak with attendees
- ✓ A digital slide in the AIGA Philadelphia preshow presentation
- ✓ A ten minute slot to address all attendees about your product or business.