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AIGA PHILADELPHIA
MENTORSHIP PROGRAM

AIGA PHILADELPHIA MENTORSHIP PROGRAM PARTNERSHIP OPPORTUNITIES

ABOUT THE MENTORSHIP PROGRAM

AIGA Philadelphia's Mentorship Program is a six-month one-on-one mentoring commitment, beginning in January and concluding in June each year. Seasoned designers are matched with young designers at the onset of their professional careers to provide encouragement, motivation, and guidance.

More information about the program is available on our website: philadelphia.aiga.org/mentorship-program

ABOUT AIGA PHILADELPHIA

In 1981, a group of Philadelphia designers formed AIGA Philadelphia, the first local chapter of the AIGA. Presently the chapter is comprised of 700 members. AIGA Philadelphia's purpose is both integral and complementary to the national organization. Through everything we do, we champion our beloved profession, foster relationships, ignite conversations, and create opportunities for all of us to learn, inspire, and support each other, at every step of our careers.

AIGA members include designers in all design disciplines and at all phases of their careers, yet consistently they represent the designers most interested in advancing the profession and leading the industry to new levels of influence. These are the opinion leaders of the design profession, in all of its disciplines.

REASONS TO SPONSOR

- Our sponsorship opportunities help you cultivate mutually beneficial relationships with the professional design community.
- AIGA Philadelphia communications reach over 4,500 email contacts and 700 members. Our social media outlets provide strong engagement opportunities including Instagram, Facebook, Twitter, and Slack.
- The Mentorship Program will be promoted on our website, through email blasts and via AIGA's social media channels. Some of our communications will be limited to Mentorship Program participants exclusively.
- The program is currently capped to approximately 70 exclusive participants. Mentors represent a select group of influential local designers, while mentees include emerging designers and recent graduates.
- Promotional opportunities are available at the program's kick-off party, closing party, and monthly workshops and activities from January through June. The program is also promoted year-round at all AIGA events and on our website.
- Additional promotional opportunities are available in the program's guidebook, produced each year and distributed to participants at the kick-off party. Copies of the guidebook are also made available at ongoing AIGA Philadelphia events and conferences throughout the year.
- The program is offered free of charge to all participants.
- Rose DiSanto, founder of the Mentorship Program, has led workshops on mentorship at three national conferences and has also promoted the program on WHYY's *Radio Times* with Marty Moss-Coane.



SPONSORSHIP OPPORTUNITIES

FRIEND—\$500

- Friend designation on all email blasts associated with the Mentorship Program, on our Mentorship web page, during opening and closing parties presentation, and in kick-off program book.

HAPPY HOUR SPONSOR—\$500

- Each Happy Hour Sponsor will provide one drink ticket and appetizers to attendants during one happy hour event (opening or closing party).
- Logo and Happy Hour Sponsor designation on email blast and web post for one happy hour event (opening or closing party; logo included if the presentation includes a projection).
- Logo and Happy Hour Sponsor designation during presentation for one happy hour event (opening or closing party).
- Table space for promotional material during sponsored opening or closing party (table will remain unattended during the event)
- Invitation for two people to attend sponsored opening or closing party; attendees will be recognized during event presentation.



GUIDE SPONSOR—\$1,000

- Logo and Guide Sponsor designation on email blasts associated with the Mentorship Program and on our Mentorship web page.
- Logo and Guide Sponsor designation on kick-off program book.
- Guide Sponsor designation during all presentations associated with the Mentorship program (opening and closing parties guaranteed; logo included if the presentation includes a projection).
- Shared thank you post on Facebook, Twitter, and Instagram, with logo and Guide Sponsor designation; posts composed by our Communications team, served within 5 business days after opening party and closing party.
- Invitation for one person to attend opening and closing parties; attendee will be recognized during event presentation.

MENTOR SPONSOR—\$2,500

- Logo and Mentor Sponsor designation on email blasts associated with the Mentorship Program and on our Mentorship web page.
- Logo and Mentor Sponsor designation on kick-off program book.
- Mentor Sponsor designation during all presentations associated with the Mentorship program (opening and closing parties guaranteed; logo included if the presentation includes a projection).
- Shared thank you post on Facebook, Twitter, and Instagram, with logo and Mentor Sponsor designation; posts composed by our Communications team, served within 5 business days after opening party and closing party.
- Invitation for two people to attend opening and closing parties; attendees will be recognized during event presentation.





SPONSORSHIP OPPORTUNITIES (CONTINUED)

GURU SPONSOR—\$3,500

- Logo and Guru Sponsor designation on email blasts associated with the Mentorship Program and on our Mentorship web page.
- Logo and Guru Sponsor designation on kick-off program book.
- Guru Sponsor designation during all presentations associated with the Mentorship program (opening and closing parties guaranteed; logo included if the presentation includes a projection).
- Table space for promotional material during opening and closing parties (table will remain unattended during the event).
- Dedicated thank you post on Facebook, Twitter, and Instagram, with logo and Guru Sponsor designation; posts composed by our Communications team, served within 5 business days after opening party and closing party.
- Invitation for two people to attend opening and closing parties; attendees will be recognized during event presentation.
- Opportunity to run or to contribute content ideas for one workshop event.

PRESENTING SPONSOR—\$5,000

- Limited to two sponsors (\$7,500 for exclusive Presenting Sponsor).
- Presenting Sponsor designation on all communications (AIGA Philadelphia Mentorship Program, presented by...)
- Logo and Presenting Sponsor designation on email blasts associated with the Mentorship Program and on our Mentorship web page.
- Logo and Presenting Sponsor designation on kick-off program book.
- Presenting Sponsor designation during all presentations associated with the Mentorship program (opening and closing parties guaranteed; logo included if the presentation includes a projection).
- Short, mentorship-oriented editorial letter in front of book for kick-off program book (content must reflect the importance of Mentorship as it relates to your company and must be approved by the AIGA Philadelphia board of directors).
- Table space for promotional material during opening and closing parties (table will remain unattended during the event).
- Opportunity to address the audience during the opening and closing parties (up to 5 minutes each).
- Dedicated thank you post on Facebook, Twitter, and Instagram, with logo and Presenting Sponsor designation; posts composed by our Communications team, served within 5 business days after opening party and closing party.
- Invitation for two people to attend opening party and closing parties; attendees will be recognized during event presentation.
- Opportunity to run or to contribute content ideas for one or two workshop events.

FOR IN-KIND SPONSORSHIP OR OTHER PARTNERSHIP OPPORTUNITIES, PLEASE INQUIRE

READY TO BECOME A PARTNER?

Contact our Director of Strategic Partnerships, Bernardo Margulis (bmargulis@philadelphia.aiga.org) and our Sponsorship Chair Edward McCann (emccann@philadelphia.aiga.org) to secure a spot.