

AIGA

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2017

FELLOW

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A CELEBRATION OF
THE MAN WE ALL KNOW
AND LOVE, ALLAN ESPIRITU.

Fellow Award 2017 SPONSORSHIP OPPORTUNITIES



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AIGA Philadelphia's 2017 Fellow Award honoree is Allan Espiritu

The Fellow award program is a means of recognizing designers who have made a significant contribution to raising the standards of excellence in practice and conduct within their local or regional design community as well as in their local AIGA chapter.

For more information: philadelphia.aiga.org



Allan Espiritu

Allan Espiritu, founder of GDLOFT PHL, is a Philadelphia-based, award-winning graphic designer and educator.

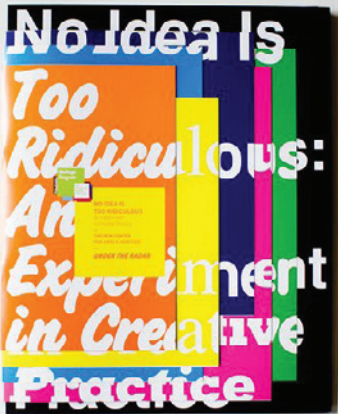
Espiritu received his BA in graphic design from Rutgers University-Camden and his MFA in graphic design from the Yale University School of Art.

Espiritu's work has been published and acknowledged by AIGA, GDUSA, UCDA, *Graphis*, *Communication Arts*, *Print Magazine*, *HOW*, *STEP*, *Applied Arts* and Art Directors Club. His work has also appeared in *Gestalten*, Princeton Architectural Press, PIE Press and Rockport publications.

Espiritu heads the Graphic Design concentration program at Rutgers University-Camden. He served as President of the AIGA Philadelphia Chapter from 2010 to 2012.

Build relationships

AIGA Philadelphia's partnership opportunities help you cultivate mutually beneficial relationships with the professional design community. Through a range of partnership levels, AIGA Philadelphia offers you several competitive advantages to fulfill your organization's interests and promotional strategy.



AIGA brings design to the world, and the world to designers

AIGA is the profession's oldest and largest professional membership organization for design. As the largest community of design advocates, we bring together practitioners, enthusiasts and patrons to amplify the voice of design and create the vision for a collective future. We define global standards and ethical practices, guide design education, enhance professional development, and make powerful tools and resources accessible to all.

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 750 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.

Why sponsor?

When you sponsor AIGA Philadelphia, you reach designers by leveraging their relationship with an organization that they trust as their own. AIGA Philadelphia is committed to building this affinity for your company through partnerships that resonate with your target audience.

Our sponsorships are crafted to be:

- Meaningful to AIGA members who represent your most profitable customers;
- Experiential, providing opportunities for those customers to interact with your products and services in the context of an AIGA experience;
- Highly visible and layered throughout AIGA collateral, local events, national conferences, and our website, helping AIGA members connect with your product through sustained visibility.

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.

Ready to become a partner?

If you would like to be a part of the vibrant creative organization and sponsor your local chapter of the professional association for design, contact our Director of Strategic Partnerships, Bernardo Margulis (bmargulis@philadelphia.aiga.org) to secure a spot.

Sponsorship Opportunities

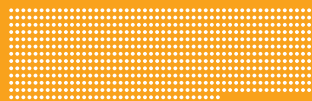
LEVEL	PRESENTING	GOLD	SILVER	BRONZE	FRIEND
Investment	\$5,000 Limited to two sponsors	\$3,500	\$2,500	\$1,000	\$500
Credit on email blasts, and event page	Logo and "Presented by"	Logo and "Gold Sponsor"	Logo and "Silver Sponsor"	Logo and "Bronze Sponsor"	Name and "Friend"
Credit on signage during event	Logo and "Presented by"	Logo and "Gold Sponsor"	Logo and "Silver Sponsor"	Logo and "Bronze Sponsor"	Name and "Friend"
Thank you (slide + verbal) during event announcements	Logo and "Presented by", dedicated slide	Logo and "Gold Sponsor", dedicated slide	Logo and "Silver Sponsor", shared slide	Logo and "Bronze Sponsor", shared slide	Name and "Friend", shared slide
Opportunity to address the crowd during event	10 minutes	X	X	X	X
Ad in event program*	One full page ad in program (5" x 8", due April 21)	One half page ad in program (5" x 3.875", due April 21)	One quarter page ad in program (2.375" x 3.875", due April 21)	Short message in program (up to 140 characters, due April 21)	X
Credit in event program*	Logo and "Presented by"	Logo and "Gold Sponsor"	Logo and "Silver Sponsor"	Logo and "Bronze Sponsor"	Name and "Friend"
Thank you post on facebook, twitter, instagram within 5 business days after awards ceremony	Dedicated	Dedicated	Shared	Shared	X
Event tickets	6	4	2	1	X

PLEASE INQUIRE ABOUT IN KIND OPPORTUNITIES. TO SPONSOR, PLEASE CONTACT BERNARDO MARGULIS, STRATEGIC PARTNERSHIP DIRECTOR (BMARGULIS@PHILADELPHIA.AIGA.ORG)

*Inclusion in program if sponsorship is secured before April 21.

Highlights

755 LOCAL MEMBERS



OUR MESSAGES REACH (AS OF 3.16.17)



4,505
REGISTERED
EMAILS



5,969
TWITTER
FOLLOWERS



2,050
INSTAGRAM
FOLLOWERS



2,451
FACEBOOK
FOLLOWERS

ALLAN'S WORK HAS BEEN AWARDED AND PUBLISHED BY



ALLAN'S AFFILIATIONS



Heck, some will just come to watch him dance!

Program Ads

In addition to the various sponsorship opportunities, purchasing an ad in our event program offers additional opportunities to show your support for our organization and our Fellow, Allan Espiritu.

<p>FULL PAGE—\$250 5" x 8" (vertical) No bleed</p>	<p>HALF PAGE—\$150 5" x 3.875" (horizontal) No bleed</p> <p>QUARTER PAGE—\$100 2.375" x 3.875" (vertical) No bleed</p>	<p>SHORT MESSAGE—\$50 Up to 140 characters, typeset by AIGA Philadelphiha</p> <p>NAME LISTING—\$25 Typeset by AIGA Philadelphiha</p>
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ALL ADS ARE DUE BY APRIL 21. FILES SHOULD BE PROVIDED AS 300DPI PRINT-READY PDF FILES

PLEASE SEND ART TO GINA KERNAN, GKERNAN@PHILADELPHIA.AIGA.ORG