

THEME

"FYI is a poster show" examines the world around us through Infographics. This form of visual communication combines information with typography and presents it in a fun and artistic way.

OBJECTIVE

All poster content is designed with a purpose; to activate, engage and educate our community. We asked designers to capture, design and illustrate the thoughts, ideas, facts and statistics that make up the world around us and to find interesting, important, useful, outrageous, remarkable and entertaining information to convey it.

WHY SPONSOR?

Exposure

FYI is a featured exhibit at the Seattle Design Festival. Through the festival's ten partner organizations representing over 24,000 designers and enthusiasts state-wide, your company will be exposed to a significant design-engaged audience.

Positioning

Supporting FYI directly impacts the Seattle Design Festival and aligns your organization with values of design excellence, innovation, forward thinking, and collaboration. Supporting FYI and the Seattle Design Festival demonstrates your leadership in design and innovation, as well as your commitment to the success of our city.

Audience

The festival provides a unique opportunity to reach out to both designers and the design-minded public. Festival programming will harness the "inner designer" in all of us, as well as appeal to professionals working in architecture, landscape, urban planning, visual communications, web design, industrial design, interaction and information design, interiors, and digital gaming. The Festival will also attract artists, writers, academics, students, and the design-savvy public.

SPONSORSHIP LEVELS AND BENEFITS

PARADIGM LEVEL

\$1000 (only two spots available)

Email Recognition on email announcements to a design-oriented audience of more than 1000

Social Marketing Mention in Tweets, Facebook or blog posts about the poster show

Ability to negotiate special recognition appropriate to you and your business.

Logo and link on FYI website

Signage Recognition at Festival

MATRIX LEVEL

\$500

Logo and link on FYI website

Signage Recognition at Festival

CONTACT

Dave Miller, AIGA Seattle | 206-499-4575 | community@aiga.seattle.org

Please note that custom sponsorship packages may be available.