

# Boston Celebrates Design!

**"Call for Events" Now Open!**  
**Register Your Event by January 17**  
**See our website for details.**

## BOSTON DESIGN 2020 WEEK

Seventh Annual

**March 25 - April 5**

12-Day Citywide Festival  
80+ Events - Most Free

**Boston Design Week Awards**  
Friday Evening April 3

**World Design Weeks Summit**  
Wednesday April 1- Sunday April 5

World  
Design  
Weeks

Welcoming  
our global coalition  
members to Boston!

**BostonDesignWeek.com**  
*Register now for our eNews.*

Produced by: Fusco & Four/Ventures, LLC

Sol LeWitt, *Bars of Color within Squares* (MIT), 2007  
© 2018 The LeWitt Estate / Artists Rights Society (ARS), New York  
Photo: George Bouret. Courtesy of MIT List Visual Arts Center

## PARTICIPANT GUIDE





**March 5 - April 5, 2020**

[www.BostonDesignWeek.com](http://www.BostonDesignWeek.com)

**Last year's Boston Design Week saw more than 80 events in the 12-day citywide festival, with more than 17,500 attendees who love design of all kinds!**

• **You can participate!** Businesses and corporations, government agencies, non-profit organizations, individuals -- as long as your event is design-oriented, you qualify. Events can include speakers, tours, grand openings, fashion launches, panels, demonstrations, book launches, exhibitions and more. For inspiration, visit [www.BostonDesignWeek.com](http://www.BostonDesignWeek.com) to view all of last year's events.

• **Your participation benefits include** your event featured on the official Design Week website and in the printed Guidebook, as well as in our eNews and Social Media, plus a full-page color ad in the Guidebook (see our website Home page to flip through the 2019 Guidebook), copies of the Guidebook to distribute at your event, and two VIP tickets to the Boston Design Week Awards.

• **Your responsibilities:** Any direct costs of your event (facility rental, refreshments, speaker fees, ticketing, staffing, and the like) and yours. When you promote your event through your own channels and use the Boston Design Week logo and link to the festival website, you'll help cross-promote the entire festival and help build critical mass!

• **Not sure what to offer?** Register now with as much information as you have and you will have up until January 17<sup>th</sup> to provide us with the details and choose the date and time of your event. Please note: Wednesday March 25<sup>th</sup> is reserved for kick-off events by our Sponsors, and you might also want to avoid a conflict with the Boston Design Week Awards on Friday evening April 3<sup>rd</sup>.

**PARTICIPATION FEES have not increased:**

• **Design-Related Businesses – \$1,500**

(Payments accepted by check or credit card. We can invoice you.)

• **Individual Designers – \$500**

Individuals working in a design-related field with no more than one employee other than the principal

• **Non-Profit Organizations - \$500**

Including design-related organizations, professional societies, colleges, museums, environmental design organizations and all other non-profits.

**\*Non-profits please note:** If you are a non-profit organization, but your event involves a design-related business as the venue or has a commercial focus, the business involved must register as a design-related business. Please call us if you have any questions.

• **Want to host more than one event?** Additional events can be added at a lower cost - see below.

To register your event please visit: [tinyurl.com/DesignWeekProposal](http://tinyurl.com/DesignWeekProposal)

**Sponsorships start at the Bronze level at \$2,500. More information on request.**

For assistance, call us at 617.363.0405, or email [BostonDesignWeek@fuscofour.com](mailto:BostonDesignWeek@fuscofour.com)

# BOSTON DESIGN WEEK

Our mission is to increase public awareness and appreciation of all aspects of design. Our vision is to encourage the public to explore the vital role design plays in our lives, experience a wide array of design industries, and engage with the robust design community in and around Boston.

[BostonDesignWeek.com](http://BostonDesignWeek.com)



## Boston Design Week (2018) By the Numbers:

**12** **76**

Days

Participants offering over

**84**

events

Almost **50%**

of which were sold out



**15,000+**

Attendees

Events took place in **10** neighborhoods in Boston, and **16** towns in the greater Boston area.

## Online:



**17,500**

visitors with



**94,000+**

page views (Feb-March)



**5,000**

Facebook Fans

**200,000**

Facebook Impressions



**1,900**

Twitter Followers



**2,300+**

E-News Subscribers



**2,350+**

Instagram Followers

**17,000+**

Instagram Impressions

## In The Media:

**110+**



Media Mentions



**1** official **BOSTON DESIGN WEEK** guidebook with a readership of **15,000+**

**AD** pages in **19** local and national magazines, total circulation of over **700,000**

Support from **18** Media Sponsors including

Presenting Media Sponsors



Boston Design Week is now a member of **World Design Weeks**, a global coalition.

**Boston Design Week** is a member of **WORLD DESIGN WEEKS** an international coalition to share knowledge, resources, and best practices, fostering the exchange of products and ideas, sustainable development and the growth of individual design events. We proudly join **Barcelona, Beijing, Eindhoven, Helsinki, Mexico, San Francisco, Seoul, Tokyo, Toronto** and several others globally. For 2020, we are planning for an increased number of international participants.

The **7th Annual Boston Design Week** is **March 25 - April 5, 2020**.

Expressions of interest from Sponsors and Participants should be directed to Tony Fusco, Co-Producer at [bostondesignweek@fuscofour.com](mailto:bostondesignweek@fuscofour.com)

Produced by:

**FV** **Fusco & Four Ventures**

617-363-0405

	DESIGN-RELATED BUSINESSES	NON-PROFIT	INDIVIDUAL DESIGNER
<b>Boston Design Week</b>			
<b>Calendar Listing on Boston Design Week Website - See below</b>	Yes*	Yes*	Yes*
<b>Enhanced Event Listing on the Website - See below for details</b>	Yes*	Yes*	Yes*
<b>Calendar Listing in the Boston Design Week Guidebook - See below</b>	Yes	Yes	Yes
<b>Featured in "Today's Events" Daily Email</b>	Yes	Yes	Yes
<b>Dedicated Facebook Event Posting</b>	Yes	Yes	Yes
<b>Ad in Guidebook</b>	Full Page	Full Page	
<b>Copies of the Guidebook to Distribute at Your Location and Event</b>	Yes	Yes	Yes
<b>Two VIP \$250 tickets to the Design Awards - Friday April 3</b>	Yes	Yes	
<b>Logo Recognition on Website</b>		Yes - Non-Profit Partners Page	
<b>License to use the BDW Logo in marketing and promoting your event.</b>	Yes	Yes	Yes
<b>PARTICIPATION FEE:</b>	<b>\$1,500</b>	<b>\$500</b>	<b>\$500</b>

<b>Each Additional Event</b>	<b>\$500</b>	<b>\$250</b>	<b>\$250</b>
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BDW sponsorships are also available starting at the \$2,500 Bronze level.

\* Basic Calendar Listing on Boston Design Week website and in the Guidebook – 75 words and photo (image and text provided by you). Enhanced Event Listing – Online Only – Your calendar listing links to a separate web page with an additional 200 words and three photos (images and text provided by you)

Any questions, do not hesitate to call us at 617.363.0405 or email us at [BostonDesignWeek@fuscofour.com](mailto:BostonDesignWeek@fuscofour.com)

## SPECIAL FOCUS TRACKS FOR 2020



### DESIGNING BOSTON

- Future Design of Our City
- Architecture
- Historic Preservation
- Public Art
- Urban Planning & Transportation
- Related Areas



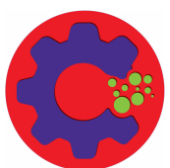
### DESIGN AND SOCIAL IMPACT

- Sustainable Design
- Design and Recycling
- Design with a Social Purpose
- Design and the Environment
- Related Areas



### PROFESSIONAL FOCUS

- Design Industry Events and Conferences
- New Products and Applications
- Continuing Design Education
- Student Design Contests
- Related Areas



### TECHNICAL DESIGN

- Computer- Assisted Design
- Product Design
- Digital and Software Design
- New Technologies

## PARTICIPATION REQUIREMENTS - REMINDER

**Boston Design Week is the collaborative effort of all of its Participants and Sponsors.** We need your support and cooperation to maximize our impact. As a participant in Boston Design Week you agree to:

- Market and promote your event as part of Boston Design Week. Use the Design Week logo and provide a link in your announcements and promotions to [www.BostonDesignWeek.com](http://www.BostonDesignWeek.com).
- Promote Boston Design Week on your website, through your newsletter and email announcements, and/or through your social media.
- Distribute the Boston Design Week Guidebook copies we provide at your location and/or event.
- Share event follow-up information and photos with us after the close of Boston Design Week to help plan for next year, including a written survey/evaluation

# STEPS FOR CREATING YOUR EVENT

## 1. Plan An Event

Offer a special event, lecture, panel, architecture tour, behind-the-scenes tour, discussion, open studio, design review, film screening, exhibition, book signing, competition, reception – any appropriate event or activity may be proposed! Need ideas? Flip through the 2019 Guidebook at [www.BostonDesignWeek.com](http://www.BostonDesignWeek.com) for inspiration or call us to discuss and brainstorm. Need an event partner? Have an idea but no venue or a venue and no ideas? Let's talk!

## 2. Schedule Your Event

One-time, multi-day, or ongoing events can be scheduled anytime Wednesday March 25– Sunday April 5. **Please Note:** You must be a Sponsor to schedule a kick-off event on Wednesday March 25. You may also want to avoid a conflict with the Design Week Awards on Friday April 3. Ongoing events such as exhibitions may bridge all or part of the festival. If you have concerns about when to schedule an event, please check with us. We will make every effort to minimize time and date conflicts.

## 3. We Love Free Events!

Whenever possible we encourage offerings to be free of charge and open to the public. However, we understand if you need to charge a fee to cover your costs, include refreshments, or to ensure attendance. If your event is free of charge, you should anticipate 25% or more no-shows due to weather or other circumstances, and plan to increase the number of RSVPs you can accept. **All events free or otherwise must be open to the public.**

## 4. Create a Response Mechanism or RSVP

Have an RSVP system in place: we prefer Eventbrite which is free of charge if your event is free, but you can use any service you choose or provide a web URL where people can respond. If your event is not free of charge, have a ticketing mechanism in place. Also, provide a phone number and/or email address for information and/or RSVPs.

## 5. Register Your Event (s)

Complete the initial event proposal form [tinyurl.com/BostonDesignWeek2020](http://tinyurl.com/BostonDesignWeek2020) by January 17, and provide as much information as you have available. We will follow-up to confirm your participation and work with you to finalize all of the details of your event by January 30. All registration and events are subject to approval and submitting an event does not guarantee acceptance. If you are offering more than one event please complete the event proposal form for each separate event. Each additional event requires a separate registration and will entail an additional fee. (Additional events for Non-Profits and Individuals/Collaboratives: \$250; for a Design-Related Business: \$500)

### BEFORE YOUR REGSITER YOUR EVENT, MAKE SURE YOU HAVE IN HAND

- |   |   |
|---|---|
| <input type="checkbox"/> Primary Contact Person | <input type="checkbox"/> Contact Information            |
| <input type="checkbox"/> Mailing Address        | <input type="checkbox"/> General or Public Phone Number |
| <input type="checkbox"/> Organization Email     | <input type="checkbox"/> Organization Website           |
| <input type="checkbox"/> Registration Type      | <input type="checkbox"/> Proposed Event Title           |
| <input type="checkbox"/> Preferred Event Date   | <input type="checkbox"/> Event Description              |
| <input type="checkbox"/> Admission Price        | <input type="checkbox"/> Event Location                 |
| <input type="checkbox"/> Organization Logo      |   |