

Boston Celebrates Design

**BOSTON
DESIGN
2019 WEEK**

Sixth Annual
March 27 - April 7
12-Day Citywide Festival
Host or Sponsor an Event!
Contact us for Details.

BostonDesignWeek.com

Produced by: **Fusco & Four/Ventures, LLC**
info@FuscoFour.com

"Chopper Ride" by Sean Flood, courtesy of Childs Gallery

World
Design
Weeks

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

BOSTON DESIGN 2019 WEEK

www.BostonDesignWeek.com

Last year's Boston Design Week saw more than 70 events in the 12-day citywide festival, with more than 15,000 attendees.

- **You can participate!** Businesses and corporations, government agencies, non-profit organizations - as long as your event is design-oriented, you qualify. Events can include speakers, architectural tours, open houses, fashion launches, behind-the-scenes tours, demonstrations, exhibitions and more. For inspiration, visit www.BostonDesignWeek.com to view all of last year's events.
- **Your participation benefits include** inclusion in the official Design Week website and Guidebook, your event featured in our eNews and Social Media, a full page color ad in the Guidebook (see our website Home page to flip through the 2018 Guidebook), copies of the Guidebook to distribute at your business location, two VIP tickets to the Boston Design Week Awards – please enquire.
- **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 to indicate your interest and you will have up until January 18th to provide us with the details and choose the date and time of your event. Please note: Wednesday March 27th is reserved for kick-off events by our Sponsors, and you might also want to avoid a conflict with the Boston Design Week Awards – please enquire.

PARTICIPATION FEES:

- **Design-Related Businesses –\$1,500**
(Payments accepted by check or credit card. We can invoice you.)
- **Individuals – \$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.
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.

To register your event please visit: tinyurl.com/bosdesignweek

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

For assistance, call Meaghan Flaherty or Tony Fusco at 617.363.0405, or email

BostonDesignWeek@fuscofour.com

PARTICIPATION LEVEL	DESIGN-RELATED BUSINESSES	NON-PROFIT	INDIVIDUAL OR COLLABORATIVE
Boston Design Week			
Calendar Listing on Boston Design Week Website - See below	Yes*	Yes*	Yes*
Enhanced Event Listing on the Website - See below for details	Yes*	Yes*	Yes*
Calendar Listing in the Boston Design Week Guidebook - See below	Yes	Yes	Yes
Featured in "Today's Events" Daily Email	Yes	Yes	Yes
Dedicated Facebook Event Posting	Yes	Yes	Yes
Ad in Guidebook	Full Page	Full Page	
Copies of the Guidebook to Distribute at Your Location and Event	Yes	Yes	Yes
Two tickets to the Design Awards Gala - April 4	Yes	Yes	
Logo Recognition on Website		Yes - Non-Profit Partners Page	
License to use the BDW Logo in marketing and promoting your event.	Yes	Yes	Yes
PARTICIPATION FEE:	\$1,500	\$500	\$500
Each Additional Event	\$500	\$250	\$250

BDW sponsorships are also available starting at the \$2,500 Bronze level.

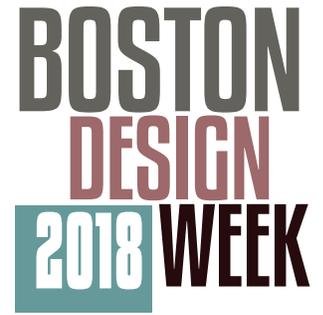
* Basic Calendar Listing on Boston Design Week website and in the Guidebook – 75 words and photo (image and text provided by you). Enhanced Event Listing – Online Only – Your calendar listing links to a separate web page with an additional 200 words and three photos (images and text provided by you)

Any questions, do not hesitate to call us at 617.363.0405 or email us at BostonDesignWeek@fuscofour.com

BOSTON DESIGN WEEK

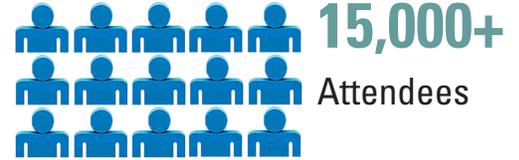
Our mission is to increase public awareness and appreciation of all aspects of design. Our vision is to encourage the public to explore the vital role design plays in our lives, experience a wide array of design industries, and engage with the robust design community in and around Boston.

BostonDesignWeek.com



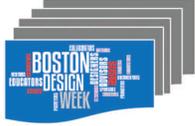
Boston Design Week (2018) By the Numbers:

12 Days
73 Participants offering over **70+** events of which were sold out **20%**



Events took place in **9** neighborhoods in Boston, and **10** towns in the greater Boston area.

Online:

 **17,000** visitors with  **62,400 +** page views (Feb-March)  **4,500** Facebook Fans **195,867** Facebook Impressions

 **1,750** Twitter Followers  **2,000** E-Newsletter Subscribers  **1,800+** Instagram Followers **16,986** Instagram Impressions

In The Media:

115+ Media Mentions  **1** official **BOSTON DESIGN WEEK** guidebook with a print run of **4,000** copies. **AD** pages in **15** local and international magazines, total circulation of over **650,000**

Support from **14** Media Sponsors including Presenting Media Sponsors  



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

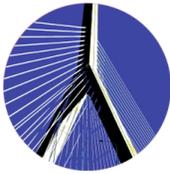
We are proud to announce **Boston Design Week** was invited to join **WORLD DESIGN WEEKS** an international coalition to share knowledge, resources, and best practices, fostering the exchange of products and ideas, sustainable development and the growth of individual design events. We proudly join **Barcelona, Beijing, Eindhoven, Helsinki, Mexico, San Francisco, Seoul, Tokyo, Toronto** and several others globally.

In 2018, we welcomed Aryanour Djalali the CEO of DNA Barcelona Architects, who offered two different programs as part of the festival. For 2019, we are hoping to see an increased number of international participants.

Produced by:  **Fusco & Four Ventures**

617-363-0405

SPECIAL FOCUS TRACKS FOR 2019



DESIGNING BOSTON

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



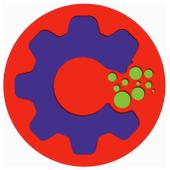
DESIGN AND SOCIAL IMPACT

- 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.
- 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 2018 Guidebook at 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 Thursday March 28– Sunday April 7. **Please Note:** You must be a Sponsor to schedule a kick-off event on Wednesday March 27. You may also want to avoid a conflict with the Design Week Awards on Friday April 5. 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 <https://tinyurl.com/bosdesignweek> by January 18, 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)