

VDW

VANCOUVER DESIGN WEEK
SPONSORSHIP OPPORTUNITY

There are over a hundred design weeks...in cities around the world. As catalysts of ideas and people fostering the development of design practice and discourse, they represent strategic platforms of communication and public engagement.

- Triennale di Milano, WDW Global Summit, 2015

Hello, we are VDW

**Vancouver Design Week
is a collaborative platform,
a call to action and an
invitation to us all to
immerse in design and its
transformative potential.**

In its 3rd year, VDW's city-wide festival will connect and celebrate our city's creative capital through a week long program of design events and experiences.

This year's theme, 'IMPACT', explores how design is a tool for positive change and innovation. Reflecting both the values of individuals and the community, this year's theme reaffirms the local design field's commitment and civic responsibility to improving the well-being of our city and society at large.

2025
ATTENDEES

What we believe

We believe in the problem-solving capabilities of designers. Regardless of their specialization, they are essential for shaping a better future.

Spanning design disciplines, the public festival will serve to increase awareness and appreciation for design and its impact on important social, environmental and cultural issues in areas such as community building to communications; food systems to health platforms; regenerative design to housing solutions and education to ecosystems.

VDW offers a city-wide forum to connect, educate, and inspire - empowering individual and collective agency.

“...design (is) a strategic tool to tackle major societal challenges, to drive economic growth and innovation, and to improve the quality of the built environment.”

- UK DESIGN COUNCIL

‘Design is becoming a primary (means) of improving quality of life and building a sustainable future.’

- UNESCO, CREATIVE CITY NETWORK



What we do

Vancouver Design Week has a proven track record for delivering rich and engaging programming; connecting across disciplines, sectors, communities and public.

Our inaugural year featured over 90 events across the city – including tours, talks and close to 40 open doors events – involving over a dozen design disciplines, and engaging over 25,000 participants.

Our 2018 program highlights include;

DESIGN LANDMARKS a chance to explore the city's best designed buildings and urban spaces through the eyes of the interdisciplinary teams that created them.

DESIGN TOURS guided by the most design-informed, curated tours will enhance your knowledge and experience of our city's design talent.

DESIGN STUDIOS designers to open their doors to the public to share their spaces, perspectives and practices with the public and other creatives.

DESIGNED TASTINGS a unique opportunity to hear what shaped and inspired some of Vancouver's most distinctive tasting rooms (restaurants, cafés, bars, breweries) from the design teams that created them. Paired with signature amuse-bouches.

DESIGN TALKS a smattering of design discussions throughout the week to stimulate your creativity.

DESIGN MATCH inspiring conversation and to help one another problem solve their own challenges through their design specialization lens.

These events - augmented by talks, tours and exhibits - are clustered by 'design district' and activated strategically throughout the week.

Design districts

Focusing on natural design districts, VDW curates a variety of experiences that exposes and profiles our city's built environment, design studios and culinary creations.

UBC
Sunday

Armoury District
Sunday

Gastown
Saturday

Railtown
Saturday

**Mt. Pleasant /
The Flats**
Sunday

**Lower
Lonsdale**
Saturday



The world is fascinated with Vancouver, both as a place and as a social construct, and this provides a natural opportunity to extend this good will and fascination to our ideas and our creative impulses.

— Darryl Condon, Managing Principal at HCMA Architecture + Design

Vancouver has an advantage – geographically it is far away from design hubs such as New York and Toronto, meaning it is away from these influences. In Vancouver we can design using our own unique ideas.

— Martha Sturdy, Designer

The Vancouver design community is small and geographically isolated, so it inevitably looks outward. And it's young, so it's inclined toward the new. This provides an incubator effect with significant cross-pollination across disciplines.

— Dylan Staniul-creative director of Burnkit

Sponsorship

**Be part of shaping
Vancouver’s designed
future.**

Vancouver Design Week can only happen
with the support of our industry’s
leaders who value design.

Become a sponsor. Host an event.
Connect with a like-minded community.

Sponsor Guide

Past Successes

- > 1 MAYORAL PROCLAMATION
- > 94 HAPPENINGS
- > 15+ DESIGN DISCIPLINES
- > 43 OPEN STUDIOS/OPEN BUILDINGS
- > 25,000+ ATTENDEES
- > 20+ PUBLIC MEDIA CHANNELS
- > 43 SUPPORTING PROGRAM PARTNERS
- > In 2014 we saw over 25,000 visitors
to the VDW participating venues

Sponsorship Levels

Leadership Sponsor (\$10,000)

- > Top tier branding on all printed promotional materials
- > Prominent exposure on the VDW website (15,000 visitors during the 2017 event)
- > 10 number of mentions on VDW Twitter/Instagram accounts (1200+ followers)
- > Logo included on VDW interactive digital map (25,000+ visitors in 2017)
- > By participating as the Title Sponsor, you will be guaranteed exclusivity within your industry at this sponsorship level.
- > Feature in our e-newsletter (1250 recipients and growing)
- > VDW content collaboration opportunities

- > Prominent feature of design impact stories throughout VDW
- > Public acknowledgement of support at VDW launch party
- > Invitation to all VDW events

Visionary Sponsor (\$5,000)

- > Logo recognition on all printed promotional materials
- > Exposure on the VDW website (15,000 visitors during the 2017 event)
- > 5 number of mentions on VDW Twitter/Instagram accounts (1200+ followers)
- > Logo included on VDW interactive digital map (25,000+ visitors in 2017)
- > Mention in our e-newsletter (1250 recipients and growing)
- > VDW content collaboration opportunities
- > Invitation to all VDW events

Community Sponsor (\$2,500)

- > Logo recognition on all printed promotional materials
- > Exposure on the VDW website (15,000 visitors during the 2017 event)
- > 2 number of mentions on VDW Twitter/Instagram accounts (1200+ followers)
- > Logo included on VDW interactive digital map (25,000+ visitors in 2017)
- > Mention in our e-newsletter (1250 recipients and growing)
- > Invitation to all VDW events

PRESENTED BY

**VANCOUVER
DESIGN
FOUNDATION**

Vancouver Design Foundation is a registered non-profit organization dedicated to strengthening our region's design ecosystem

VANCOUVERDESIGNWK.COM