

# MIDWEST DESIGN WEEK

A VIRTUAL DESIGN CONFERENCE\_



CINCINNATI   
INDIANAPOLIS   
LOUISVILLE   
TOLEDO 

**Midwest Design Week (MWDW) aims to celebrate the power of design and diversity with five days of inclusive and engaging virtual events**—not just for Midwesterners, but for anyone with a passion for leveraging design for good. MWDW is a collaborative effort—presented by the four regional chapters of AIGA, the professional organization for design. AIGA Cincinnati, AIGA Indianapolis, AIGA Louisville, and AIGA Toledo request your partnership in delivering high-quality content to our creative communities.



# CULTURE

Our world is shaped by culture in its many forms—customary beliefs, shared values, learned behavior, and traditions, to name a few. **The culmination of our cultures creates a uniquely diverse experience, which is why for our first-ever virtual design week, we celebrate the many colorful voices of our communities.** With this platform, we want to provide the opportunity for creative folks to share their stories, perspectives, and work that have shaped their lenses and contributions to their communities, locally and globally.

# September 21-25

Throughout the week we will hold a series of events celebrating design and creativity in a way that highlights our local communities and the diversity within them. We will have the opportunity to reach thousands of designers and creatives across the Midwest and aim for attendance of 500+ creatives throughout the week.

As a virtual conference, attendees will have the opportunity to join our webinars and live-streams remotely from home or wherever they find themselves. We will provide most events to the public and members of AIGA for free, but financial assistance will be provided for events that will require ticket sales. Programming will be considerate of the workday with events being held in the early morning, over the lunch hour, and in the evening to avoid most attendees from taking any time away from their work or school schedules.

**Our culmination will be our keynote event featuring Terresa Moses**, a design researcher & educator based in Minnesota. Moses is also Creative Director of **Blackbird Revolt**, a design studio that promotes social change through conscious creativity.

**One of our goals is to be a platform to amplify the voices of designers/creatives that identify as Black, Indigenous, and People of Color (BIPOC). We aim for at least 50% of our speakers or workshop leaders to be BIPOC creatives.**



Our target audience includes designers and creatives from a range of disciplines and specialties including Graphic design, Web design, Photography, Illustration, User Experience, and more. Our teams are working hard to find diverse speakers, panelists, and workshop leaders for these initiatives:

- **Agency Creative** – Strategic programming for designer working with the demands of multiple clients through a creative agency
- **Design for Social Good** – Design as a vital cultural force with positive social impact
- **Design for Print** – Graphic design and traditional media
- **Design for Digital Interface** – User Experience, User Interface, Web and Mobile Design, and Design thinking strategies
- **EMERGE** – Engaging designers who are 0-5 years into their career.
- **Freelance / Independent Contractor** – Business education and networking opportunities for freelance creatives to advance their skills
- **In-house Design** – Empowering in-house designers to advance design competencies, build leadership skills, make a more significant impact on business
- **Senior Creatives** – Advanced topics for designers with experience including management-focused training and mentorship opportunities
- **Woman Up/Woman Lead** – Female leadership, focused on helping empower, elevate, and connect creative women.



# Sponsorship Opportunities:

## Premier Partner – \$2500+ sponsorship – ONLY 3 SPOTS AVAILABLE

- Company logo on MWDW advertising
- Company logo on event promotion for Keynote
- Company logo on the event website
- 4 VIP MWDW passes
- Opportunity to submit a guest blog post for any participating AIGA chapter website
- Opportunity to present a welcome speech at an event of choice (including keynote)
- Social media post recognizing the individual contribution

## Event Partner – \$1000+ sponsorship

- Company logo on the event website
- Promotion on select events (excluding keynote)
- 2 VIP MWDW passes
- Opportunity to provide a guest blog post at any participating AIGA chapter website
- Social media post recognizing contribution with group of same-tier sponsors

## Supporting Partner – \$500+ sponsorship (or equal value provided)

- Company logo on the event website
- 2 VIP MWDW passes
- Social media post recognizing contribution with group of same-tier sponsors

## In-Kind Partner – \$250+ sponsorship (or equal value provided)

- Company logo on the event website
- Social media post recognizing contribution with group of same-tier sponsors



# Additional ways to offer support:

## Donate to our financial aid fund – \$100

-Financial aid will be made available to any attendee in need. Our teams value our communities' support. We want to ensure that there is an opportunity for anyone to attend, and the cost will not be prohibitive

## Volunteer to help us spread the word – FREE

-We have media kits available that you can use to help us get the word out about our programming

»**Contact us to learn more!**



**LAST DAY TO SPONSOR:  
SEPTEMBER 11th**

These recommended packages outline various contribution levels. **If you would like to customize any of the packages or build your own, we are happy to work with your team to find the right fit for your organization.** AIGA is a 501(c)(3) non-profit organization. All charitable contributions to AIGA are tax-deductible to the extent the tax code allows.

**When you partner with Midwest Design Week, you reach designers by leveraging their relationship with an organization that they trust as their own.**

## Contact Information:

For more information, please contact:

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**All checks or money orders can be made out to:**

**AIGA Indianapolis**  
PO Box 501346  
Indianapolis, IN 46250

If you would prefer to receive an invoice that  
can be paid digitally, please contact us.