



NYCxDESIGN
Festival
2024
Sponsorships

NYCxDESIGN
Festival
May 16-23



NYCxDESIGN
connects and
amplifies the broad
coalition of design
that fuels New York
City and enriches
the world.



NYCxDESIGN
Festival



The Power of Design in New York City:

New York City's design culture is core to its DNA, creative energy and economy.

NYC is home to more designers and architects per capita than any other city worldwide.

60K+

designers and architects

8K+

design and architectural firms

1K+

museums and galleries

10

world's top design schools of higher education

As the largest design community in the world, NYC has an extraordinary built-in design audience and is the most influential entry for brands breaking into the U.S. market.



NYCxDESIGN promotes NYC as a true design destination, a central meeting point of design culture and industry, and serves as a connector and idea exchange supporting and uniting its powerful multi-disciplined design sectors.

Design is all around us.

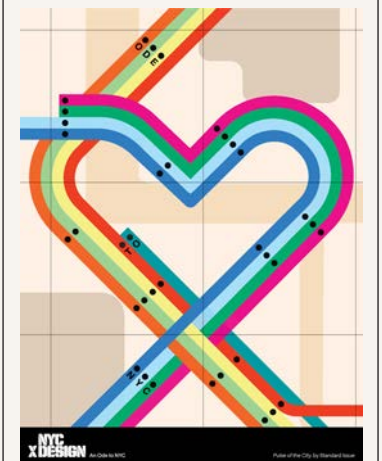
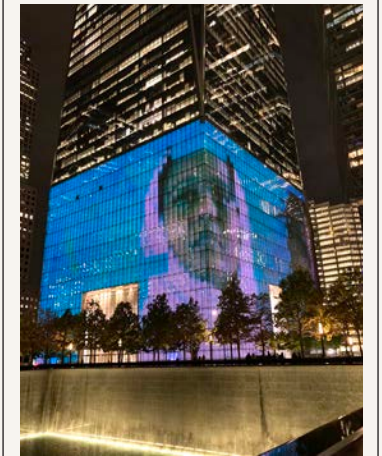


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NYCxDESIGN Programming:

NYCxDESIGN Festival, New York City's official annual design celebration, plays a vital role in promoting the City's design culture, unifying its creative capital, and drawing significant exposure and opportunities to NYC.

NYCxDESIGN's year-round programming provides a platform to New York City's design talent at every level from students to emerging designers, to the most awarded design professionals, representing an expansive array of design disciplines, to share, educate, learn and unify with the hopeful intent to bring solutions to a world in need of attention and care.



2023 NYCxDESIGN Festival Recap:

NYCxDESIGN Festival is established as a centerpiece on the global design calendar.

In 2023, the NYCxDESIGN Festival generated these results:

8

days of programming

5

boroughs hosted events

260+

events

3

trade fairs

1K+

NYC-based designer presenters and exhibitors

160K+

attendees

30%

attendees from outside NYC

223+

articles in the press

600M

media reach

115M+

outdoor media impressions

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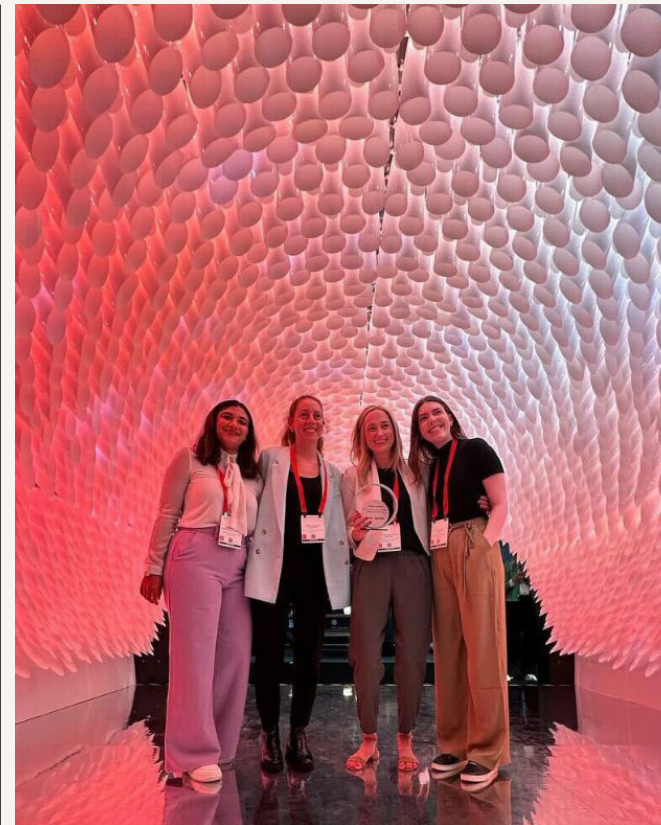
2024 NYCxDESIGN FESTIVAL May 16-23

Design is all around us

Encouraging inclusivity,
we want 'Design' to
feel accessible and
understandable to all.

Curated Festival
programming addresses
all areas of our lives where
design is impactful and
influential and showcases
design across a multitude
of disciplines:

- Architecture
- Interior Design
- Urban Design
- Landscape Design
- Industrial + Product Design
- Graphic Design
- Technology x Design
- Art x Design
- Entertainment x Design



We give our design
community a platform to
exhibit and share, help
educate the public on
design's role in their world,
and see design as a means
for positive change.

We seek to:

Educate
Inspire
Engage

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Sponsorship Opportunities

NYCxDESIGN FESTIVAL
New York City's Official
Celebration of Design
May 16-23, 2024

Design is All Around Us

NYCxDESIGN is New York City's most impactful annual design event. Each year the festival is an opportunity to spotlight New York City as a leading global design center.

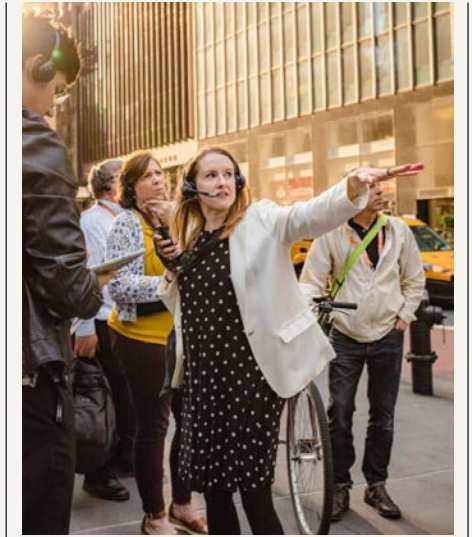
Building opportunities for diverse design voices is key to our position as a cultural capital.



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2024 NYCxDESIGN Festival Opportunities

- Festival Event Calendar Listing
- Festival Event App Listing
- Festival Social Media Amplification Packages
- NYCxDESIGN Opening Party
- NYCxDESIGN Awards Ceremony Presented by Interior Design Magazine
- NYCxDESIGN Keynote
- Design Pavilion Presented by NYCxDESIGN
- NYCxDESIGN Mic
- Custom Events:
 - NYCxDESIGN Talk
 - NYCxDESIGN Tour
 - NYCxDESIGN Reception



Festival Event Calendar

NYCxDESIGN invites our design community to host their own unique special event in honor of the Festival, and register it as a listing on the NYCxDESIGN website and app.

Virtual event on website:
→ \$250

Live event on website:
→ \$450

Live event on website and app:
→ \$750



Festival Social Media Amplification Packages

NYCxDESIGN will promote your event through its social media channels.

Amplification Package levels:

- \$1,000
- \$3,000
- \$5,000

Special Spotlight Package:

- \$10,000



NYCxDESIGN Awards Ceremony presented by Interior Design Magazine

The NYCxDESIGN Awards honor outstanding products and projects in categories that span major areas of design. Honorees are recognized during a live ceremony hosted by Interior Design Editor-in-Chief Cindy Allen.

Ticketed event.

Contact us for details.



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NYCxDESIGN Opening Party

To kickoff the NYCxDESIGN Festival week, an entertaining network celebration is held on the opening day. Approximately 400 design friends gather from near and far to toast the exciting upcoming festivities, exhibitions and events.

Ticketed event.

Title sponsorship:

→ Levels, provisions and details to be discussed

Sponsorships start at:

→ \$25,000



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NYCxDESIGN Keynote

A daily keynote is presented throughout the festival week, establishing sponsors as thought-leaders in the design space. NYCxDESIGN invites designers and brands of all disciplines from around the world to share inspiring vision through this daily series. These keynote events allow for hyper-specific sponsorship opportunities. All Keynotes will be recorded and published in both short and long formats for on-demand viewing.

Ticketed event.

Sponsorships:

- \$35,000
for 1 Keynote
- \$60,000
for 2 Keynotes
- \$200,000
for title, full series,
7 Keynotes



Design Pavilion: New York's premiere public design exhibition

A series of experiential installations in landmark locations including plazas, parks and piers of New York City, generating enormous media attention, and public visibility and exposure. Design Pavilion challenges the idea of sustainability and encourages presenting designers to showcase their art, educate the world, and engage and entertain the public.

Free and open to all with millions of visitors and hundreds of millions impressions.

Available in May with the Festival, and in October with Archtober.

The design, fabrication and production of each installation is the responsibility of the exhibitor.

Participation fee:

→ \$150 per square foot
All provisions and details
to be discussed.



NYCxDESIGN Mic Podcast

Hosted by acclaimed design podcast pioneer Debbie Millman.

A go-to listen for design enthusiasts, Mic's loyal listener base makes it a perfect content offering. Featuring guests representing a range of design disciplines and perspectives, the series generates fascinating discussions exploring design through environmental responsibility, wellbeing, community, and social justice.

Live recordings are ticketed events.

The podcast episodes are streamed on-demand.

Sponsor Levels:

Virtual:

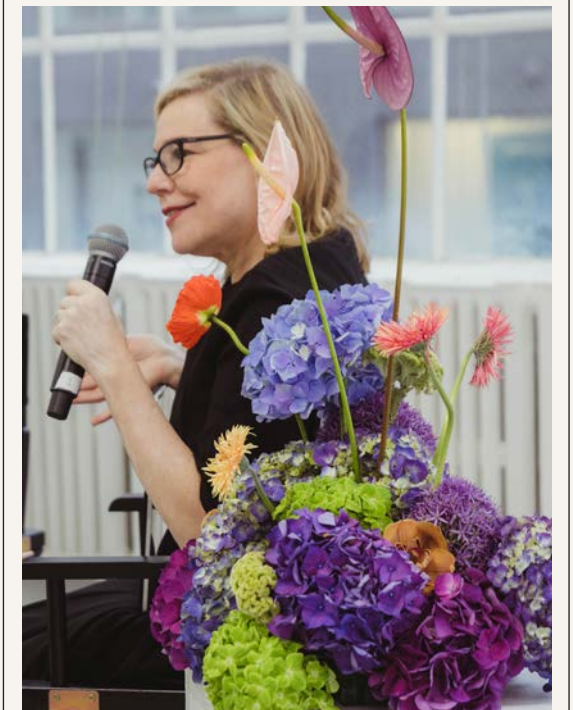
→ \$15,000

Live Audience, co-brand:

→ \$25,000

Live Audience, turnkey:

→ \$50,000



Custom Events

NYCxDESIGN organizes custom sponsor programs tailored to a range of design themes and audiences. For a premium fee, brands can host a dedicated Talk, Tour, or Reception, in alignment with NYCxDESIGN.

Available in May with the Festival, and year-round.



NYCxDESIGN Talks

Host a Talk at your showroom, studio or gallery recorded in front of a live audience of invited guests drawn from the NYCxDESIGN network. Talks are a collaboration on discussion topics and panelists. A small reception may follow the live recording, if desired. Recorded Talks are available for on-demand viewing.

Sponsor levels:

Co-brand → \$25,000

Turnkey → \$50,000

All provisions and details to be discussed.



NYCxDESIGN Tours

New York City has some of the most envied architecture, parks and public spaces, and presenting walking tours through a design lens inspires tourists and locals alike.

Festival attendees enjoy behind-the-scene looks at the design process through guided tours to noteworthy design landmarks, studios and showrooms, given by the designers themselves.

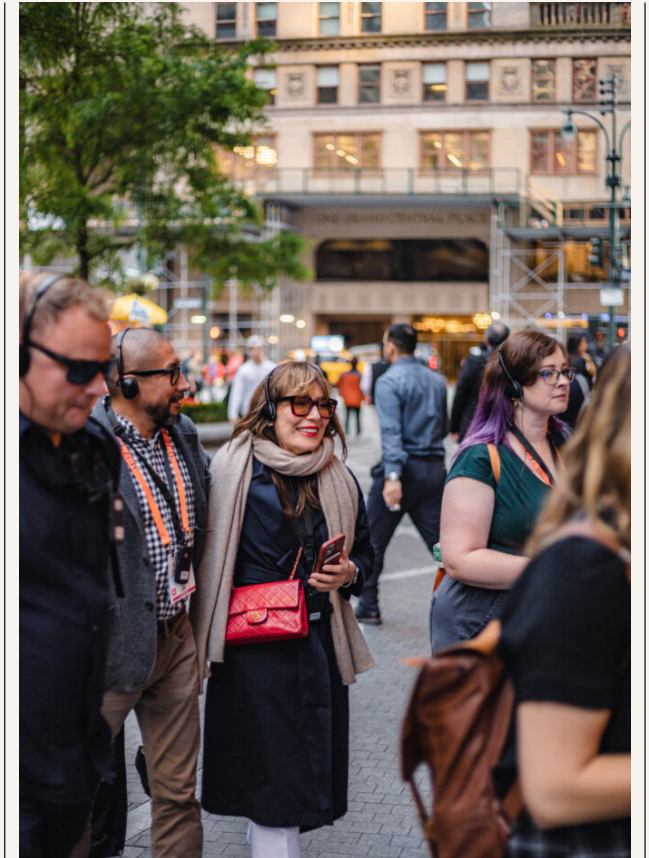
As a sponsor, you may champion your brand as a supporter of the most robust design community in the world, in the most outstanding city.

Sponsor levels:

Co-brand → \$25,000

Turnkey → \$50,000

All provisions and details to be discussed.



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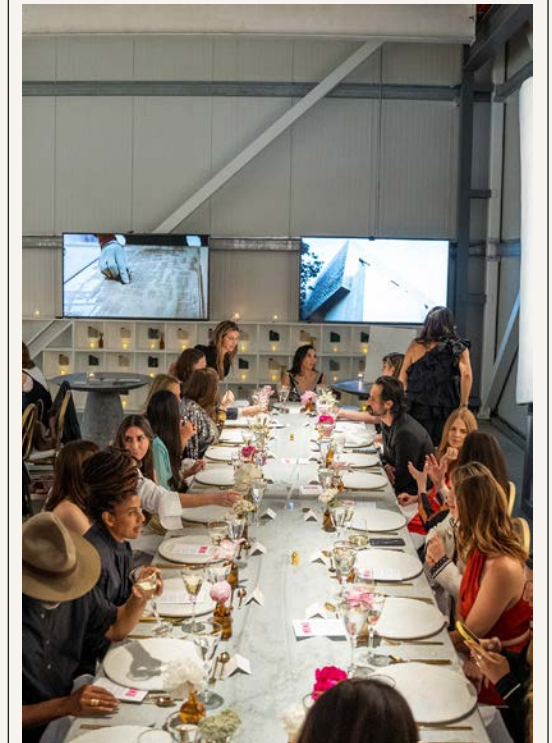
NYCxDESIGN Receptions

NYCxDESIGN will co-host
networking receptions and bring
an audience to your facilities.

Co-brand → \$25,000

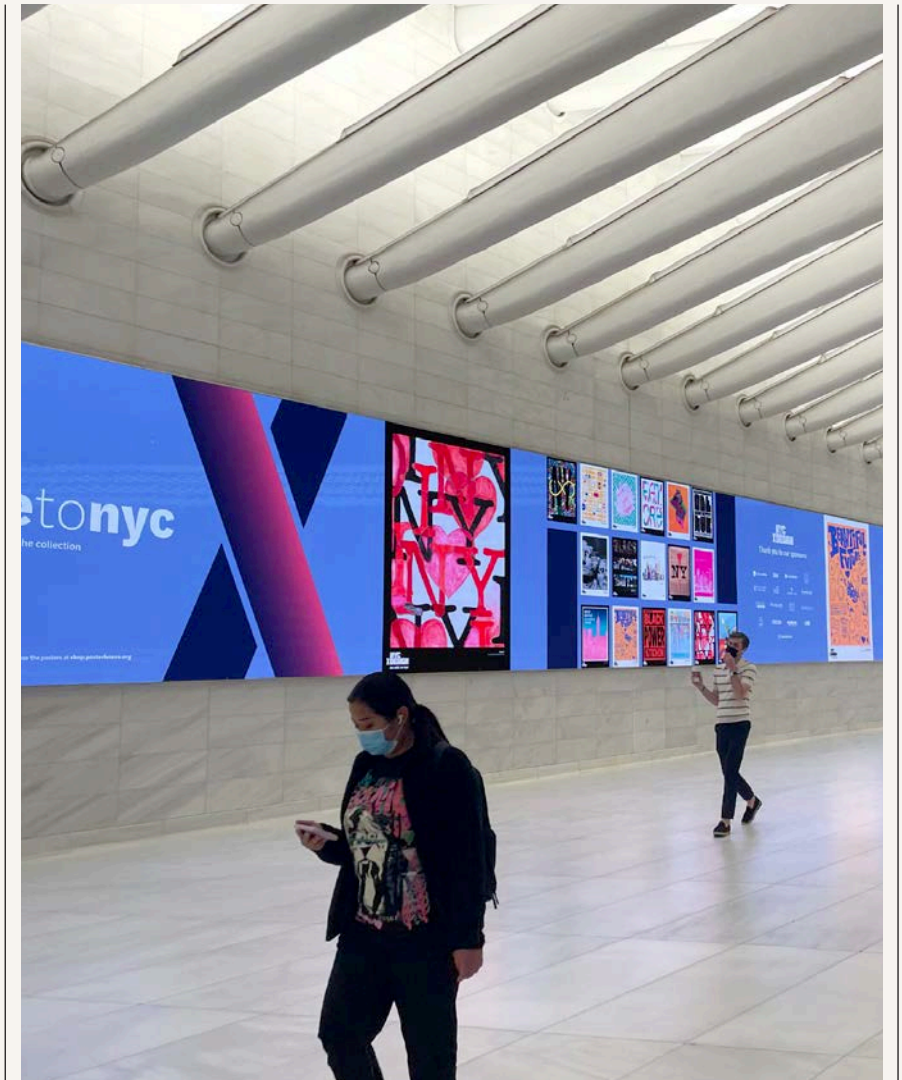
Turnkey → \$50,000

All provisions and details
to be discussed.



Year-round Programming

In addition to its annual Festival celebration of design, NYCxDESIGN also offers more year-round opportunities for those who want to enjoy year-round exposure and for those who want to support the community at large.



Ode to NYC

An optimistic poster series that taps into the expansive design ecosystem of the city, reflecting the heartbeat of the ever-changing design scene. Both well-established and emerging designers are asked to express their love for design and NYC through this beautiful, graphic series.

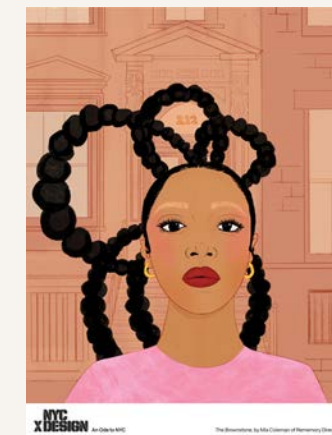
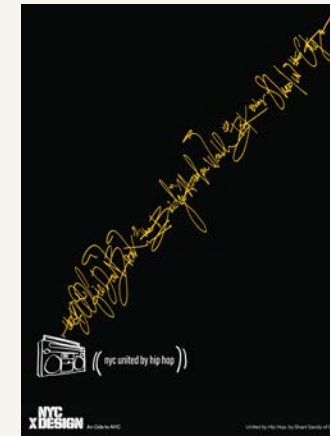
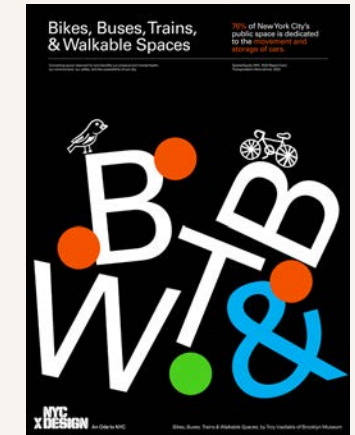
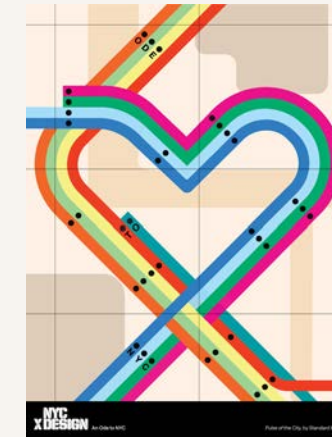
Sponsors may hold Talks and/or Receptions at their own facilities, centered around the spirit of Ode to NYC, to attract a targeted audience and provide personally signed posters by the designers.

Support the work of NYCxDDESIGN, by purchasing posters for your offices and as gifts.

All poster sales help to fund NYCxDDESIGN's Emerging Designer Residency program.

Sponsor levels:

→ \$5,000 - \$10,000



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Emerging Designer Residency

Five recent graduates in a variety of design disciplines work, create and produce their designs for 2+ weeks in a well-trafficked public commercial space and showcase their impressive projects and work in progress. NYCxDESIGN and Arts Thread have teamed up again to present the 2024 iteration of the Emerging Designer Residency program.

Sponsors may hold Talks and/or Receptions at this Emerging Designer Residency pop-up studio, centered around the talent and vision of the next generation of designers.

Sponsor levels:

→ \$5,000 - \$10,000



NYCxDESIGN Sponsorship Opportunities 2024

Opportunity

Level

Event listed in Festival Calendar

Standup banner for onsite event

Event listed on Festival App

IG Story

Festival map

IG post

Newsletter mention or logo

IG takeover

Press release mention or logo

Dedicated newsletter

Dedicated Page on website

Home page feature or logo

Dedicated Press Release

On-site logo

A custom event

Podcast, custom

Ticket to Opening Party

Ticket to Keynote

Ticket to Custom Event

Festival

Virtual Event Registration	Live Event Registration	Live Event Registration	Amplification Package 1	Amplification Package 2	Amplification Package 3	Special Spotlight	NYCxDESIGN Opening Party	NYCxDESIGN 1 KEYNOTE	NYCxDESIGN 2 Keynotes	NYCxDESIGN 7 Keynotes
\$250	\$450	\$750	\$1K	\$3K	\$5K	\$10K	\$25K	\$35K	\$60K	\$200K
●	●	●	●	●	●	●	●	●	●	●
	●	●	●	●	●	●	N/A	N/A	N/A	N/A
		●	●	●	●	●	●	●	●	●
			●	●	●	●	●	●	●	●
	●	●	●	●	●	●	●	●	●	●
				1	2	2	3	4	5	7
						1	1	1	2	3
							1	1	1	2
						●	●	●	●	●
										●
						●	●	●	●	●
					●	●	●	●	●	●
										●
							●	●	●	●
							10	4	8	16
								8	16	25

Festival & Archtober

Design Pavilion
\$150 psf
●
●
●
●
●
4
3
1
●
●
●
●
●
●
●

Festival & Year Round

Virtual NYCxDESIGN Mic	Co-Branded Custom Event	Turnkey Custom Event
\$15K	\$25K	\$50K
●	●	●
	●	●
	●	●
1	●	●
	●	●
1	1	2
1	1	2
	●	●
●	●	●
	●	●
	●	●
	●	●

Year Round

Emerging Designer Residency	Emerging Designer Residency	Ode to NYC	Ode to NYC
\$5K	\$10K	\$5K	\$10K
●	●	●	●
1	2	1	2
1	2	1	2
	●		●
●	●	●	●
●	●		
	●		●

Design is all
around us

We're excited
to celebrate
with you!

Contact us for more information
and a conversation:

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