



SPONSORSHIP KIT



**New
Mexico**

the professional
association for design

AIGA New Mexico's partnership opportunities help you cultivate mutually beneficial relationships with the professional design community. Through a range of partnership levels, AIGA New Mexico offers you several competitive advantages to fulfill your organization's interests and promotional strategy.



WHAT IS AIGA NEW MEXICO?

AIGA, a nonprofit educational institution, is the oldest and largest professional membership organization for design. Its mission is to advance designing as a professional craft, strategic tool and vital cultural force. AIGA's local New Mexico chapter supports its members and the community by organizing projects, events, lectures, conferences and competitions that build local connections while cultivating a broader understanding of the value of design.

AIGA New Mexico provides invaluable opportunities for nearly 100 members, two student groups, and an audience of more than 900 people. The Chapter is governed by a 6 member volunteer Board of Directors, and has no operating costs, which means that 100% of donations go to support local programs, events and initiatives.

WHY SPONSOR AIGA NEW MEXICO?

When you sponsor AIGA New Mexico, you reach designers by leveraging their relationship with an organization that they trust as their own. AIGA New Mexico is committed to building this affinity for your company through partnerships that resonate with your target audience. AIGA New Mexico sponsorships are crafted to be:

- Meaningful to AIGA members who represent your most profitable customers;
- Experiential, providing opportunities for those customers to interact with your products and services in the context of an AIGA experience;
- Highly visible and layered throughout AIGA collateral, local events, national conferences, and our website, helping AIGA members connect with your product through sustained visibility.

AIGA members include designers in all design disciplines and at all phases of their careers, yet consistently they represent the designers most interested in advancing the profession and leading the industry to new levels of influence. These are the opinion leaders of the design profession, in all of its disciplines.



WHY SPONSOR AIGA NEW MEXICO?

In our role as consultants on strategic communication, designers influence corporate selection of products and services, designating the paper, print, software and hardware purchases for their clients. AIGA members specify or purchase:

\$9.1 BILLION

IN PRINTING AND PAPER

\$650 MILLION

IN PHOTOGRAPHY AND FILM

\$463 MILLION

IN COMPUTER PRODUCTS

\$585 MILLION

IN COPYWRITING

\$364 MILLION

IN TYPE SERVICES

\$344 MILLION

IN ILLUSTRATION

As innovators and trendsetters, our audience can help position your company, product or service among a leading demographic that impacts business and consumer styles, taste and practice. The nation's leading designers develop solutions that are followed by others in business, providing demand for supporting goods and services that will multiply. AIGA membership represents the strongest demographic of the profession.

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WHAT KINDS OF SPONSORSHIP EXIST?

- Event Sponsorship
- Annual Sponsorship
- In-Kind Donation

PERKS OF SPONSORSHIP

Each level of sponsorship gives our sponsors different rewards, but every sponsor automatically gets a few perks, including a thank you package, invitations to our appreciation mixer where you can mix and mingle with other sponsors and learn what we've been up to, and a copy of our annual report where you can see all the positive work we've done in the creative community.



EVENT SPONSORSHIP

If the event sponsorship options listed below don't match your intentions or budget, please contact us and we'll work to design a custom event sponsorship that does.

Event Regular [\$200]

- 1 Social Media Shout-out in lead-up to event
- Logo on event emails
- 1 Complementary ticket to event
- Mention in our Sponsors segment of event
- Personalized thank you email

Event Italic [\$400]

- 2 Social Media Shout-outs in lead-up to event
- Logo & link on event emails
- 2 Complimentary tickets to event
- Mention and description in our Sponsors segment of event
- Personalized thank you letter

Event Bold [\$600+]

- 2 Social Media Shout-outs in lead up to & 1 post-event Shout-out
- Logo & link on event emails and website
- 4 Complimentary tickets to event
- Opportunity to speak in our Sponsors segment of event
- Personalized thank you letter and gift

ANNUAL SPONSORSHIP

If the annual sponsorship options listed below don't match your intentions or budget, please contact us and we'll work to design a custom annual sponsorship that does.

Annual Regular [\$1,000]

- 4 Social Media Shout-outs throughout your annual sponsorship period
- Logo on all AIGA NM emails
- Logo on AIGA NM website
- 2 Tickets to two events throughout your annual sponsorship period (4 total)
- Personalized thank you letter and care package

Annual Italic [\$1,200]

- 8 Social Media Shout-outs throughout your annual sponsorship period
- Logo & Link on all AIGA NM emails
- Logo & Link on AIGA NM website
- 2 Tickets to four events throughout your annual sponsorship period (8 total)
- Personalized thank you letter and care package

Annual Bold [\$1,500+]

- 12 Social Media Shout-outs throughout your annual sponsorship period
- Logo & link on all AIGA NM emails + 1 featured email
- Logo, Link, and short feature on AIGA NM website
- Priority consideration for product and service use for events
- 2 Tickets to six events throughout your annual sponsorship period (12 total)
- Opportunity to speak in our Sponsors segment of major AIGA NM event
- Personalized thank you letter and care package

IN-KIND SPONSORSHIP

Gifts in kind, also referred to as in-kind donations, are a kind of charitable giving in which, instead of donating money to buy needed goods and services, the goods and services themselves are donated. Gifts in kind are distinguished from gifts of cash or stock.

- **Services Donation:** By donating a service (such as printing, free or discounted), you help AIGA NM in material ways.
- **Goods Donation:** By donating goods (such as paper for printing or food for an event), you help AIGA NM in logistical ways.
- **Space Donation:** By donating a space (a place to host an event, such as a meetup, workshop, createathon, and more) you help AIGA NM in tangible ways.

In-Kind Regular [Valued up to \$150]

- 1 Social Media Shout-out in lead-up to event
- Logo on event emails
- 1 Complementary ticket to event
- Mention in our Sponsors segment of event
- Personalized thank you email

In-Kind Italic [Valued up to \$300]

- 2 Social Media Shout-outs in lead-up to event
- Logo & link on event emails
- 2 Complimentary tickets to event
- Mention and description in our Sponsors segment of event
- Personalized thank you letter

In-Kind Bold [Valued at +\$300]

- 2 Social Media Shout-outs in lead up to & 1 post-event Shout-out
- Logo & link on event emails and website
- 4 Complimentary tickets to event
- Opportunity to speak in our Sponsors segment of event
- Personalized thank you letter and gift
- Personalized thank you letter and care package

GIVE TO AIGA NEW MEXICO

If you would like to be a part of the vibrant creative organization and sponsor your local chapter of the professional association for design, contact us at treasurer@newmexico.aiga.org

SPONSORSHIP TYPE

EVENT REGULAR

EVENT ITALIC

EVENT BOLD

ANNUAL REGULAR

ANNUAL ITALIC

ANNUAL BOLD

IN-KIND REGULAR

IN-KIND ITALIC

IN-KIND BOLD

NAME / TITLE

SPONSOR SIGNATURE

DATE

COMPANY

ADDRESS

CITY / STATE / ZIP

PHONE / FAX

EMAIL

THANK YOU

Please email this form to

treasurer@newmexico.aiga.org

or mail to AIGA New Mexico

PO Box 27246

Albuquerque NM 87125

FOR MORE INFO

Please contact

Darold Ross - President, AIGA New Mexico

president@newmexico.aiga.org