



Sponsorship Opportunities

Creating Marketing Opportunities and Working with AIGA

Why sponsor ThinkTank?

- **Align your company** with accomplished professionals
- **Raise visibility** with top designers, marketers and advertisers
- **Gain access** to professional creatives in a captive, positive, and non-sales environment
- **Support** the Nashville creative community
- **Nurture** professional relationships for business development

About Think Tank 2010, Nashville's premier creative industry event

Since its inception three years ago, ThinkTank has been attended by leadership and forward thinking professionals in the creative fields of design, advertising, and marketing. Taking place **October 23, 2010 at Rocketown in Nashville**, the full-day format includes 4 speaker presentations and a panel discussion. Speakers include an array of accomplished professionals that are heavily involved in building communities of critical thought within the design world.

The estimated 250 to 300 attendees will include AIGA members and other creative professionals in the Nashville area, as well as those travelling from nearby cities.

More event information is available online at **ThinkTankNashville.com** or you can contact Louis LaPrad, AIGA Nashville's VP of Sponsorship at **Sponsorship@Nashville.AIGA.org**.

2010 ThinkTank Speakers Include:

SEAN ADAMS

Sean Adams is a partner at AdamsMorioka in Beverly Hills. Sean is President ex officio and a past national board member of AIGA, as well as an AIGA Fellow. He is also the co-author of *Logo Design Workbook*, *Color Design Workbook*, and the series, *Masters of Design*. AdamsMorioka's clients include The Academy of Motion Picture Arts and Sciences, Adobe, Gap, Frank Gehry Partners, Nickelodeon, Sundance and Target.

JINA BOLTON

Creator of online journal *Sushi & Robots*, Jina is an interaction designer at Crush + Lovely. Previously, Jina worked at Apple, Inc. as a visual interaction designer and front end web developer. She has written articles for publications including *A List Apart*, *.net Magazine*, *SitePoint*, and *Vitamin*, and she has spoken at interactive and web design conferences around the world.

JESSICA HISCHE

Jessica Hische is a typographer and illustrator working in Brooklyn, New York. After designing for Headcase Design and Louise Fili Ltd, she went on to establish her own shop working with such notable clients as Tiffany & Co., Chronicle Books, and The New York Times. She was featured as one of Step Magazine's 25 Emerging Artists, Communication Arts "Fresh", Print Magazine's New Visual Artists 2009 (commonly referred to as Print's 20 under 30), and The Art Directors Club Young Guns.

Co-Presenting Platinum Sponsors \$2,000 contribution

For this event, two Co-Presenting Sponsors will gain unique promotional opportunities in relation to the event:

- **Prominent Branding** on all event materials (shared with other co-presenting sponsor).
- **On-site display** and sampling of your materials at chapter event site (full table).
- **Use of your product/services** during sponsored event, if applicable.
- **Signage/ID** at chapter event site, shared with co-presenting sponsor, and associated with event branding.
- **Announcement of sponsorship** in event press release.
- **Set of event attendee mailing labels** for use on one follow-up mailing.
- **Chapter assistance** documenting event images for promotional use.
- **Name recognition** on AIGA Nashville's web site for 2 months.
- **Chapter board and Program Committee's assistance** for your promotions to be used in conjunction with the event.
- **Three tickets to the event** and **three invitations to the Friday evening welcome dinner**, in honor of the speakers and sponsors.

Gold Sponsors \$1,500 contribution

For financial contributions to cover additional costs such as event materials and/or merchandise or additional value-added considerations, a sponsor contributing between \$1,500 and \$2,000 will gain the following benefits:

- **Logo/ID** on on-site event materials (smaller logos placed along bottom)
- **On-site display** and sampling of your materials at chapter event site (full table)
- **Program Committee's assistance** for sponsor's promotions to be used in conjunction with event
- **ID/mention** in select chapter collateral material around sponsored event
- **Two tickets to the event** and **two invitations to the Friday evening welcome dinner**, in honor of the speakers and sponsors.

Silver Sponsors \$1,200 contribution

Sponsor a presenter to help defray travel expenses and receive the following benefits:

- **Logo/ID** associated with the specific speaker, i.e. "Speaker Name (presented by Company)," included in any general list of sponsors
- **On-site display** and sampling of your materials at chapter event site (full table)
- **ID/mention** in select chapter collateral material around sponsored event
- **Two tickets to the event** and **two invitations to the Friday evening welcome dinner**, in honor of the speakers and sponsors.



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Bronze Sponsors \$300-1,500 contribution

Opportunities exist to sponsor specific portions of the event either through financial contributions or in-kind exchange. A sponsor contributing to one or more of these will gain the following benefits:

BREAKFAST SPONSOR - \$500

- **On-site sponsor display** at all food stations during breakfast service

SNACK SPONSOR - \$300

- **On-site sponsor display** at all food stations during snack service

EVENT MATERIALS SPONSOR - \$1,000

- **Logo/ID** on on-site event materials (smaller logos placed along bottom)
- **Chapter board and Program Committee's assistance** for sponsor's promotions to be used in conjunction with event
- **ID/mention** in select chapter collateral material around sponsored event

LUNCH SPONSOR - \$1,500

- **On-site sponsor display** at all food stations during lunch service
- **Logo/ID** on on-site event materials (smaller logos placed along bottom)
- **Chapter board and Program Committee's assistance** for sponsor's promotions to be used in conjunction with event
- **ID/mention** in select chapter collateral material around sponsored event

In-Kind Sponsors \$1,000 value contribution

If a company chooses to provide services or products for use in relation to the event, such as catering, or product giveaways, the benefits described above as "Contributing Sponsor" will apply if 67% of the fair market value of that provided is at least \$1,000. Additionally, the following benefits will apply:

- **Product/service featured at event** (details depend on the nature of the product or service)
- **Availability of promotional materials** in connection with product/service

Vendor Display Tables

Each vendor will have a 6ft table to set up displays, work samples, and information. There are limited tables available as well as limited sponsor industries. Tables include linens, electrical access if needed, and a 4 hour block of WiFi access on-site. We'll be glad to work with you with any special arrangements you may need at these tables, and each will be considered on a case-by-case basis. Pricing is as follows:

| Size | Paid by 9/17/2010 | Paid 9/18 - 10/23 |
|---------------------------|-------------------|-------------------|
| FULL 6ft. table | \$375 | \$500 |
| HALF of 6ft. table | \$250 | \$325 |



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Plain Talk

AIGA Nashville values our sponsors and places their contributions as a highly valuable resource for the creative community. AIGA Nashville's board of directors is a collection of creative professionals who strive to promote our sponsors businesses, their image and their contributions to our membership and beyond. We work hard to be not only easy to talk to, but easy to work with as well. We strive for certain measures of flexibility and understanding that help to bring about the best mutual results with our sponsors and the agreements between us. If at any time questions or concerns arise prior to or after a sponsor relationship or agreement has been enacted, please feel free to reach out to us and we will work with you to find an agreeable solution that proves beneficial to the continued growth of our sponsors, AIGA Nashville and the relationships that help both flourish.

Please contact our VP of Sponsorship with any questions or concerns and he will work closely with you to help you understand or resolve any matters.

Louis LaPrad
VP Sponsorship - AIGA Nashville
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Sponsorship@Nashville.AIGA.org