



Society of  
Graphic Designers of Canada  
British Columbia Chapter

Société des  
designers graphiques du Canada  
Chapitre de la Colombie-Britannique

Room 322 - 1399 Johnston St.  
Granville Island, Vancouver, BC  
Canada V6H 3R9

Infoline: 604.515.5949  
E-mail: bcinfo@gdc.net  
Website: www.gdc.net

## Society of Graphic Designers of Canada British Columbia Chapter

# Sponsorship Kit 2007/2008

The British Columbia Chapter of the Society of Graphic Designers of Canada (GDC/BC) represents graphic designers living and working on the mainland of British Columbia. The GDC/BC was founded in 1975 as the Visual Communications Society of BC which became a GDC Chapter in 1977. Designers who reside and work on Vancouver Island and the Canadian Gulf Islands are represented by the Vancouver Island Chapter (GDCVIC) which was formed in 1993.

GDC/BC's goals are to develop a positive identity for the Graphic Design profession in BC, by promoting and actively supporting higher standards of design, by fostering interaction and dialogue, and by representing the Society's concerns and interests to the general public, to government, and to industry.

In addition to involvement with the national body, GDC carries out programs of regional interest and significance. The GDC is a not-for-profit society whose mandate is to promote the importance of graphic design throughout Canada, and to work to achieve ever-higher standards of design.



# Thank you for your interest in supporting the GDC/BC

Sponsorship Kit

Thank you again for your interest in supporting our association in BC. With that in mind I've put together some ways we can build a sponsorship structure that is mutually beneficial to **SPONSOR** and our membership. It took a bit of time (and thanks for your patience), but we've now got a rough forecast of exciting events lined up over the next two years by our Event Chair and I wanted to capitalize on these as new ways for **SPONSOR** to reach existing members and students as well as potential members. Ultimately, increased brand awareness among our membership is the goal.

For each of our Gold and Platinum Sponsors in 2007/08 we aim to create an exciting event that is 'wrapped' uniquely around them. This allows the sponsor to showcase their 'unique products/services' as well as maximize brand awareness: we put together an extremely successful event with Hemlock Printers entitled '10 Things Print Designers Need To Know'. It was a 'workshop style event' wherein common print production challenges were addressed by a selected Hemlock print specialists. This was all done on-site with actual live demonstrations from preflighting files to 'metal effects'. Suppliers such as 'bindery, paper, lamination specialists were also on hand to answer questions. All in all, our Sponsor received rave reviews and massively increased brand awareness among our membership.

*Nothing is more powerful than a direct presentation.*

As well, we can work together on special promotional traditional direct and online mailings to our membership and students and build on the educational and professional aspects of **SPONSOR**. We can also provide you with access to our mailing lists.

During the course of the year, we often stage exciting events such as 'well known speakers' from the design industry speaking on selected subjects. These occasions are excellent opportunities to have maximum visibility to our members.

Before and after our events, we're careful to maximize touchpoints with our membership by posting blogs and emailable templates highlighting features of the events. This is another way to increase brand awareness.

The GDC Graphex National Design Awards are coming up and it's our privilege to put this cherished event together. We would love to see **SPONSOR** as a special sponsor for this.

We believe that being a sponsor of our BC Chapter allows you the ability to 'tune or tailor' your message for maximum response. This in turn can be utilized on a national scale later on. Our BC membership is the largest and most active in Canada and is seen by our peers as the 'leading chapter in Canada'. As you can see, there are many ways to become involved and promote Adobe's brand to our our members. Getting access to our important and growing demographic without hassle and bureaucracy cannot be over emphasized.

Our sponsors, through their support of our publications, events and educational and professional development programs, play an essential role in helping us to meet the goal of increasing public awareness of the value of visual communication design. In return, we have provided our sponsors with high profile exposure to a national audience of over 3,500 design professionals, emerging designers and students, as well as over 50,000 visitors to GDC Exhibits and events.

Sincerely,

**Byron Dowler** mgdc  
VP Sponsorship 2007/2008  
Direct Phone: 604.315.7253  
email: sponsorship@gdc.net.



# GDC/BC Facts

## Graphic Designers of Canada:

Canada's National Professional Design Association

- Visual communication shapes our values, our view of society, and our economy. Professional graphic designers are keenly aware of their impact, and are committed to both their social and environmental responsibility, and to supporting and improving Canadian business and the economy.
- The work of graphic designers includes not only design and development of print, packaging and electronic media, but also consulting, marketing, branding—even purchasing. They are business owners, contractors, strategic consultants, employers and employees. Their work has an impact on societal and business trends, and decisions made in education, government and the not-for-profit sector. Graphic designers are the creators of Canada's visual icons, and they have enormous influence in the business world.
- The 1,500 GDC members and affiliates and 3,500 GDC eNews subscribers are professional designers, educators, art directors, designers in-training, recent graduates, students and associates in related fields such as photography, public relations, illustration, computer consulting, software development, web and multimedia design, copywriting and typography.
- They are the future of visual communication.

## The Society

- The Society of Graphic Designers of Canada was founded in 1956. The national secretariat in Ottawa is managed by an Administrative Director, and operates solely through membership fees.
- The GDC has now has nine regional chapters, and two affiliates—the Société des Designers Graphiques du Québec, and the University & College Designers Association. It cross-promotes and shares benefits with the Association of Registered Graphic Designers of Ontario, and liaises with AIGA (American Institute of Graphic Arts), the Art Directors Club and other related organizations.
- The GDC is the only Canadian society of its type which provides national professional certification. Certification is based on education, employment history and peer review of work quality and process.
- The GDC develops and supports standards of professional practice regarding confidentiality, contracts, conflict of interest, intellectual property rights, hiring practice, fees, competitions and pro bono work.
- GDC members adhere to a Code of Ethics. The Code, designed for the benefit of designers and clients, acknowledges responsibility to the community, the client, other designers and the environment.

- The GDC advocates for recognition of the value of Canadian design to government, business and the public. It is a member of the Trade Team Canada-Cultural Goods and Services working group and, through membership in the International Council of Graphic Design Associations, represents Canadian designers at the international level.

## The GDC Reach

- The GDC has 1,500 members, and reaches over 3,500 Canadian designers every month with its eNews.
- The GDC website ([www.gdc.net](http://www.gdc.net)) has over 340,000 page hits per year and had an increase in traffic of over 20% in 2006. The GDC Listserv online discussion board has over 400 subscribers.
- The GDC's award-winning exhibits, publications and National Design Awards touched over 50,000 educators, students, designers and associates in related fields in Canada and around the world in 2006.
- Two GDC exhibits are touring the country—the 2006 Graphex National Design Awards and the GDC Fellows Poster Exhibit.
- To celebrate the society's 50th anniversary, Canada Post launched a commemorative GDC stamp in August 2006.
- The GDC Design Cares Traveling Exhibit has been touring the world since 2002, and is now in China and the Yukon. It displays examples of socially responsible design, and work that helps make the world a better place. It also asks its hosts to use the exhibit's proceeds to help their own communities.

## The Industry

- Graphic design is the largest of the design services (interior, industrial, graphic and landscape).
- Of the 532,000 jobs in Canada's design economy in 2002, 212,000 were graphic designers.
- Canada is home of two of the top 10 design workforces in North America (Toronto and Montreal)
- The annual Canadian design economy is valued at \$1.56 billion

## Partner With US

- We invite you to join with the GDC for a mutually-beneficial partnership. The GDC seeks sponsors who share the values, ethics and professional commitment to the Society and its members. And there are many ways to become involved—all tailored to your needs and audience.
- Some of the benefits include ads in GDC print publications, monthly GDC eNews, website links, listings and promotions, twice-yearly print mailings, access to mailing lists, collateral recognition, Graphex National Design Awards involvement and Annual General Meeting involvement.
- Access this important, growing market now.



# GDC/BC Events Schedule 2007/2008

## April 26th, 2007

→ GDC Speaker Series: Naming & Identity Book Launch

## May 17th, 2007

→ GDC Speaker Series: Real Estate Branding

## June 7th, 2007

→ GDC Presents: Salazar Student Awards 2007

## August TBD, 2007

→ GDC Presents: Helvetica - the Movie

## September 20th, 2007

→ GDC Special Event: Metropolitan Open House

## October 18th, 2007

→ GDC Speaker Series: Retail Branding & Packaging

## November 1, 2007

→ Graphex Judges' Evening

## December 7th, 2007

→ GDC Special Event: Annual Christmas Party 2007

## January 2008

→ GDC Speaker Series/Publication/Magazine Design

## February 2008

→ GDC Special Event: Annual General Meeting 2008

## March 2008

→ GDC Presents: Graphex 2008

## May 2008

→ GDC Speaker Series: Design Sustainability

## June 2008

→ GDC Presents: Salazar Student Awards 2008

## July 2008

→ GDC Special Event: Portfolio Night/Vancouver Studios Tour

## September 2008

→ GDC Special Event: Generation Printers Open House

## October 2008

→ GDC Speaker Series: Corporate Communications

## December 2008

→ GDC Special Event: Annual Christmas Party 2008

## February 2009

→ GDC Special Event: Annual General Meeting 2009



# Sponsorship Options

## Platinum Sponsor

Minimum \$10,000 in kind with \$2500 cash component

## Platinum Corporate Sponsor

\$7,500 cash component

Sponsors receive the following benefits\*:

- sponsor listing on GDC/BC web site (and a link to your own site)
- prominent company logo displayed on sponsorship signage at the event and all publications pertaining to the event
- verbal acknowledgement of sponsorship at all GDC/BC events
- use of the GDC sponsor logo on sponsor publications and advertisements
- 3.75" x 5" deep ad in all issues of the GDC/BC newsletter
- 5 free passes to GDC/BC events and a subscription to yearly publications
- opportunity to enclose an advertising supplement with all regular GDC/BC mailings

## Gold Sponsor

Minimum \$5,000 in kind with \$1,000 cash component

## Gold Corporate Sponsor

\$3,500 cash component

Sponsors receive the following benefits:

- sponsor listing on GDC/BC web site (and a link to your own site)
- prominent company logo displayed on sponsorship signage at the event and all publications pertaining to the event
- verbal acknowledgement of sponsorship at all GDC/BC events
- use of the GDC sponsor logo on sponsor publications and advertisements
- 3.75" x 3.25" deep ad in all issues of the GDC/BC newsletter
- 3 free passes to GDC/BC events and a subscription to yearly publications
- opportunity to enclose an advertising supplement with three of the regular GDC/BC mailings

## Silver Sponsor

\$2,500-\$4,999 in kind with \$500 cash component

## Silver Corporate Sponsor

\$1,750 cash component

Sponsors receive the following benefits:

- sponsor listing on GDC/BC web site (and a link to your own site)
- prominent company logo displayed on sponsorship signage at the event and all publications pertaining to the event
- verbal acknowledgement of sponsorship at all GDC/BC events
- use of the GDC sponsor logo on sponsor publications and advertisements
- 1.75" x 3.8" deep ad in all issues of the GDC/BC newsletter
- 2 free passes to GDC/BC events and a subscription to yearly publications
- opportunity to enclose an advertising supplement with two of the regular GDC/BC mailings

## Bronze Sponsor

\$1,000-\$2,499 in kind with \$250 cash component

## Bronze Corporate Sponsor

\$750 cash component only

Sponsors receive the following benefits:

- sponsor listing on GDC/BC web site (and a link to your own site)
- prominent company logo displayed on sponsorship signage at the event and all publications pertaining to the event
- verbal acknowledgement of sponsorship at all GDC/BC events
- use of the GDC sponsor logo on sponsor publications and advertisements
- 1.75" x 1.75" deep ad in all issues of the GDC/BC newsletter
- one free pass to GDC/BC events and a subscription to yearly publications
- opportunity to enclose an advertising supplement with one of the regular GDC/BC mailings



Sponsorship Kit

# Application for Sponsorship 2007/2008

**Platinum Sponsor**

Minimum \$10,000 in kind  
with \$2,500 cash component

Name of Sponsor \_\_\_\_\_ Date Sponsorship Initiated \_\_\_\_\_

**Platinum Corporate Sponsor**

\$7,500 cash component

Address \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

**Gold Sponsor**

Minimum \$5,000 in kind  
with \$1,000 cash component

E-mail \_\_\_\_\_ Telephone \_\_\_\_\_ Fax Number \_\_\_\_\_

**Gold Corporate Sponsor**

\$3,500 cash component

Sponsorship Level: \_\_\_\_\_ Cash Component: \_\_\_\_\_

**Silver Sponsor**

\$2,500-\$4,999 in kind  
with \$500 cash component

Other Component(s): services in kind, materials, etc. (indicate approximate value if possible)

**Silver Corporate Sponsor**

\$1,750 cash component

Services \_\_\_\_\_ Value \_\_\_\_\_

**Bronze Sponsor**

\$1,000-\$2,499 in kind  
with \$250 cash component

Materials \_\_\_\_\_ Value \_\_\_\_\_

**Bronze Corporate Sponsor**

\$750 cash component

Name(s) of your designate(s) to have free passes to GDC/BC Events and Publications:  
Platinum Level: 5 designates / Gold Level: 3 designates / Silver Level: 2 designates / Bronze Level: 1 designate / Event/Publication: 1 designate

**Event / Publication Sponsor**

Minimum \$500 in kind or  
cash donation towards a  
specific event or publication

Designate 1 \_\_\_\_\_ Direct Line E-mail \_\_\_\_\_

Designate 2 \_\_\_\_\_ Direct Line E-mail \_\_\_\_\_

Designate 3 \_\_\_\_\_ Direct Line E-mail \_\_\_\_\_

Designate 4 \_\_\_\_\_ Direct Line E-mail \_\_\_\_\_

Designate 5 \_\_\_\_\_ Direct Line E-mail \_\_\_\_\_

The GDC/BC will issue invoices/receipts for all cash components and for the value of services in kind. Please supply an estimate for all services in kind donated so that an inventory may be kept.

How would you like your Sponsorship Certificate to read? (please print clearly)

Please contact the Membership Committee Director for details on the Professional and Associate Membership categories.

For GDC Use Only (Sponsorship Request): \_\_\_\_\_ Date \_\_\_\_\_ Invoice \_\_\_\_\_ Amount \_\_\_\_\_

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_