

# DESIGN FOR GOOD



Design for Good, an initiative of AIGA, is a platform to build and sustain the implementation of design thinking for social change. It's a simple idea that can have profound results—both for the creative people who give their time and talents, and the world, country, and communities it impacts.

AIGA West Michigan's Design For Good unites professionals and students with diverse backgrounds but a common interest in design. We aim to create a place where design can be discovered, discussed, understood, and appreciated. Since 2009, this initiative has advanced design as a professional craft, strategic advantage and vital cultural force.

Throughout the year, Design For Good will engage in projects and causes that seek to improve our community and further the impact of design within our local businesses, services, and government.

*With ongoing initiatives throughout the year, the needs for sponsorship are diverse but ever-present. Design For Good AIGA West Michigan is continually seeking opportunities to partner with sponsors that support our mission to advance design for social change.*

*If your business or organization would be a good fit, contact Kate Hunt, Design For Good Director, at [dfg@westmichigan.aiga.org](mailto:dfg@westmichigan.aiga.org) for more information.*

*For information about current projects and initiatives, visit our website, [designforgoodwm.com](http://designforgoodwm.com).*



# WEEKEND BLITZ

Sponsorship Opportunities

Weekend Blitz | April 25, 2014

Weekend Blitz began as an initiative to accelerate the mission of Design For Good, advancing design as a professional craft and a vital cultural force. Each year, Weekend Blitz brings together 70-100 volunteer designers into strategic teams to address the needs of local non-profit organizations.

Participants span the range of creative disciplines. Print designers, user interface designers, user experience designers, copywriters, illustrators, industrial designers, and developers all have something valuable to add to the mix. This multi-disciplinary approach helps catapult non-profit organizations to the next level, positioning them to gain more funding, increase volunteer efforts, raise awareness, and so much more.

This event would not be possible without the support of sponsors. Their donations allow us to work together in a dedicated space throughout the event, keep us fed during long hours, and help us promote the movement. Additional funds received beyond these goals will be applied toward Design For Good Initiatives that continue to support our mission throughout the year.

We greatly appreciate monetary and in-kind donations and strive to ensure that sponsors receive proper recognition prior to, during, and after the Weekend Blitz event. Our current methods of promoting sponsors to the local community include:

- Highlighted on digital marketing (ie. designforgoodwm.com)
- Promoted through social media channels
- Included on signage throughout the event space
- Named on printed materials for event participants



With the help of our volunteers, Weekend Blitz covers the costs for the following:

- Design of printed marketing materials
- Design, development, and maintenance of the Design For Good website
- Photo and video documentation
- Promotional awareness through PR and news interviews
- Tools and supplies for designers

Current sponsorship needs:

NOURISHMENT  
\$5,000

TOOLS & SUPPLIES  
\$2,000

EVENT MATERIALS  
\$1,500

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