

DES
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TASMANIAN
DESIGN
ALLIANCE

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SPONSORSHIP OPPORTUNITIES 2012

DESIGN

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RE-INTRODUCTION

Design Island was officially launched in 2005 by Arts Tasmania as a triennial program aimed at raising the profile of the Tasmanian design sector. The program combined an annual showcase, artist talks, workshops and public forum. It was (and arguably still is) one of the most important programs aimed at increasing the profile, skills and knowledge of Tasmania's design sector.

In 2012, the Tasmanian Design Alliance (TDA) re-introduced the Design Island program, and although different to past programs, it still aims to build awareness and capacity within Tasmania's craft and design sector. The first event developed under the guidance of the TDA is a significant showcase and networking opportunity for Tasmanian designers through Design:Made:Trade (D:M:T) in July at Melbourne's exhibition building.

In 2011 D:M:T attracted 3,898 qualified individual trade visitors and 5,083 public visitors. The event, spread over four days (July 19 - 22) is targeted to both retail and trade customers, with the first two days dedicated to trade visitors.

In February 2012 a peer assessment process reduced thirty entries to just fourteen, with a focus on innovative, market ready products. Participants represent key Tasmanian design organisations and a range of practices, from jewellery and ceramicists to timber home-ware and furniture manufacturers. The selection is indicative of the depth and diversity that makes the Tasmanian craft and design sector a significant economic driver to Tasmania.

Design Island at D:M:T will see the first public release of a number of new products, from Patrick Seniors 'Angle Lamp' which beautifully resolves issues of sustainability and transportation. To Linda van Niekerk's limited edition (and award winning) Dew Drop jewellery using silk and recycled silver.

The Design Island event also aims to facilitate partnerships and promote Tasmanian as a design destination. A Design Island magazine will also be launched with D:M:T to profile design related developments, innovations, projects and education opportunities.

www.design-island.com.au

Paper-Scissors-Rock - Corporate Sponsorship Opportunities

The Design Centre Tasmania is a not-for-profit organisation that has contributed internationally to the Tasmanian brand, by promoting Tasmania as an island of innovation, design excellence and creativity.

The Design Centre's vision is that Tasmania is recognized as a place of international significance. We will achieve this through education, design, innovation and the balanced application of technology and craft.

In 2012 the Design Centre will rollout a three-year strategy aimed to further stimulate the design sector with;

- diverse educational programs
- researching and identifying new market opportunities
- fostering entrepreneurialism
- facilitation of product development workshops
- industry & skills development opportunities and
- coordination of national/international marketing opportunities

Corporate investment in this strategy will create a valuable opportunity to align your brand values with key projects to deliver long-term benefits for Tasmania and statewide micro-enterprises.

Corporate partners provide the foundation (Rock), the operational tools (Scissors) and the fibre (Paper) that binds our operational elements. Corporate partners will be recognised as significant investors in important initiatives that enable growth and international recognition of Tasmania as a place of design excellence. They will receive a number of sponsor only benefits including use of the Design Centre facility for meeting and networking events and alignment of their brand with key initiatives.

ROCK PARTNERS – a minimum annual investment of \$20,000 of cash/or in-kind

Our 'Rock' partners are 'Stars' and provide the foundation to develop the long-term program of creative, cultural and educational events.

SCISSOR PARTNERS – a minimum annual investment of \$5,000 of cash/or in-kind

Our 'Scissor' partners provide the operational tools to administer and deliver the creative, cultural and educational programs.

PAPER PARTNERS – a minimum annual investment of \$1,000 of cash/or in-kind

Our 'Paper' partners are the fibre that binds our operation together providing the necessary support to deliver the creative, cultural and educational programs.

Design Island - Taking Tasmanian Designers to Market

A key initiative included in this strategy is Design Island which aims to showcase Tasmanian designers to a national audience on an annual basis.

For Design Island to meet the Design Centre's vision, further sponsorship is required. This project stands to reposition Tasmania as a place of excellence in craft and design and your support will further aid our reach.

BENEFITS	ROCK	SCISSOR	PAPER
Attendees to Launch Event	5+	5	2
Trade Pass to Design:Made:Trade	2+	2	
Advertising Space in Design Island Publication	2	1	1/3
Direct Affiliation with Design Island Project	✓	✓	
Prime logo acknowledgement (On Stand))	✓	✓	
Prime logo acknowledgement (Design Island)	✓	✓	✓
On-site and location branding	✓	✓	✓
Additional Web Content – direct link	✓	✓	✓
Logo acknowledgement on catalogue	✓		
Included use of Park-room	4	2	1
Included use of DCT facility for networking event	1		
Use of DCT Facility for corporate networking	✓	✓	✓
Reduction in facility hire rates (%)	50	30	
Event and Production Launch Opportunities	✓	✓	
Unique Marketing/Cross Promotional Opportunities	✓	✓	
Inclusion in the TWDC Living collection program	✓	✓	
Discount for corporate/staff gifts (%)	20	10	
Corporate Gift Development Opportunity	✓	✓	✓

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