



the professional association for design

AIGA Detroit

THE AIGA DETROIT IS COMMITTED TO DEVELOPING INITIATIVES AND EVENTS THAT DELIVER THE HIGHEST VALUE FOR OUR PARTNERS, OUR DESIGN COMMUNITY AND THE GREATER DETROIT/MICHIGAN AREA.

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ABOUT AIGA DETROIT

AIGA Detroit has been a chapter of the national AIGA organization since 1986. The Detroit chapter has 400 members in a network encompassing the entire Michigan creative community. Designers (print, interactive, experience and motion), educators, art directors, web developers, programmers, printers, illustrators, photographers, artists and students; they are our AIGA. Through events, programs and initiatives, AIGA Detroit champions the value of design to businesses and the power of design in our culture. The Detroit Chapter is committed to the continued growth of an already vibrant, creative community and a rich design history here in Michigan.

ABOUT AIGA

AIGA's mission is to advance design as a professional craft, strategic tool and vital cultural force. AIGA is the place design professionals turn to first to exchange ideas and information, to participate in critical analysis and to research and advance education and ethical practice. AIGA sets the national agenda for the role of design in its economic, social, political, cultural and creative contexts. It is the oldest and largest membership association for professionals engaged in the discipline, practice and culture of design. Founded as the American Institute of Graphic Arts in 1914 as a small, exclusive club, AIGA remains the oldest and largest professional organization for design. AIGA now represents more than 22,000 design professionals, educators and student groups through national activities and local programs developed by 64 chapters and 240 student groups. AIGA is a nonprofit, 501(c)(3) education institution.

AIGA DETROIT - *at a glance*

- + AIGA Detroit was established in 1986.
- + AIGA Detroit has 400 members located in Michigan and Canada.
- + AIGA Detroit is the 11th largest chapter in the country.
- + AIGA Detroit is committed to demonstrating the value of design in business and the power of design in our culture.
- + AIGA Detroit is focused on creating design awareness on both the state and local levels.

AIGA NATIONAL - *at a glance*

- + AIGA is a collaboration between the national organization and its 64 chapters.
- + The national organization was founded in 1914 - New York City.
- + Nation-wide there are 22,000 + professional, educator and student members.
- + AIGA is the oldest and largest membership association of design professionals.



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EVENTS AND PROGRAMMING

AIGA DETROIT HAS A GROWING EVENTS CALENDAR THAT ENABLES OUR PARTNERS TO CONNECT WITH THE ENTIRE MICHIGAN CREATIVE COMMUNITY AS WELL AS GAIN NATIONAL AND INTERNATIONAL EXPOSURE. IN 2008, AIGA DETROIT INVITED PREEMINENT LEADERS IN EDUCATION, PRINT, MOTION GRAPHICS AND INTERACTIVE DESIGN TO SHARE THEIR INSIGHTS AND EXPERIENCES WITH OUR MEMBERSHIP. THIS YEAR WE ARE LAUNCHING A NUMBER OF EXCITING AND PROGRESSIVE PROGRAMS THAT SPEAK DIRECTLY TO THE CHALLENGING ECONOMIC CONDITIONS. DESIGN + BUSINESS IS A SALON SERIES OF TALKS EXPLORING MANAGEMENT ISSUES ESSENTIAL TO THE SUCCESS OF ANY DESIGN FIRM. WE ARE DEVELOPING A HIGH SCHOOL MENTORING PROGRAM THAT ENCOURAGES STUDENT TO PURSUE A CAREER IN GRAPHIC COMMUNICATION. AND WE INTEND TO ADOPT A NON-PROFIT AGENCY, HELPING THEM CRAFT A SUCCESSFUL CAMPAIGN THAT WILL BRING THEIR ACTIVITIES TO THE ATTENTION OF THE PUBLIC AND POTENTIAL SPONSORS.



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2009 FALL CALENDAR

LECTURES

+ Karen Cheng

Ms. Cheng is an educator and author of the recently released book entitled "Designing Type" published by Lawrence King.

+ Jeff Miller

Mr. Miller owns Slow-motion in Kansas City, and has designed critically-acclaimed work in print, web and interactive media.

+ Chris Pullman

Mr. Pullman is a designer and teacher of time-based media, AIGA Medalist and former Vice President of Design at WGBH, Boston.

+ Paula Scher

Graphic designer Paula Scher has been a partner at Pentagram since 1991 where she has developed identity and branding systems, promotional materials, environmental graphics, and publication designs for clients world wide. She is a recipient of the Chrysler Award for Innovation and the AIGA medal.

MOVIE SERIES

+ Died Young, Stayed Pretty

Died Young, Stayed Pretty is a candid look at the underground poster culture in North America. This unique documentary examines the creative spirit that drives these indie graphic artists.

+ TypeFace

TypeFace focuses on a rural Midwestern museum and print shop where international artists meet retired craftsmen and together navigate the convergence of modern design and traditional technique.

LUNCH SERIES

Stew! is a monthly mid-day meet-up event where we will discuss design topics over lunch. Detroit area creatives come out to learn from one another and share knowledge. **Stew!** topics change monthly.

DESIGN + BUSINESS SALON SERIES

AIGA Detroit has programmed a series of four informal "salons" centered around best practices in design. Past topics included: non-client-based design practices, social networking and freelancing.

ADOBE SOFTWARE WORKSHOP

With the release of CS4, AIGA Detroit has partnered with Adobe to offer training in web development and software workflow.

THIRD THURSDAYS

AIGA Detroit hosts this monthly networking event at various locations throughout Detroit and the surrounding Metro area.

ANNUAL MEMBERSHIP PARTY

Our yearly member event that allows the Detroit design community an opportunity to mingle and expand networks while being introduced to chapter partners.

CELEBRATE MICHIGAN DESIGN

A two-year initiative that celebrates Michigan's rich design heritage. This year's event will focus on women designers in Michigan.

COMMUNITY IMPACT PROGRAMS

AIGA Detroit's goal is to develop at least one program per year illustrating how design can impact our communities we live and work in. This year we have two such programs.

1. Adopt a Grass-Roots Non-Profit Organization

This year's selected organization is Home Fur Ever, a no-kill canine adoption agency dedicated to reducing cruelty to animals. Our goal is to provide the organization with design thinking that makes their objectives more visible, more effective, and helps them raise funds.

2. High School Mentoring Program

The goal of this program is to introduce motivated high school sophomores and juniors to the field of Graphic Design and create awareness for the effectiveness of strong communication.

STUDENT PROGRAMS:

+ **Student Portfolio Day and Visits** - Detroit, Lansing, Royal Oak

**Dates, locations and further details are published on our web site: www.aiga.detroit.org.*



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PARTNERSHIP LEVELS AND BENEFITS

Each organization has different needs and we understand that. If none of these partnership levels meet your expectations and demands, please contact us and we'll work to design a custom plan that does.

PARTNER LITE Partner Lite agrees to offer no less than a 10% discount to members	PARTNER MEDIUM \$500 monetary or in-kind donation	PARTNER BOLD \$1,200.00 donation	PARTNER EXTRA-BOLD \$2,500.00 donation
Admission for one person to an AIGA Detroit event	Admission for one person to an AIGA Detroit event	Admission for one person to all AIGA Detroit events	Admission for one person to all AIGA Detroit events
Admission for one person to our Annual Membership Party	Admission for two persons to our Annual Membership Party	Admission for three persons to our Annual Membership Party	Admission for four persons to our Annual Membership Party
Company name, logo and link will appear for one year on the AIGA Detroit home page: http://detroit.aiga.org/home	Company name, logo and link will appear for one year on the AIGA Detroit home page: http://detroit.aiga.org/home	Company name, logo and link will appear for one year on the AIGA Detroit home page: http://detroit.aiga.org/home	Company name, logo, link and profile will appear for one year on the AIGA Detroit home page: http://detroit.aiga.org/home
Company name listed in the AIGA Detroit Annual Report	Company name listed in the AIGA Detroit Annual Report	Company name listed in the AIGA Detroit Annual Report	Company name listed in the AIGA Detroit Annual Report
Company name listed in the quarterly e-mail blast to AIGA Detroit members	Company name listed in the quarterly e-mail blast to AIGA Detroit members	Company name listed in the quarterly e-mail blast to AIGA Detroit members	Company name listed in the quarterly e-mail blast to AIGA Detroit members
Company name listed in the AIGA Detroit online directory	Company name listed in the AIGA Detroit online directory	Company name listed in the AIGA Detroit online directory	Company name listed in the AIGA Detroit online directory
	Acknowledgement at the AIGA Detroit event	Acknowledgement at all AIGA Detroit events	Acknowledgement at all AIGA Detroit events
	One sponsorship announcement (welcome e-mail to Detroit AIGA members)	One sponsorship announcement (welcome e-mail to Detroit AIGA members)	One sponsorship announcement (welcome e-mail to Detroit AIGA members)
	Name on the event collateral (print & digital/interactive)	Name and logo on all collateral throughout the year (print & digital/interactive)	Company name and logo on all collateral throughout the year (print & digital/interactive)
		One yearly AIGA Professional Level Membership (1 person, \$315.00 value)	One yearly AIGA Group Level Membership (3 people, \$730.00 value)
			Table and/or handout at our Annual Membership Party
			Customized Design + Business event at your location with the opportunity to speak at the event (Meet Your Host)



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WHY PARTNER WITH AIGA DETROIT?

When you sponsor professional design activities through AIGA Detroit, you are able to reach designers by leveraging their relationship with an organization that is trusted and is their own. AIGA Detroit is committed to building partnerships that are truly mutually beneficial and that resonate with your target audience.

AIGA Detroit partnerships are crafted to be:

- + Meaningful to AIGA Detroit 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 Detroit experience;
- + Highly visible and layered throughout the AIGA Detroit experience. Your association with AIGA Detroit will strengthen your brand through event announcements, chapter publications, and online marketing efforts.

In addition, as partner you will benefit from:

- + Direct access to an influential membership of designers, educators, web developers, art directors, printers, illustrators, photographers, artists and students (400+ Detroit area members).
 - Thirty-three Michigan counties are represented by our members.
 - Our email mailing list has over 750 people including members and nonmembers.
 - The AIGA Detroit website averages almost 1000 visitors per month.
- + Participation in the local creative dialogue while networking with leaders in the Michigan creative community.

CONTACT INFORMATION

If you would like to partner with AIGA Detroit please contact:

Gail Perez

Partnership Director, AIGA Detroit

email: gperez@detroit.aiga.org

voice: 734.395.8830

-or-

Chad Reichert

President, AIGA Detroit

email: creichert@detroit.aiga.org

voice: 612.703.5978

Additional information can also be found on our web site: www.detroit.aiga.org