

2010 Sponsorship Package

Presented by the Association of
Registered Graphic Designers of Ontario (RGD Ontario)

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Current RGD Ontario Sponsors

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RGD Ontario – the Voice of Graphic Design

The Association of Registered Graphic Designers of Ontario (RGD Ontario) is the professional organization for graphic design in Ontario, and unique in Canada with its ability to grant the designation Registered Graphic Designer or R.G.D. as a quality signal of professional competence.

RGD Ontario

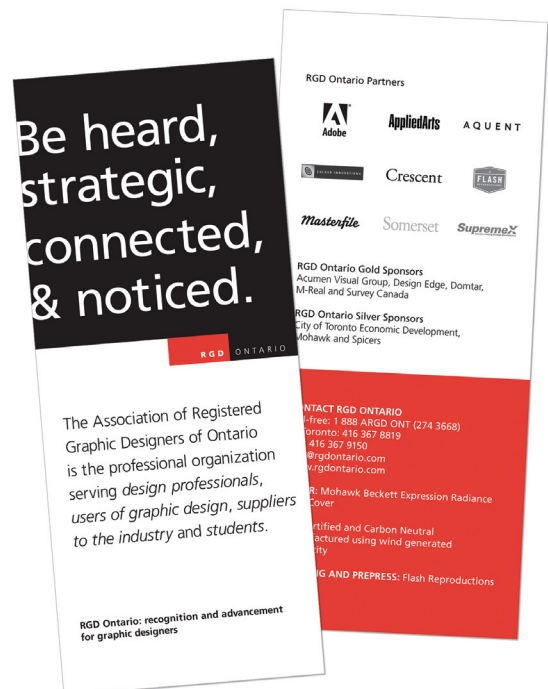
- Representing over 3,000 graphic designers in Ontario
- Reaching the graphic design industry across Canada
- Offering a unique opportunity to promote and showcase your products and services to this market

Top 10 reasons to become a sponsor of RGD Ontario

1. Sharpen your company’s visibility in the Canadian graphic design industry.
2. Be recognized as a leader of the design community through participation in RGD Ontario programs.
3. Benefit from a direct line of communication to graphic design professionals.
4. Showcase your products and services at DesignThinkers, Canada’s premier graphic design conference.
5. Build your brand through RGD Ontario’s many communication vehicles.
6. Demonstrate your corporate knowledge and expertise by participating in professional development.
7. Nurture the next generation of designers through programs for students and recent grads.
8. Receive RGD Ontario resource materials for distribution to customers and clients.
9. Participate in RGD Ontario’s work to create a healthy environment in which the industry may flourish.
10. Support RGD Ontario’s work to promote a high standard of professionalism in graphic design.

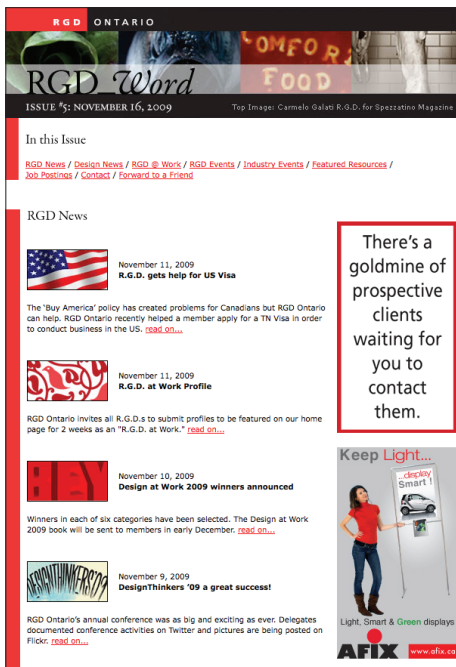
“Sponsoring the RGD is how we support and stay connected with our industry. Through our relationship, we’ve gained valuable exposure and recognition. Our sponsorship is a key component in defining our image and values. It’s how we’ve found a way to make a contribution and impact on the profession.”

Laura Sellors
Crescent Group, Web Partner of RGD Ontario



RGD Ontario Communications and Marketing

- *RGD Word*: An e-mail newsletter sent to over 3,500.
- *RGD Sponsor Email list*: 3,000 subscribers.
- *Twitter Feed*: Over 420 followers.
- *R.G.D. Members Only LinkedIn Group*: Over 250 members.
- *Web site*: Average of 500 unique visitors per day.
- *Advertising in industry publications*: *Applied Arts* and *Design Edge* are Media Partners.



RGD Word Newsletter
Ad Size: 160 x 280 pixels,
jpg, gif or animated gif



RGDOntario.com
Ad Sizes: 540 x 194 and 260 x 160
jpg or gif

*“ The RGD Ontario e-mail newsletter is something people read and respond to. I didn’t need any other **marketing tool** to reach my target market.”*

*lise Benun, Director
Creative Marketing & Management*



2010 Programming

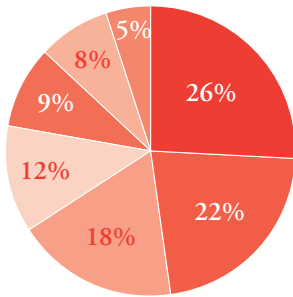
- *Annual DesignThinkers conference in Toronto*: 1,500 from across Canada to attend
- *Professional development across Ontario*: 1,000 expected to attend
- *Biweekly webinars*: 1,500 expected to participate
- *Bimonthly networking events*: 600 expected to attend
- *Annual DesignLinks Expo*: 300 expected to attend
- *Annual Design at Work competition (book, website and exhibit)*: Reaching over 2,000
- *The Business of Graphic Design: A Professional's Handbook*: Distributed to 5,000
- *Outreach presentations to post-secondary schools across Ontario*: 3,000 students participate
- *Annual Student Awards*: Distributing over \$15,000 in cash prizes
- *National Survey of Graphic Design Salaries & Billing Practices*: 10,000 distributed
- *Tradeshows & Conferences*: Participation in FITC, CMA, Graphics Canada, MagsU and IIDEX

“ Through our sponsorship, we have enjoyed meeting many qualified, talented designers who share our excitement to creating brilliant ideas on paper.”

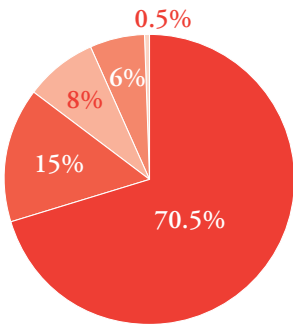
Aline Lafleche, Account Manager

Professional Member Demographics

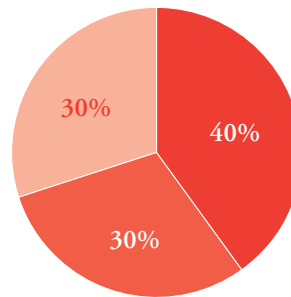
RGD Ontario has over **1,200 professional members** representing decision makers in the Canadian design industry and **2,000 student members** representing the future of the industry.



- 26% design firm owners
- 22% independent freelancers
- 18% within corporate design departments
- 12% within design firms and ad agencies
- 9% design educators
- 8% within non-profit and government departments
- 5% in publishing



- 70.5% in GTA
- 15% in the Ottawa Region
- 8% in Northern Ontario
- 6% in Western Ontario
- 0.5% outside of Ontario

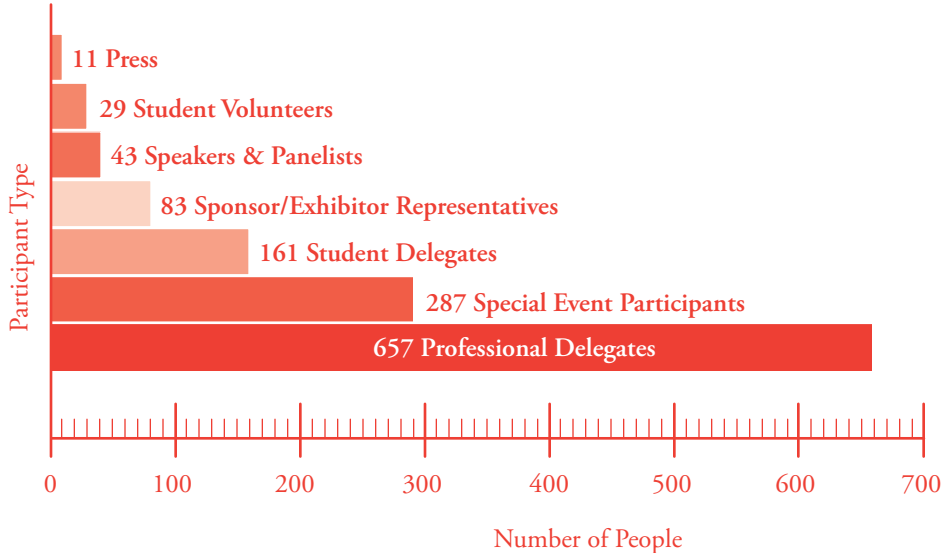


- 40% more than 10 years experience
- 30% 6–10 years experience
- 30% less than 5 years experience

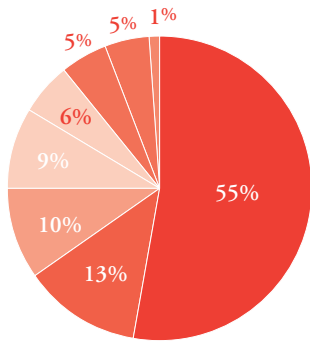
*“ I wish to extend my thanks for the alliances that the association has made – making **prizes, discounts, and cost offsets** that make participating in this noble occupation exciting. Now more than ever I see the value of the Association, its ethics, its communications, and the leadership role it plays in Canadian culture and the world of design.”*

*Peter Gabany R.G.D.
Limelight Advertising & Design*

Designthinkers 2009 Delegate Demographics 1,271 Participants



Regional Representation of Delegates

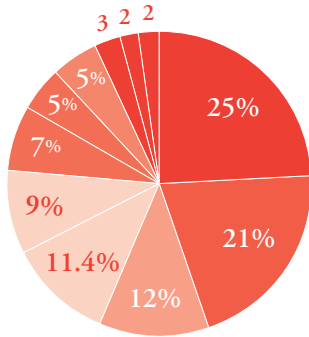


- 1% Outside Canada/US (Europe, Asia, Mexico)
- 5% from USA
- 5% from Quebec
- 6% Western Canada
- 9% from Western Ontario
- 10% from Eastern Ontario
- 13% from Northern Ontario
- 55% from Toronto and Greater Toronto Area (40% Toronto and 11% GTA)

Designthinkers 2009 Delegate Demographics

657 Professional Delegates

Regional Representation of Delegates



- **25%** are from design firms incl AmoebaCorp, Hambly & Woolley, orangetango, Oxygen, Perennial, Pigeon, Pylon, Sasges, Shikatani Lacroix and Soapbox
- **21%** are from corporations incl ALDO, BMO, Canadian Tire, Costco, Deloitte, IBM, London Life, Mountain Equipment Co-op, Reitmans, Shoppers Drug Mart, Sobeys and Subaru
- **12%** are from ad agencies, IT firms and marketing companies incl. Agency59, Cossette, Critical Mass, Cundari, Grip, John St., Juniper Park and Organic
- **11.4%** are sole proprietors
- **9%** are from government incl. the City of Hamilton, City of Mississauga, Environment Canada, HRSDC, National Capital Commission and Ontario Ministry of the Environment
- **7%** are from colleges and universities incl. Alberta College of Art & Design, George Brown, Queen's University, Seneca, UBC and U of T
- **5%** are from publishing/media incl. Astral Television, Canadian House & Home, CBC, CTV, Harlequin, Pearson Penguin, Random House and Telefilme Ontario
- **5%** are from non-profit organizations including the AGO, Girl Guides of Canada, Mount Sinai Hospital, Retail Council of Canada and the Toronto Zoo
- **3%** were not identifiable
- **2%** are from printers and other suppliers to creative agencies
- **2%** work in architectural or related design companies incl. B+H Architects and HOK Canada

Partner Status Benefits (\$10,000 cash / \$20,000 in-kind)

Demonstrate your Expertise

- Offer a one hour presentation at an RGD Professional Development event/Host a breakfast forum/Participate in a DesignThinkers interactive session
- Offer a ½ hour presentation at DesignLinks (Jun 12)
- Present up to 4 one-hour webinars
- Present news items, announcements, articles and special events on the RGD website and on RGD Twitter feed (editorial approval by RGD required)

Network with Industry Professionals

- Exhibit at DesignThinkers 2010 (Nov 11-12)
- Exhibit at other RGD Ontario events (where possible)
- Participate in R.G.D. Members only LinkedIn Group
- Attend networking events including a Sponsor Appreciation Night (Dec 8)

Promote your Products and Services

- Send up to 6 customized emails to members subscribed to our sponsor list
- Send marketing in up to 2 RGD mailings to 1,500 professionals (max. 40 grams)
- Be followed by RGD Ontario Twitter feed

Reward key Clients and Suppliers

- Up to 4 complimentary registrations to DesignThinkers 2010
- Up to 4 complimentary registrations at RGD Ontario events (where possible)

Build your Brand Awareness

- Advertise for up to 8 weeks on the RGD Ontario website home page
- Advertise in up to 8 issues of RGD Word, RGD Ontario's email newsletter

Sharpen your Visibility

- Have your logo and website appear on RGD marketing including on our website, in our email newsletters, on DesignThinkers promotional material and in the Design at Work annual.
- Have your logo and website on advertising in Applied Arts and Design Edge

Be recognized as an Industry Leader

- Include a special RGD Ontario "Partner" Logo on your website
- Display a special RGD Certificate recognizing your support

All benefits are subject to approval by RGD Staff and Board of Directors to ensure content is appropriate and valuable for RGD Ontario's members and the graphic design community as a whole.

Gold Sponsor Status Benefits (\$5,000 cash / \$10,000 in-kind)

Demonstrate your Expertise

- Offer a ½ hour presentation at DesignLinks (Jun 12)
- Present up to 2 one-hour webinars
- Present news items and special events on the RGD website (editorial approval by RGD required)

Network with Industry Professionals

- Exhibit at DesignThinkers 2010 (Nov 11-12)
- Exhibit at other RGD Ontario events (where possible)
- Participate in R.G.D. Members only LinkedIn Group
- Attend networking events including a Sponsor Appreciation Night (Dec 8)

Promote your Products and Services

- Send up to 3 customized emails to members subscribed to our sponsor list
- Send marketing in up to 1 RGD mailing to 1,500 professionals (max. 20 grams)
- Be followed by RGD Ontario Twitter feed

Reward key Clients and Suppliers

- Up to 2 complimentary registrations to DesignThinkers 2010
- Up to 2 complimentary registrations at RGD Ontario events (where possible)

Build your Brand Awareness

- Advertise for up to 4 weeks on the RGD Ontario website home page
- Advertise in up to 4 issues of RGD Word, RGD Ontario's email newsletter

Sharpen your Visibility

- Have your company name appear on RGD marketing including on our website and in our email newsletters

Be recognized as an Industry Leader

- Include a special RGD Ontario "Gold Sponsor" Logo on your website
- Display a special RGD Certificate recognizing your support

All benefits are subject to approval by RGD Staff and Board of Directors to ensure content is appropriate and valuable for RGD Ontario's members and the graphic design community as a whole.

Silver Sponsor Status Benefits (\$2,500 cash / \$5,000 in-kind)

Demonstrate your Expertise

- Present news items and special events on the RGD website (editorial approval by RGD required)

Network with Industry Professionals

- Exhibit at DesignThinkers 2010 (Nov 11-12)
- Exhibit at DesignLinks 2010 (Jun 12)
- Exhibit at other RGD Ontario events (where possible)
- Attend networking events including a Sponsor Appreciation Night (Dec 8)

Promote your Products and Services

- Send up to 1 customized email to members subscribed to our sponsor list

Reward key Clients and Suppliers

- Up to 2 complimentary registrations to DesignThinkers 2010
- Up to 2 complimentary registrations at RGD Ontario events (where possible)

Build your Brand Awareness

- Advertise for up to 2 weeks on the RGD Ontario website home page
- Advertise in up to 2 issues of RGD Word, RGD Ontario's email newsletter

Sharpen your Visibility

- Have your logo and website on the RGD website

Be recognized as an Industry Leader

- Display a special RGD Certificate recognizing your support\

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