

2008 Sponsorship Package

Presented by the Association of
Registered Graphic Designers of Ontario (RGD Ontario)
www.rgdontario.com

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. Benefit from a direct line of communication to graphic design professionals.
3. Promote your products and services using RGD Ontario’s many communication vehicles.
4. Showcase your products and services at DesignThinkers, Canada’s premier graphic design conference.
5. Market directly to designers across Ontario at professional development and networking events.
6. Communicate with the next generation of designers through programs for students and recent grads.
7. Receive RGD Ontario resource materials for distribution to customers and clients.
8. Be recognized as a leader of the design community through participation in RGD Ontario programs.
9. Support RGD Ontario’s work to promote a high standard of professionalism in graphic design.
10. Support RGD Ontario in its work to create a healthy environment in which the industry may flourish.

“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 – 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.

What is Graphic Design?

Graphic design is the structuring of visual information to aid communication and orientation, and is an interdisciplinary, problem-solving activity that requires a command of the principles of design, skill and knowledge in areas of mass communications and marketing, expertise in multimedia technology, and training in strategic business thinking. Services include: research and strategic analysis; costing; planning and coordination; project management; quality control; design and aesthetic judgment; and creative, advertising and art direction. A graphic designer may work in one or more of these specializations: print, packaging, signage and wayfinding, exhibit/display and environmental graphic design, audio visual, electronic media and multimedia.

The Influence of Graphic Design on Business and Society

Most people are unaware of the role graphic design plays in their lives on a daily basis. Effective graphic design helps people understand visual communication, such as reading a company's annual report, finding their way through an airport, or navigating a web site. Bad design can affect the course of history, as in the case of confusing election ballots.

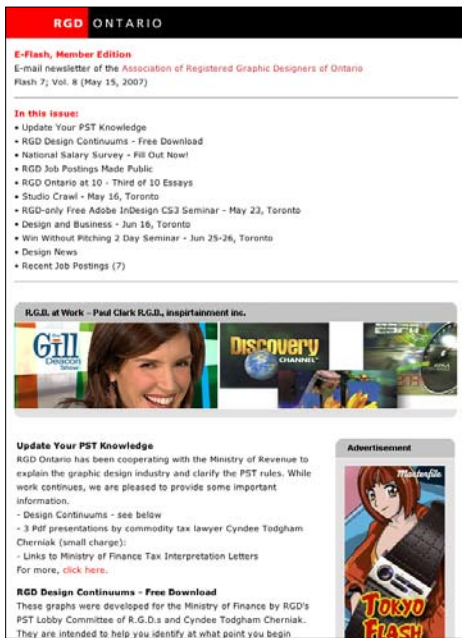
"This is to congratulate you for a job well done! The event was well organized, the content was well developed, and the choice of speakers was excellent. The session sponsored by the City of Toronto Economic Development Division, entitled "The Design Management Interface (or how designers make business profit)" was particularly outstanding. As we work at advancing the notion of design as a strategic business tool to enhance business

*competitiveness in the global market place, we are proud to sponsor initiatives leading towards this objective. **We are looking forward to continuing our support for RGD Ontario endeavours.**"*

Alicia I. Bulwik, MRAIC, MCIP,
Sector Development Consultant,
Economic Development Division,
City of Toronto

RGD Ontario Communications and Marketing

- *E-Flash*: An e-mail newsletter sent bi-monthly to over 5,000.
- *RGD Review*: Monthly PDF newsletter, issues downloaded more than 85,000 times.
- *Web site*: Average of 500 unique visitors per day.
- *Advertising in industry publications*: Applied Arts Magazine and Design Edge are Media Partners
- *Direct mail*: Mailing list of about 15,000 members and designers for marketing of regional and special events.
- *Tradeshows & Conferences*: Participation in FITC, CMA, Graphics Canada, MagsU and IIDEX
- *Promotional Brochure*: Distributed to 5,000 interested designers biannually.



RGD E-Flash



RGD Review

*“ 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*



2008 Programming

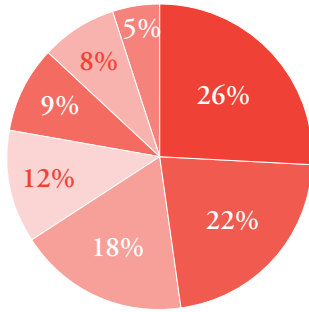
- 9th annual DesignThinkers conference in Toronto: 1,500 from across Canada projected to attend
- Outreach presentations to post-secondary school design programs across Ontario 3,000 students projected to participate
- Professional development in Toronto (Jan 22, Sept 23), London (Apr 8) and Ottawa (May 5, Dec 2): 600 Ontario design professionals projected to attend
- Town Hall public meetings across Ontario: 500 design professionals projected to attend
- Design Retreat in Muskoka (Jun 12–15): 100 business owners projected to attend
- Career development events in Toronto (Mar 7–8) and Ottawa (Mar 29) 300 design students and recent grads projected to participate
- Design at Work 2008 competition (book and website) of members' work Distributed to 1,500 professional members and 500 marketing executives
- Printed Directory: Distributed to 1,500 professional members and 1,000 marketing executives
- The Business of Graphic Design: A Professional's Handbook 2008 edition to be distributed to 1,500 professional members and 3,500 others
- 2008 Student Awards distributing over \$10,000 in cash prizes Includes awards ceremony, website and recognition in Applied Arts
- 2007/2008 RGD Ontario/AQUENT National Survey of Graphic Design Salaries & Billing Practices: 10,000 to be distributed

"Domtar compliments RGD Ontario for its continuous development of professional graphic design throughout Ontario. Through our sponsorship, we have enjoyed meeting many qualified, talented designers who share our excitement to creating brilliant ideas on paper."

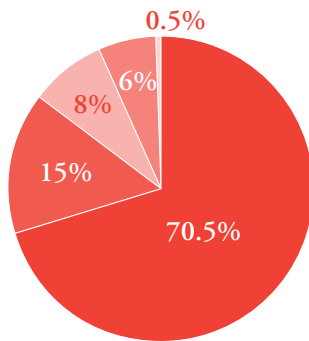
Aline Lafleche, Account Manager

Professional Member Demographics

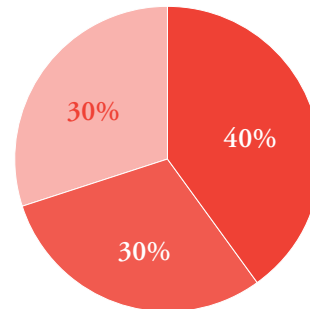
RGD Ontario has over **1,200 professional members** representing decision makers in the Canadian design industry and **2,000 student members** representing the future of the industry.



- 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.”*

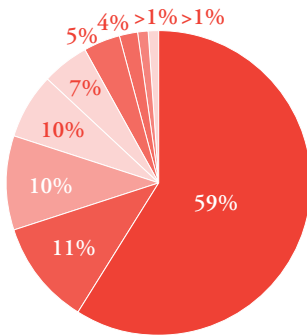
*Peter Gabany R.G.D.
Limelight Advertising & Design*

Designthinkers 2007 Delegate Demographics

1,138 participants

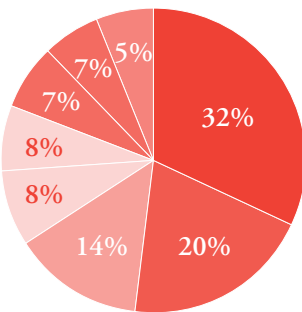


Regional Representation of all



- >1% from outside North America (from UK, Australia and Bermuda)
- >1% from USA
- 2% from the Atlantic Provinces
- 4% from Quebec
- 5% from Western Provinces (BC, Alberta, Manitoba)
- 7% from Northern Ontario
- 10% from Eastern Ontario
- 11% from Western Ontario
- 59% Greater Toronto Area

Workplace Type for Professional Delegates (not including Exhibitors, Students or Speakers)



- 32% from In-house Corporate Design Departments (Finance-related/Consumer/Retail-related/Publishing/Media)
- 20% from Design Firms
- 14% Other/Not identified/Marketing Agencies/Supplier/Service for Designers
- 8% from Advertising Agencies
- 7% from In-house Corporate Design Departments (Government)
- 7% Freelancer/Sole Proprietor Designers
- 6% from Schools
- 6% from In-house Corporate Design Departments (Non-profit)

Partner Status Benefits (\$10,000 cash / \$30,000 in-kind)

Market Research

- Opportunity to have RGD Ontario organize a special focus group of professionals (or other target group such as design firm owners, students, recent grads, etc.)
- Opportunity to have RGD Ontario assist in the development and administration of an online market research survey

Relationship Marketing

- Exhibitor participation in DesignThinkers 2008
- Exhibitor participation at RGD Ontario events, where available
- Free attendance at RGD Ontario events for staff and VIP clients

Marketing / Promotion

- Opportunity to send marketing in 2 RGD Ontario mailings to 1,500 professional members (max. 40 grams)
- Opportunity to have RGD Ontario send up to 4 customized, exclusive promotional emails to members who have opted in to receive these

Public Relations

- Opportunity to post announcements, special events, special offers as Industry news items on the RGD Ontario website and in E-Flash newsletter
- Opportunity to contribute articles, regular "Ask an Expert" or other columns to RGD Review
- Opportunity to include a special RGD "Partner" logo on your own website

Advertising

- 6 half-page ads in RGD Review newsletter (or 3 full-page ads)
- 8 ads in E-Flash newsletter
- 2-page spread or 2 full-page ads in printed directory
- 4 weeks of advertising on RGD home page

Brand Recognition

- Recognition on RGD Ontario marketing printed materials and other media including website, newsletters, DesignThinkers and event promotional material
- Recognition on RGD advertising in *Applied Arts* and *Design Edge*, including an annual sponsor appreciation ad in the Jan/Feb issues.
- Opportunity to include marketing material in RGD new member packages.

Gold Sponsor Status Benefits (\$5,000 cash / \$15,000 in-kind)

Relationship Marketing

- Exhibitor participation in DesignThinkers 2008
- Exhibitor participation at RGD Ontario events, where available
- Free attendance at RGD Ontario events for staff and VIP clients

Marketing / Promotion

- Opportunity to send marketing in 1 RGD Ontario mailing to 1,500 professional members (max. 40 grams)
- Opportunity to have RGD Ontario send up to 2 customized, exclusive promotional emails to members who have opted in to receive these

Public Relations

- Opportunity to post announcements, special events, special offers as Industry news items on the RGD Ontario website and in E-Flash newsletter
- Opportunity to include a special RGD "Gold Sponsor" logo on your own website

Advertising

- 4 half-page ads in RGD Review newsletter (or 2 full-page ads)
- 4 ads in E-Flash newsletter
- 1 full-page ad in printed directory
- 2 weeks of advertising on RGD home page

Brand Recognition

- Recognition on RGD Ontario marketing including website and newsletters
- Recognition on an annual RGD sponsor appreciation ad in the Jan/Feb issues of *Applied Arts* and *Design Edge*

Silver Sponsor Status Benefits (\$2,500 cash / \$7,500 in-kind)

Relationship Marketing

- Exhibitor participation in DesignThinkers 2008
- Free attendance at RGD Ontario events for staff and VIP clients

Marketing / Promotion

- Opportunity to have RGD Ontario send up to 1 customized, exclusive promotional emails to members who have opted in to receive these

Public Relations

- Opportunity to post announcements, special events, special offers as Industry news items on the RGD Ontario website
- Opportunity to include a special RGD “Silver Sponsor” logo on your own website

Advertising

50% discount on advertising in:

- RGD Review newsletter
- E-Flash newsletter
- Printed directory
- RGD home page

More information on pricing available upon request

Brand Recognition

- Recognition on RGD Ontario marketing including website and newsletters
- Recognition on an annual RGD sponsor appreciation ad in the Jan/Feb issues of *Applied Arts* and *Design Edge*

Contact RGD Ontario

Carmen von Richthofen
Executive Director

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Aquent, Career Development Partner
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Masterfile, Stock Image Partner
Somerset Graphics, Print Partner
SupremeX, Envelope Partner

Gold Sponsors

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