

# BOSTON DESIGN 2023 WEEK

10th Anniversary

**April 25 – May 6**

12-Day Festival  
80+ In-Person and Virtual Events

**Boston Design Week Awards**  
Friday Evening May 5

**BostonDesignWeek.com**

**#UnitedByDesign**  
Proud Member of



*Sponsorship and Participant Inquiries Encouraged  
Register on our website to receive our  
Call For Events.*

**Produced by: Fusco & Four/Ventures, LLC**

Graphic courtesy of  
the Boston Society for Architecture

# NOW WHAT?!

**NOW  
WHAT?!**  
ADVOCACY  
ACTIVISM and  
ALLIANCES  
in AMERICAN  
ARCHITECTURE  
Since 1968

BSA

ARCHITEX

in AMERICAN  
ARCHITECTURE  
since 1968



10<sup>th</sup> ANNIVERSARY - APRIL 25 - MAY 7, 2022

*"DESIGN FOR TOMORROW, TODAY!!"*

PARTICIPANT GUIDE

Event Registration Deadline: February 11, 2023

Produced by Fusco & Four/Ventures LC, 617-363-0405 [bostondesignweek@fuscofour.com](mailto:bostondesignweek@fuscofour.com)

## You Are Invited to Participate!

### • IN-PERSON, VIRTUAL, OR HYBRID - INDOOR OR OUTDOOR EVENTS

Individuals, businesses, organizations, museums, schools, and professional societies are invited to propose a design-related event as part of the festival. Events can include speakers, panels, guided walks, competitions, demonstrations, interactive sessions, product design, digital design, design for climate change, exhibitions, networking events, product launches, behind-the-scenes tours, open houses and more. If you are unsure what to offer, need a speaker or want to partner with another organization, have questions about programming or want to discuss your event idea or the calendar for your event, please just call us!

### • SPECIAL FESTIVAL THEME: *DESIGN FOR TOMORROW, TODAY!*

We are looking for events in all categories and in all fields of design that are groundbreaking, disrupt previous ideas, or challenge conventional thinking, processes or materials. In addition to possibly receiving a Special Focus designation (see below) events that reflect this theme will receive special consideration for scheduling and visibility during the festival. We are particularly interested in design events that respond to the economic, social and environmental imperatives of our design professions, city, country and world.

### • SPECIAL FOCUS TRACKS

If your event falls into one of the special focus track categories, it will receive an extra track designation in the calendar listings to help attendees find it more quickly. Questions? Please call us.

- ARCHITECTURE AND URBAN PLANNING - Architecture, Placemaking, Preservation
- LANDSCAPE AND OUTDOOR LIFE - Landscape architecture, Commercial/Residential
- DESIGN AND SOCIAL IMPACT - Sustainability, Racial Justice, the Environment
- PROFESSIONAL FOCUS - Design Industry, Design Education, Competitions
- HANDMADE DESIGN - Artisanal and Custom Design

### • SPECIAL SECTION: DESIGN RESOURCE GUIDE - NO EVENT REQUIRED

We now have a "Design Resource Guide" on our website, where you can participate without hosting an event. All Design Resources are encouraged: custom builders, interior designers, furniture makers, textile designers, artists, graphic designers, landscape resources, architects, specialized showrooms and design retailers, muralists, lighting designers, kitchen designers, and others. You name it!



Produced by Fusco & Four/Ventures LC, 617-363-0405 [bostondesignweek@fuscofour.com](mailto:bostondesignweek@fuscofour.com)

## **Fees and Participation Benefits**

### **• EVENT HOSTS AND PARTICIPANTS**

Events are featured on the official Design Week website and in the online Guidebook, as well as in our eNews and Social Media. See the Benefit Grid on the next page for a quick reference. Online and in the official Guidebook you receive a 75-100-word calendar listing and photo, and any Special Focus designation. Linked to your Calendar Listing is an enhanced web page (Up to 200 words and 3 photos) to showcase your event, speakers or your company or organization in more depth. If you are a Non-Profit Organization, you will also be listed with your logo on our Non-Profit Partners web page. You also receive a full-page ad in the online Guidebook (you are responsible for design of the ad), and a year's license to use the Design Week logo in your marketing. We provide all of the marketing, public relations and media sponsorship for the festival, and your event will be promoted through our extensive advertising and social media channels. Of course, we expect you to promote your event through your own channels, cross-promoting Design Week.

#### **Event Host and Participant fees:**

Design-Related Business: \$1,600

Non-Profit Organization \$550

Individual Designer, Artist, Trade Professional (no more than 1 employee other than the designer) \$550.

- Panels and programs featuring more than 3 businesses will incur a fee of \$550 per additional panelist.

- If you are a non-profit organization, but your event features a design-related business or has a commercial focus, the business involved must register as a design-related business.

- An additional event or repeat event will incur a discounted fee.

### **• SPECIAL SECTION: DESIGN RESOURCE GUIDE**

In the online Design Resource Guide, you will receive a 75-100-word listing/description of your business (plus contact information). Linked to that listing is an enhanced web page (Up to 200 words and 3 photos) to showcase your business, yourself or your organization. All listings remain online a full year, and can be renewed/updated at a discount. A full page ad in the Guidebook is optional and can be purchased for \$300.

#### **Design Resource Guide fees:**

Design-Related Business: \$1,250

Non-Profit Resource: \$500

Individual Designer Artist, Trade Professional (no more than 1 employee other than the designer) \$500

### **• A NOTE ON DESIGN WEEK SPONSORSHIPS**

Boston Design Week Sponsorships start at the \$2,500 Bronze level. In addition to supporting Boston Design Week and reaching our targeted audiences through exposure and recognition benefits, Sponsors also have the option of hosting an event with the benefits above, or receive a featured listing in the Design Resource Guide. We are happy to custom-tailor your Sponsorship. Please contact us for details.

***Your Participation, Support and Cross-Promotion Make Boston Design Week Possible!***



## Fees and Participation Benefits At-a-Glance - BDW 2022

DESIGN WEEK EVENT HOSTS	DESIGN-RELATED BUSINESSES	NON-PROFIT	INDIVIDUAL DESIGNER
Calendar Listing on Boston Design Week Website - See below	Yes*	Yes*	Yes*
Enhanced Event Listing - full page on the Website - See below	Yes*	Yes*	Yes*
Calendar Listing in the Design Week Guidebook - See below	Yes	Yes	Yes
Featured in "Today's Events" Daily Email	Yes	Yes	Yes
Dedicated Social Media Event Post	Yes	Yes	Yes
Ad in the Online Guidebook	Full Page	Full Page	
Logo Recognition on Website	Sponsors Only	Yes - Non-Profit Partners Page	Sponsors Only
License to use the BDW Logo in marketing your event	Yes	Yes	Yes
<b>PARTICIPATION FEE:</b>	<b>\$1,600</b>	<b>\$550</b>	<b>\$550</b>
Each Additional Event	\$550	\$300	\$300

Note: Resource Guide Listings continue through the year. If you are interested in a placement in the Design Resource Guide, please simply call or email us.

DESIGN RESOURCE GUIDE	DESIGN-RELATED BUSINESSES	NON-PROFIT	INDIVIDUAL DESIGNER
Listing in the Design Resource Guide on the Website - See below	Yes*	Yes*	Yes*
Enhanced Web Page on the Website - See below for details	Yes*	Yes*	Yes*
<b>PARTICIPATION FEE:</b>	<b>\$1,250</b>	<b>\$500</b>	<b>\$500</b>
Add a Full-Page Ad in the Online Guidebook	\$300	\$300	\$300

\* Calendar and Guidebook Listing - 75-100 words plus title and photo (image and text provided by you). Enhanced Event Page – Your listing links to a separate web page with an additional 200 words and three photos (images and text provided by you)

**BDW sponsorships are also available starting at the \$2,500 Bronze level. Please inquire.**

Any questions, do not hesitate to call us at 617.363.0405 or email us at  
[BostonDesignWeek@fuscofour.com](mailto:BostonDesignWeek@fuscofour.com)

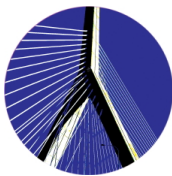
## **SPECIAL FESTIVAL THEME: *DESIGN FOR TOMORROW, TODAY!***

### **SPECIAL FOCUS TRACKS FOR 2023**



#### **LANDSCAPE DESIGN AND OUTDOOR LIFE**

- Landscape Architecture
- Commercial/Residential
- Gardens, Pools, Patios
- Playscapes, parks
- Related Areas



#### **ARCHITECTURE AND URBAN PLANNING**

- Historic Preservation
- Architecture
- Urban Planning
- Future Design of Our City
- Related Areas



#### **DESIGN AND SOCIAL IMPACT**

- Sustainable Design and Recycling
- Design and Racial Justice
- Design with a Social Purpose
- Design and the Environment
- Related Areas



#### **PROFESSIONAL FOCUS**

- Design Industry Programs
- New Products and Applications
- Continuing Design Education
- Design Competitions
- Related Areas



#### **HANDMADE DESIGN**

- Artisanal Design
- Bespoke and Custom Design
- Hands-On Design Training
- Related Areas

**If your event falls into one of the special track categories, it will receive an extra track designation logo in the calendar listings to help attendees find it more quickly.**



Produced by Fusco & Four/Ventures LLC, 617-363-0405 [bostondesignweek@fuscofour.com](mailto:bostondesignweek@fuscofour.com)

## PARTICIPATION REQUIREMENTS

**Boston Design Week is the collaborative effort of all of its Participants and Sponsors.** We need your support and cooperation to maximize our impact. As an event host or participant in Boston Design Week you agree to:

- Market and promote your event as part of Boston Design Week. Use the Design Week logo and provide a link in your announcements and promotions to [www.BostonDesignWeek.com](http://www.BostonDesignWeek.com)
- Promote Boston Design Week on your website, through your newsletter and email announcements, and your social media. Recognize Boston Design Week at your event.
- Share event follow-up information with us after the close of Boston Design Week to help plan for next year, including a written survey/evaluation.

## STEPS FOR CREATING YOUR EVENT

- **Plan An Event** - Need inspiration? Flip through past Guidebooks at [BostonDesignweek.com](http://BostonDesignweek.com) for inspiration or call us to discuss and brainstorm. Let's talk!
- **Schedule Your Event** - One-time, multi-day, or ongoing events can be scheduled anytime Tuesday through Sunday April 25 – May 7. If you have concerns about when to schedule an event, please check with us. Outdoor events should include a rain date. We will make every effort to minimize time and date conflicts.
- **We Love Free Events! – Paid, or free, all events must be open to the public.** If your event is free, you should anticipate 25%-30% or more no-shows, so plan to increase the number of RSVPs you can accept. You may want to charge a small fee (\$5 - \$20) to ensure that your registrants will attend.
- **Register Your Event (s)** - Complete the proposal form for each event you want to offer at <https://tinyurl.com/2023EventRegistration> **by February 11** with as much information as you have. We will follow-up to confirm your participation and work with you to finalize all of the details of your event **by February 25**. All registration and events are subject to approval and submitting a proposal does not guarantee acceptance.

We look forward to collaborating with you to make this the best Boston Design week ever! Please do not hesitate to contact us at 617-363-0405 [bostondesignweek@fuscofour.com](mailto:bostondesignweek@fuscofour.com)