



12th Annual – April 22 - May 4, 2025

PARTICIPANT GUIDE

Event Registration Deadline February 14, 2025

Produced by Fusco & Four/Ventures LC, 617-363-0405 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. Any design-related event may be proposed: speakers, panels, guided walks, competitions, demonstrations, interactive sessions, 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 2025 FESTIVAL THEME: *TRADITION & INNOVATION*

Boston Design Week 2025 celebrates both traditional design and the latest innovations. We encourage events that increase appreciation for traditional, historical and classical design, and events which offer a focus on innovation, cutting edge technologies, digital design and artificial intelligence. Events that combine both traditional design AND innovation are especially welcome. In addition to possibly receiving a Special Focus Track designation (see below) events that reflect our 2025 theme will receive special consideration for visibility during the festival.

• 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 DESIGN 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 WEBSITE SECTION: DESIGN RESOURCE GUIDE - NO EVENT REQUIRED

Get listed in the “Design Resource Guide” on our website, where you can participate in Design Week year-round 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. Listings remain on line for a full year, and include other visibility benefits.

When you are ready, register your event here: <https://tinyurl.com/2025EventRegistration>



Fees and Participation Benefits

DESIGN WEEK EVENT HOSTS - Non-Profit Organization \$650, Design-Related Businesses \$1,850

- Calendar Listing on Boston Design Week Website – 75-100 Words and One Photo
- Enhanced Event Listing - full page on the Website – 200-250 Words and 3 Photos
- Calendar Listing and photo in the Boston Design Week Guidebook
- Featured in "Today's Events" Daily Email during the Festival
- Dedicated Facebook and Instagram Event Posting
- Full Page Ad in the Online Guidebook – 30,000 circulation
- Two \$250 VIP passes to the Design Week Awards - Friday May 2
- One-year license to use the BDW Logo to promote your event

*Events requesting Priority Scheduling (For example Kick-off Events, exclusive timeslots, Wednesday or Thursday evenings) must be Sponsors and will receive those benefits – see below.

* Panels and programs featuring more than 3 businesses plus a moderator will incur a fee of \$650 per additional panelist (our Non-Profit fee).

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

* An additional event or repeat event will receive a discounted fee – please ask!

NEW WAY TO PARTICIPATE! Individual designer, artist or artisan Open Studio Listing \$450 – ask for details!

NEW WAY TO PARTICIPATE! Purchase a full-page ad in our online Guidebook \$500 – reserve a page today!

DESIGN RESOURCE GUIDE - Individuals and Non-Profits \$650, Design-Related Businesses \$1,850

- Listing on Boston Design Week Website – 75-100 Words and One Photo
- Enhanced - full page on the Website – 200-250 Words and 3 Photos
- Dedicated Facebook and Instagram Event Posting
- Full Page Ad in the Online Guidebook – 30,000 circulation
- Two \$250 VIP passes to the Design Week Awards - Friday May 2
- One-year license to use the BDW Logo

All listings remain online a full year, and can be renewed/updated at a discount.

DESIGN WEEK SPONSOR - \$3,000

- Your choice of the Event Host or Design Resource Guide options above.
- Priority Scheduling of Your Event, and listing on the BDW Website as a “Featured Event”
- Preferred placement of your ad and recognition as a Sponsor in the BDW Guidebook

A total of 300,000+ linked impressions of your logo, including:

- On the Boston Design Week website home page - close to 20,000 unique visitors in 2024
- In 200,000+ emails to 20 proprietary professional and attendee lists
- Plus – New: Continued logo recognition year-round via “Boston Design Week Presents....”
- Four \$250 VIP tickets to the Boston Design Week Awards – Friday May 2
- Recognition on the Boston Design Week Awards invitation
- Logo on on-site signage at the Boston Design Week Awards, and verbal recognition at the Awards
- One year license to use the special BDW Sponsor Logo to market and promote your business

DESIGN WEEK LEADERS AND INNOVATORS – Higher Sponsorship Categories

- We custom-tailor Sponsorships in higher categories with exclusive and elevated benefits – please ask!

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

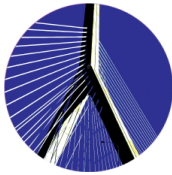
SPECIAL FESTIVAL THEME: *TRADITION & INNOVATION*

SPECIAL FOCUS TRACKS FOR 2025



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.

When you are ready, register your event here: <https://tinyurl.com/2025EventRegistration>



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PARTICIPATION REQUIREMENTS

Boston Design Week is the collaborative effort of all of its Participants and Sponsors.

Your participation fees support the tremendous amount of work it takes to create, run and promote the festival. Your support and cooperation maximize our impact and yours. 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
- Promote Boston Design Week where possible on your website, through your newsletter, email announcements, and social media. Recognize Boston Design Week at your event, and encourage your followers to attend other events.
- 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 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 22 – May 4. Events requesting Priority Scheduling must be Sponsors. Outdoor events should include a rain date. We will make every effort to minimize time and date conflicts. If you have concerns about when to schedule an event, please call!
- **Register Your Event (s)** - Complete the proposal form for each event you want to offer **by February 14** 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 28**. All events are subject to approval and submitting a proposal does not guarantee acceptance.
- **We Love Free Events! – Paid, or free, all events must be open to the public.**
If your event is Free, anticipate 25%-30% or more no-shows, so increase the number of RSVPs you can accept. Require detailed information (name, address, phone) from those who register, not just an email. Schedule reminder emails to registrants, and ask for cancellations in advance. Include parking and public transit information in reminders. **Charge a Fee** - You may want to charge a small fee (\$5 - \$20) to ensure that your registrants will attend.

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