



NEW. DESIGNERS

**BUSINESS DESIGN CENTRE,
ISLINGTON**

WEEK 1: 28 JUNE – 1 JULY 2023

WEEK 2: 5 - 8 JULY 2023

RATE-CARD 2023

Photo creditS, Sam Frost, New Designers 2022

SPONSORSHIP OPPORTUNITIES

HEADLINE PARTNER

Demonstrate your company's leadership in innovation, creativity and design. Gain hierarchy above all other event partners.

Event Headline support includes all the benefits of supporting Week 1 or Week 2 of the event, alongside a significant and sustained PR campaign.

INVESTMENT: £100,000 + VAT



EVENT SPONSOR

By aligning with a broader group of design disciplines, Event Partnership raises your profile across the event (pre-show, on site and post-show).

Includes your own stand at the show over the week you support in addition to an Award.

FROM £10,000 + VAT



ND AWARD SPONSOR

Our prestigious ND Awards are a great way to find the very best talent in the country prior to anyone else, and leverage a significant PR and marketing campaign. You can associate with brands such as John Lewis, Habitat and The Conran Shop. We have 35 awards across both weeks, with a preview event and evening on the Wednesday.

INVESTMENT: £7,750 + VAT



ND EDUCATES

ND Educates is our programme of inspiring talks, workshops and practical advice from leading professionals aimed to prepare graduates for employment. Your support includes a prime slot supported by our producer, in addition to featuring in the guide, on-site etc.

FROM £2,000 + VAT



SPONSORSHIP OPPORTUNITIES

COMPETITION PARTNER

A competition is a great way of creating strong brand awareness and reaching the graduates through a design challenge culminating in strong profile at the event. The image to the left is the Contrado pop-up shop, where graduates designs were part of a shop on-site to our visiting audiences.
FROM: £7,500 + VAT



ASSOCIATE PRIZE

On the Thursday of each week, we dedicate the day to awarding associate prizes, which are awarded to the winners on their stand. It's a great entry-level support if the main awards are out of budget and includes some strong deliverables and the opportunity to collaborate with a winning designer.
FROM £2,500 + VAT



ND SELECTS SPONSOR

ND Selects is a curated showcase dedicated to shining a light on new businesses in the design industry. It allows these young businesses to retail direct to our audiences. This is an exclusive opportunity to strongly align with emerging businesses and young talent.
INVESTMENT: £7,500 + VAT



ND CONNECTS SPONSOR

ND Connects is a key pillar of New Designers that connects industry with graduates through a dedicated space for portfolio reviews at the event. There's the opportunity to sponsor the space and lead with a prime slot for portfolio reviews.
INVESTMENT: £5,000 + VAT



OTHER SPONSORSHIP OPPORTUNITIES

WEB BANNER

Be one of the first organisations seen on the New Designers website. Exclusive banner slot available that features on every ND content page, across three-month period

On a carousel/rotation with up to 4 other brand supporters
50,000 website impressions per month (average)

INVESTMENT: £950 + VAT



E-NEWSLETTER FEATURE

Build anticipation ahead of the show by sending a direct message in one of our email newsletters. Your inclusion can be up to 60 words, include a link and one image. Our E-Newsletter mailing list of 65,000, can also feature as a blog article (longer version permitted).

INVESTMENT: £750 + VAT



COMBINED ABOVE

Boost your online presence with this special offer. Limited availability. Inclusive of the two elements above in this one promotional package, plus some added extra:

- Website banner inclusion
- E-Newsletter inclusion
- Instagram Story post (you'd need to provide us the image/text for this) to our 81,000 followers

INVESTMENT: £1,500 + VAT



ON-SITE PROMOTION

There are a range of options at the venue for brand promotion and these include:


Charging station branding, from £600 + VAT

Clip-frame poster branding from £1,500 + VAT

Large scale plinth wrap-arounds outside the venue, from £2,000 + VAT

Escalator screens – 7 screens from the entrance to the gallery level, image inclusion, from £950 + VAT





We can tailor an opportunity to support your key objectives, whether it's raising your profile and increasing awareness, or aligning with our talks programme. We can launch a competition that could culminate in a pop-up at event and more.

**To discuss your options for supporting New Designers 2023, please contact:
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