



Sponsorship

2014 Season



Provide opportunities & platforms to gather and advance the discipline of interaction design.

2013, a Year in Review

Last year the IxDA held its first full year of programming. We organized eleven events for our chapter, a regional conference (Midwest UX) and participated in UIE's UX Thursday in Detroit.

All told we reached over 850 people with dynamic programming and learning opportunities. Our local chapter provided over 7,000 person-hours of training at an average cost of \$6/hour with 45% of our funds going to speakers and hospitality, 17% going to production costs, and 28% to promotion.

We are very proud of what we accomplished over the past year and are excited to continue supporting amazing growth in the Grand Rapids design community.

Looking Forward

We have big plans for this year. We have speakers booked every month until December (and they are amazing), we've begun streaming and recording all of our visiting speakers online, and we have plans for increased student involvement, new event formats, and preparations for a bid to host the international IxDA conference.

In order to accomplish this we've expanded the leadership of IxDA GR with a new board and additional volunteer openings. It's going to be an amazing year!

The Need

There is no cost of membership to participate in the IxDA. Instead we rely on passionate volunteers and generous donors to serve the needs of the Interaction Design community. We provide opportunities for all practitioners, no matter their level of experience.

With little administrative overhead we stretch your contribution as far as it can go, making every dollar count. For the level of impact IxDA will have our need is modest.

This year our goal is \$10,000 in sponsorships.

This will help us cover the following costs:

- The vast majority of the budget will go to bringing in an amazing lineup of speakers throughout the year.
- Food and drink for events.
- And a few updates to our technical infrastructure especially our video streaming system.

As you consider what your organization can contribute, compare this investment to the cost of sending each member of your team to a conference. IxDA GR will bring this professional development right here to our backyard.

Sponsorship Levels

Silver — \$700

- Limited to **6** silver sponsors.
- Featured on the sponsors page of our website.
- A slide in the slide deck at one event per season.
- An invitation for 1 to the special sponsor's reception at the end of the season.

Gold — \$1,500

- Limited to **4** gold sponsors.
- Featured on the sponsors page of our website.
- A slide in the slide deck at every event.
- An invitation for 2 to the special sponsor's reception at the end of the season.

Platinum — \$1,900

- Limited to **3** platinum sponsors.
- Featured on **every** page of our website.
- A slide in the slide deck at every event.
- A sponsor's banner / sign at the events (provided by the sponsor).
- An invitation for 2 to the special sponsor's reception at the end of the season.

Help us make IxDA GR amazing.

Contact leadership@ixdagr.org with your sponsorship level.