Sponsorship
2016 Season
IxDA Grand Rapids attracts and empowers a community to advance the discipline of interaction design.

**Why Support IxDA Grand Rapids?**

When community leaders like you support IxDA Grand Rapids, you’re supporting 350 members of West Michigan’s growing interaction community. Through our inspiring and educational programming, we draw, empower, and retain local talent—and strengthen our creative community.

Your support helps us bring leading thinkers and practitioners in interaction design from the international stage to Grand Rapids. It helps us lift up the next generation of interaction designers as we foster our local IxDA Student Chapter. It helps us expand our reach to a broader audience as we capture local programming to create a video catalog of speakers.

This year, with your support, we’ll bring a roster of world-class speakers to Grand Rapids, and host hands-on workshops that inspire and inform. By hosting events and inviting international-calibre IxD thinkers to speak, we not only expose local designers to new ideas and techniques, but we also continue to introduce the talent and appeal of West Michigan to a wider audience.

Help us as we help our local creative community thrive.

**Our 2016 Offering**

We will host 8-10 events this year, including:

- Speaker presentations (national, regional, and local)
- Workshops (led by local leaders and speakers)
- Socials
- Organizational and volunteer support to West Michigan Design Week

Additionally, we offer:

- Mentoring and programming support for the local IxDA student chapter
- Student scholarships and transportation support for conferences and events
- Partnerships with complementary groups like Ladies that UX Grand Rapids, World IA Day, AIGA, etc.

**The Need**

**IxDA membership is completely free.** Instead, we rely on passionate volunteers and generous donors to serve the needs of the interaction design community. With little administrative overhead, we’ll stretch your contribution as far as it will go. We make every dollar count.

Your generous support will help us:

- Bring in an amazing lineup of speakers throughout the year (this accounts for the majority of our budget)
- Provide food and drink at events
- Update 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 Grand Rapids brings this professional development right here to our backyard.
Sponsorship Levels

Silver—$750

• Your logo featured on the sponsors page of our website
• Recognition as a Silver Sponsor at each IxDA event

Gold—$1,500

• Your logo featured on the sponsors page of our website
• Recognition as a Gold Sponsor at each IxDA event

Platinum—$2,500

• Your logo featured on every page of our website with a link
• Your logo and link shown on our meetup.com page for each event
• Named recognition in all announcement emails
• Special recognition as a Platinum Sponsor at each event

Other ways you can support IxDA Grand Rapids:

• Offering a venue for an IxDA event
• Providing materials such as sticky notes, large paper pads, pens, etc.

Supporting IxDA Grand Rapids is an investment in your own team. It’s an investment in our local interaction design and user experience communities. It’s an investment in the future of West Michigan.

We’re sure you’ll agree it’s an investment worth making.

To sponsor or for any questions answered, please contact any of us at leadership@ixdagr.org

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