

A promotional graphic for a conference. The background is a photograph of the Toronto skyline at sunset, with the CN Tower on the right. A large, semi-transparent circle is overlaid on the image, divided into a dark blue left half and a red right half. The text is centered within this circle.

SPONSORSHIP

**SERVICE DESIGN
GLOBAL CONFERENCE**

10-11 October 2019 Toronto
Exclusive Side Events 09 Oct

WELCOME TO SDGC19

A Message From Our President



Birgit Mager
SDN President

It's incredible to think how far we have come since hosting our first Service Design Global Conference (SDGC) back in 2008. In wanting to create an original experience where service design professionals could come together to learn, grow, and connect, we are excited to see each year how this dynamic community openly shares their knowledge and expertise in support of the continued growth and prosperity of our industry. SDGC has genuinely become all we envisioned it to be and so much more. It is the place where business and design meets, where those new to service design and those experiences find their platform.

As we sit down to plan our global event, our greatest wish each and every time is to deliver an experience that is bigger and better than the year before. From the planning of our presentations, workshops, events, and all the other touchpoints that take place in-between, we know we have only just begun to scratch the service regarding what lies ahead for 2019 but are confident it will raise the bar for what you have come to know and expect from our annual gathering.

It's important to note that as a **small, non-profit organization**, we rely heavily on our partners to help us bring our ideas to light and our global conference—which represents our year's most ambitious project—is indeed no exception. We are pleased to offer our sponsors a compelling assortment of packages that not only provide your company with keen visibility and loads of positive publicity but also premium access to a network of engaged and eager professionals.

We ask that you take the time to review our brochure and acquaint yourself with our sponsorship packages, trusting in the fact that you might find an opportunity that works best for your organizational expectations. Confident in the belief that the practice of service design is on the cusp of "becoming the next big thing", we warmly welcome you to join us in helping to usher in this exciting new era of our industry.

Sincerely,

Birgit Mager

SDGC AT A GLANCE



Date:
October 10-11, 2019,
with the exclusive SDN Members Event
occurring October 9, 2019



Over a decade active:
11 years, 10 cities, 10 countries and
edition number 12 in Toronto



Attendee Profile:
800+ public and private sector professionals,
including senior management, academia, SMEs,
customer service and business development



Award's Presentation:
Recognizing professional and academic
excellence in service design



Location:
Evergreen Brick Works (Toronto, Canada)



One Network:
Empowering transformational change
and innovation

ABOUT

Who we are

Service Design Network (SDN) is the leading non-profit organization committed to global growth, development and innovation within the practice of service design. Through the activation of events, publications and advocacy, our network brings together agencies, businesses and government with the aim of strengthening the impact service design has on both the public and the private sector.

We foster creativity, embrace open-mindedness and work tirelessly in pursuit of a world where service design is adopted as the new normal.

[SDN Website](#)



SDGC19

SDN is pleased to once again host the annual Service Design Global Conference (SDGC) which takes place in Toronto from October 10-11 (exclusive SDN Members Event occurs October 9). During this time, we will welcome over 800 service design practitioners, academics, managers, business developers, changemakers and other engaged stakeholders to share insights, discover the latest trends, work with innovative tools and connect with a creative community committed to a better world with better services.

In the 12th year of its existence, having taken place previously in such dynamic cities as Dublin, Madrid, Amsterdam and New York, our conference offers inspiring presentations, hands-on workshops, exhibitions, an award's celebration and plenty of opportunities to experience service design at its best.

[SDGC Website](#)



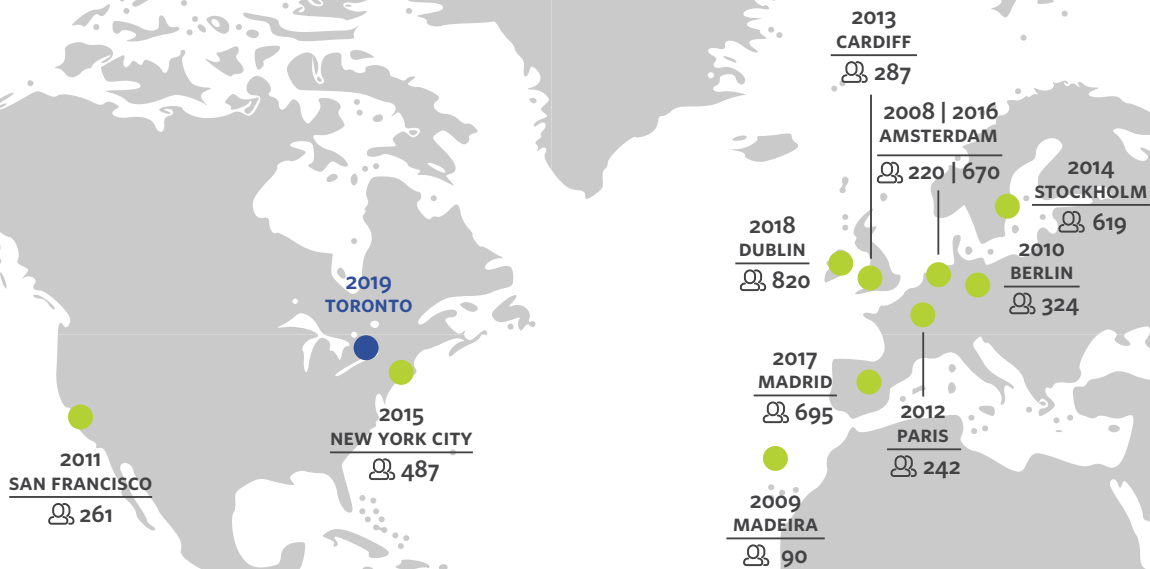
THE VENUE

Evergreen Brick Works, opened in 2010, is a global award-winning public space showcasing best practices in green design. A former brick-making factory, this space now stands as an eco-complex combining historic buildings and modern architectural features which allows visitors to see first-hand the sustainable practices that enable cities of the future to flourish.

We find this “living” case study a compelling example of how society can develop new and transformational ways to approach complex problems which, in turn, makes for the perfect backdrop for the service design community to come together to explore the kind of next-generational thinking and discussion that leads to action.



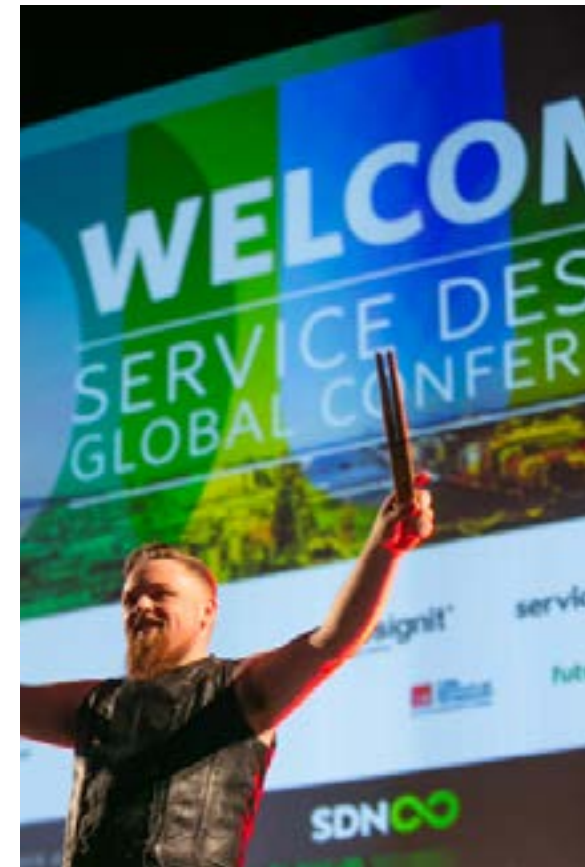
SDGC HISTORY



WHY SPONSORSHIP

As a **non-profit organization**, we rely heavily on the contributions made by our partners to help us realize the global-scale of our annual event. Our pursuit of creating an occasion that offers the highest level of content, experience and opportunity for attendees is paramount and it is thanks to your generosity that allows us to consistently deliver on that. We, in turn, are pleased to offer potential SDGC19 sponsors a multitude of compelling packages, premium events, marketing concepts and on-premise exhibition opportunities focused around enhancing your business profile to a network of industry experts, academics and thought leaders.

Special Notice: Our sponsorships are flexible; therefore, we encourage you to reach out and discuss any ideas or concepts you might have to ensure you show up at our event in a manner most fitting for your brand.



SPONSORSHIP PACKAGES

SDGC19 is pleased to offer several exciting sponsorship packages that are designed to be easily modified to fit your company's needs. Whether interested in having your name aligned as a full-blown partner or taking ownership of one of our premium packages, we have an abundance of opportunities from which to choose!

PARTNER PACKAGES	EVENT PACKAGES	MARKETING PACKAGES	EXHIBITION PACKAGES	ADDITIONAL PACKAGES
PLATINUM 50,000 CAD 35,000 EURO	MEMBERS EVENT 20,000 CAD 15,000 EURO	SDGC AMENITIES 15,000 CAD 10,000 EURO	LARGE BOOTH 10,500 CAD 7,000 EURO	BRAIN FUEL 35,000 CAD 25,000 EURO
GOLD 40,000 CAD 25,000 EURO	SDGC RECEPTION SOLD	MERCHANDISE 4,500 CAD 3,000 EURO	MEDIUM BOOTH 7,500 CAD 5,000 EURO	COFFEE BREAK SOLD
SILVER SOLD	SD AWARD 20,000 CAD 15,000 EURO		SMALL BOOTH 4,500 CAD 3,000 EURO	SMOOTHIE STATION 15,000 CAD 10,000 EURO
BRONZE 15,000 CAD 10,000 EURO				OTHER OPPORTUNITIES 6,000 CAD 4,000 EURO

PARTNER PACKAGES

Partnering with SDGC19 is a great way to generate maximum exposure for your brand. Each package detailed below comes with an assortment of benefits that allow you to make decisions that fit both your business objectives and your budget.

PLATINUM

50,000 CAD | 35,000 EURO

- ✓ (5) tickets to SDGC19
 - ✓ Priority access to all side-events and parallel sessions
 - ✓ Receive list of SDGC19 opt-in attendees
 - ✓ Receive a 10 min slot on the main stage (non-commercial content)
-
- ✓ 3x3 meter space exhibition booth
 - ✓ Large scale logo in all media
 - ✓ Pre- and post-event social media announcements
 - ✓ 6 page feature article about your organization in the 2020 edition of our Touchpoint Journal
-
- ✓ 1 year SDN Corporate Membership

GOLD

40,000 CAD | 25,000 EURO

- ✓ (3) tickets to SDGC19
 - ✓ Priority access to all side-events and parallel sessions
 - ✓ Receive list of SDGC19 opt-in attendees
-
- ✓ Large scale logo in all media
 - ✓ Pre- and post-event social media announcements
 - ✓ 4 page feature article about your organization in the 2020 edition of our Touchpoint Journal
-
- ✓ 1 year SDN Corporate Membership

SILVER

30,000 CAD | 20,000 EURO



BRONZE

15,000 CAD | 10,000 EURO

- ✓ (1) ticket to SDGC19
 - ✓ Priority access to all side-events and parallel sessions
 - ✓ Receive list of SDGC19 opt-in attendees
-
- ✓ Small scale logo in all media
 - ✓ Pre- and post-event social media announcements
-
- ✓ 1 year SDN Corporate Membership

EVENT PACKAGES

Interested in making one of our premium events bigger and better than ever before? Sign-on board to become one of our event sponsors and help create an atmosphere filled with opportunities to celebrate, network and simply unwind.

MEMBERS EVENT

20,000 CAD | 15,000 EURO

This annual get-together is exclusively reserved for our active SDN members and typically attracts around 400 participants. This event includes an afternoon session with a high-profile speaker, followed by an evening reception for guests to share insights and create opportunities to collaborate. Become a sponsor of this event and align your business with some of the true visionaries of our industry.

- ✓ (2) tickets to SDGC19 which includes access to our Members Event
 - ✓ Priority access to all side-events and parallel sessions
 - ✓ Receive list of SDGC19 opt-in attendees
 - ✓ Receive a 10 min. time slot on the main stage (non-commercial content)
 - ✓ Photo opportunity
-
- ✓ Medium scale logo in all media
 - ✓ 2 page feature article about your organization in the 2020 edition of our Touchpoint Journal
-
- ✓ 1 year SDN Corporate Membership

SDGC RECEPTION

20,000 CAD | 15,000 EURO



EVENT PACKAGES

The Service Design Award, curated by the Service Design Network, is the only international award honoring contributions made by both professionals and students within the field of service design.

In 2019, we are pleased to celebrate the **5th anniversary** of our award and look forward to recognizing that achievement with our sponsor. With more than 100 submissions expected and the generous amount of buzz and excitement we anticipate to see both pre, during and post-event, we guarantee our sponsor lots of opportunity to be seen and noticed.



SD AWARD

20,000 CAD | 15,000 EURO

- ✓ (2) tickets to SDGC19
 - ✓ Priority access to all side-events and parallel sessions
 - ✓ Receive list of SDGC19 opt-in attendees
 - ✓ Involvement in the SD Award ceremony
-
- ✓ Promotion on the awards website, during the semi-finalists on-site exhibition and during the awards ceremony
 - ✓ 2 page feature article about your organization in the 2020 edition of our Touchpoint Journal
-
- ✓ 1 year SDN Corporate Membership

MARKETING PACKAGES

Become a SDGC19 amenities partner with one of the listed items and enjoy strong visibility throughout all conference days with a truly global conference. SDN will take care of the design and production.

CHILL-OUT LOUNGE

15,000 CAD | 10,000 EURO

Connect with fellow conference attendees in this fully-branded space. Take ownership of this sponsorship and everyone who enters the lounge to catch up on emails, network or simply relax will know that they have your business to thank. Work with us in coming up with creative ways to make this space feel and look like your very own!

(approximately 5x5 meters in space)

- ✓ (2) tickets to SDGC19
- ✓ Priority access to all side-events and parallel sessions
- ✓ Receive list of SDGC19 opt-in attendees

- ✓ Small scale logo in all media
- ✓ Branded lounge space

- ✓ 1 year SDN Corporate Membership

LIVESTREAM & VIDEO

40,000 CAD | 25,000 EURO

Recordings, live streaming and the ultimate distribution of our conference content ensures the compelling insights, news and latest trends from the service design community is being consumed on a much larger scale. Our local chapters often repurpose conference recordings during their local events, as well, such content is included on our website and used on our social media channels (our YouTube channel alone averages more than 50,000 views annually). Be the name connected to the distribution of this important content by taking on this sponsorship opportunity today.

- ✓ (5) tickets to SDGC19
- ✓ Priority access to all side-events and parallel sessions
- ✓ Receive list of SDGC19 opt-in attendees

- ✓ Large scale logo on all video material
- ✓ Large scale logo in all media

- ✓ 1 year SDN Corporate Membership

SDGC WIFI PROVIDER

15,000 CAD | 10,000 EURO

While making connections during SDGC19 is important, staying connected to all the happenings taking place back home is equally so. Sign on board to be our wifi sponsor and you get to be the very company that ensures that happens! With our wifi sponsorship, your company becomes the very name of our actual wifi channel, guaranteeing your brand stays on the top of everyone's mind.

- ✓ (2) tickets to SDGC19
- ✓ Priority access to all side-events and parallel sessions
- ✓ Receive list of SDGC19 opt-in attendees

- ✓ Your company name being the wifi name
- ✓ Small scale logo in all media

- ✓ 1 year SDN Corporate Membership

MARKETING PACKAGES

Become a SDGC19 merchandise partner with one of the listed items and enjoy strong visibility throughout all conference days with a truly global conference. SDN will take care of the design and production.

LANYARDS

15,000 CAD | 10,000 EURO



NOTEBOOKS

15,000 CAD | 10,000 EURO



PENS

4,500 CAD | 3,000 EURO



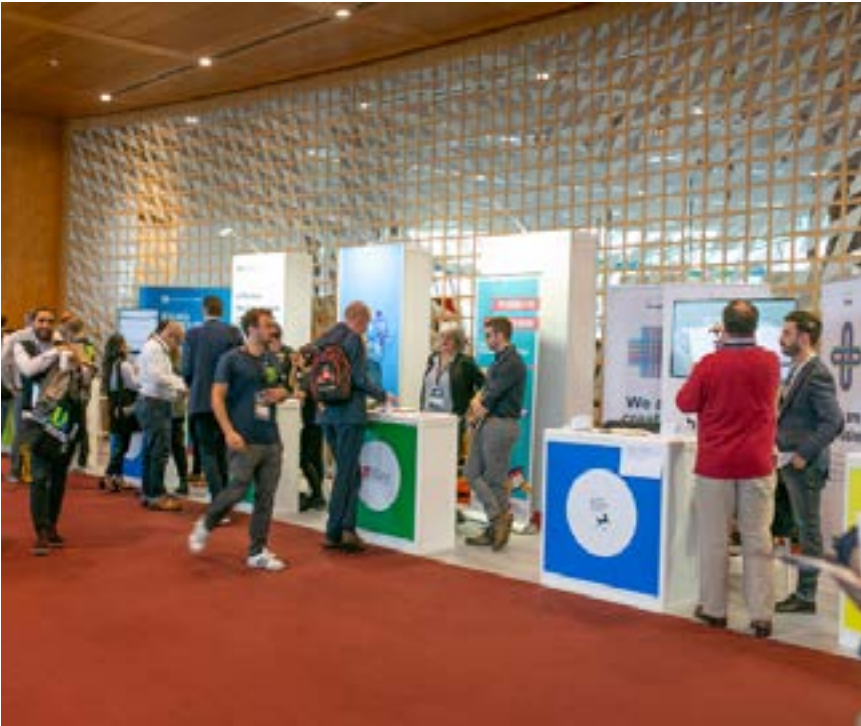
T-SHIRTS

4,500 CAD | 3,000 EURO

Did you know that people keep promotional products for an average of eight months? T-shirts are one of the best promotional tools around to give away to spread your brand. Whenever someone wears a t-shirt with your brand boldly printed on it, they become a walking billboard, guaranteeing your brand stays on the top of everyone's mind.

- ✓ (1) ticket to SDGC
- ✓ Receive list of SDGC19 opt-in attendees
- ✓ 1 year SDN Corporate Membership

EXHIBITOR PACKAGES



SDGC19 is the #1 place for the global community of service design professionals to come together to learn and connect. As one of our exhibition partners, we believe you will assuredly have their full attention. Join us and find our exhibition floor to be a convincing place to promote your products, services and solutions directly to a targeted group of engaged and eager professionals.

LARGE

10,500 CAD | 7,000 EURO

- ✓ 3x3 meter space exhibition booth
- ✓ SDN will provide you with the physical booth, plus two barstools and a hightop table.
- ✓ As a sponsor you will be responsible for all branding materials necessary for exhibition.

MEDIUM

7,500 CAD | 5,000 EURO

- ✓ 2.5x2.5 meter space exhibition booth
- ✓ SDN will provide you with the physical booth, plus two barstools.
- ✓ As a sponsor you will be responsible for all branding materials necessary for exhibition.

SMALL

4,500 CAD | 3,000 EURO

- ✓ 2x2 meter space exhibition booth
- ✓ SDN will provide you with the physical booth, plus one barstool .
- ✓ As a sponsor you will be responsible for all branding materials necessary for exhibition.

ADDITIONAL PACKAGES

BRAIN FUEL

35,000 CAD | 25,000 EURO

With so many impressions, insights and information being shared and consumed during SDGC19, our guests will certainly need a break to recharge their batteries. That is where you come in as our Brain Fuel sponsor.

Take advantage of this opportunity and you become the celebrated provider of the catered lunch provided for all of our hungry guests!

- ✓ (3) tickets to SDGC19
- ✓ Priority access to all side-events and parallel sessions
- ✓ Receive list of SDGC19 opt-in attendees
- ✓ Large scale logo in all media
- ✓ Prominent company branding within the lunch break space
- ✓ 2 page feature article about your organization in the 2020 edition of our Touchpoint Journal
- ✓ 1 year SDN Corporate Membership

COFFEE BREAK

20,000 CAD | 15,000 EURO



SMOOTHIE STATION

15,000 CAD | 10,000 EURO

Looking for a unique way to promote your brand while also encouraging a bit of healthy living along the way? Sponsor our smoothie bar and you get to check-off both of those boxes.

- ✓ (1) ticket to SDGC19
- ✓ Receive list of SDGC19 opt-in attendees
- ✓ Medium scale logo in all media and prominent company branding at the smoothie station
- ✓ 1 year SDN Corporate Membership

ADDITIONAL PACKAGES

SHUTTLE SERVICE

15,000 CAD | 10,000 EURO

Helping attendees manage their transport to and from Evergreen Brickworks can be an opportunity you claim as yours as our official Shuttle Bus sponsors. This company-branded shuttle will take off every ten minutes (during conference peak hours) and will serve as an essential link for attendees between Evergreen Brickworks (parkette on Erindale Ave) and the Broadview subway station. All aboard!

- ✓ (1) ticket to SDGC19
- ✓ Receive list of SDGC19 opt-in attendees
- ✓ Medium scale logo in all media
- ✓ Prominent company branding on shuttle
- ✓ 1 year SDN Corporate Membership

PHONE CHARGING STATION

15,000 CAD | 10,000 EURO

Our charging station is a convenient way for our guests to ensure their phone or tablet is "fully juiced" throughout their time at SDGC19. Take on this sponsorship and it is your name they will see every time they cue up at this all-important location.

- ✓ (1) ticket to SDGC19
- ✓ Receive list of SDGC19 opt-in attendees
- ✓ Medium scale logo in all media
- ✓ Branding on charging station
- ✓ 1 year SDN Corporate Membership

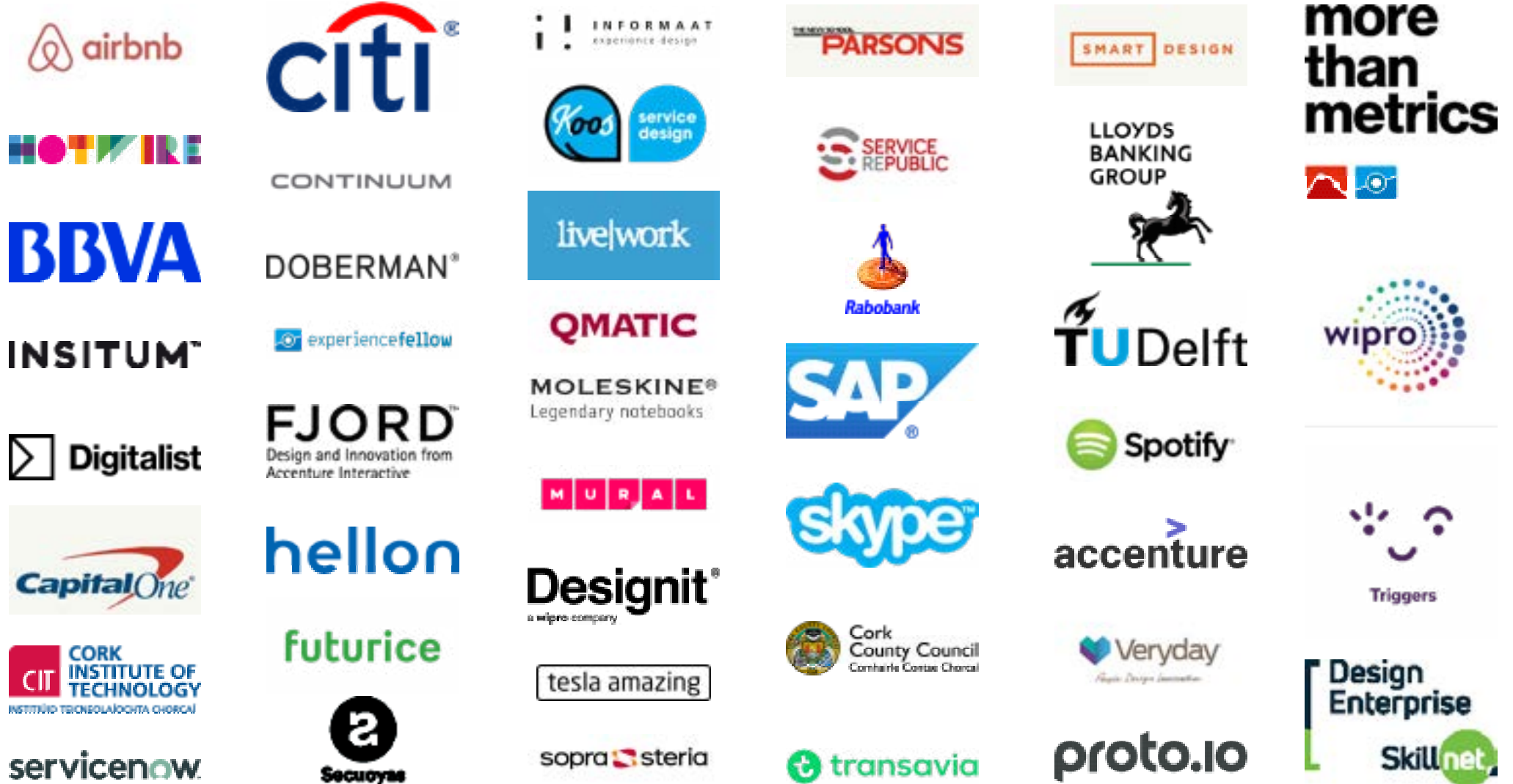
RAFFLE

6,000 CAD | 4,000 EURO

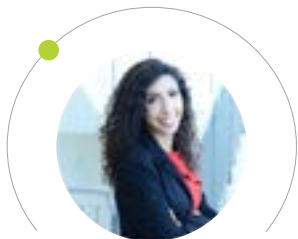
Who doesn't love the opportunity to win something awesome?! For the first time, we at SDN are excited to offer all attendees of SDGC19 the chance to win a free ticket to our 2020 event. As our official raffle sponsor, you can be the company that makes that happen. With our raffle taking place on stage towards the end of our conference, be assured your company name will also be prominent at the moment our guests here the words, "And the winner is...!"

- ✓ (1) ticket to SDGC19
- ✓ Receive list of SDGC19 opt-in attendees
- ✓ Medium scale logo in all media
- ✓ 2x2 meter space exhibition booth
- ✓ Official presenter of raffle winner
- ✓ 1 year SDN Corporate Membership

PREVIOUS PARTNERS



WE LOOK FORWARD TO HEARING FROM YOU



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Global Events Manager



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