



**SERVICE
DESIGN
DAY**

An Exclusive Invitation to Sponsor
Service Design Day 2019

Service Design Day 2019

Introducing Service Design Network

Service Design Network (SDN) is the leading non-profit organisation committed to global growth, development and innovation within the practice of service design. Working in partnership with a collective of service design professionals and other engaged shareholders, SDN fosters an open-minded network focused on knowledge-sharing and exchange.

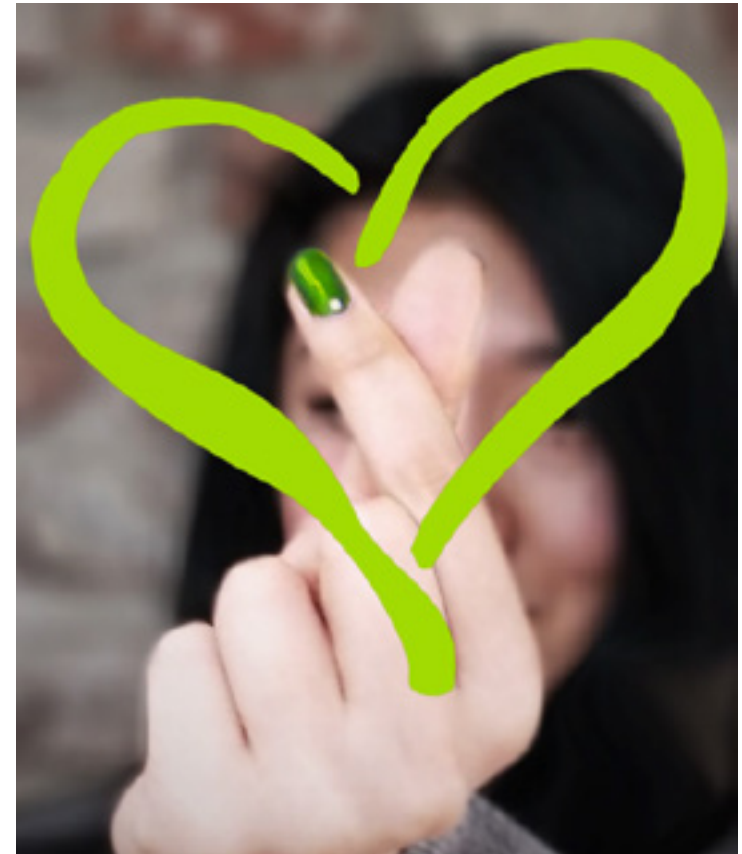
What is Service Design Day?

Service Design Day was launched in 2016 and is a day dedicated to service design enthusiasts - a world-wide event to bring together people from different backgrounds and disciplines. Together, we will celebrate service design, raise awareness and create impact in the world around us. Naturally, Service Design Day should reflect the discipline's spirit and energy which is why we chose June 1, the beginning of the most youthful month!

This year, the theme of Service Design Day is **giving back to the community**.

A Cross-channel Approach to Service Design Day

To stay true to our mission, we are encouraging our network to host events and join online activities to contribute to their local community. The global service design community will help those in need and act for the common good!



1

RAISE AWARENESS

Strong online presence to make impressions around the world

2

CELEBRATE

Showcase the power of service design in your local community

3

GROW

Host events to grow online and offline community

Service Design Day 2019

Suggested Service Design Day 2019 Activities

The following is a list of suggested activities that have been distributed to SDN Chapters and to the wider community:

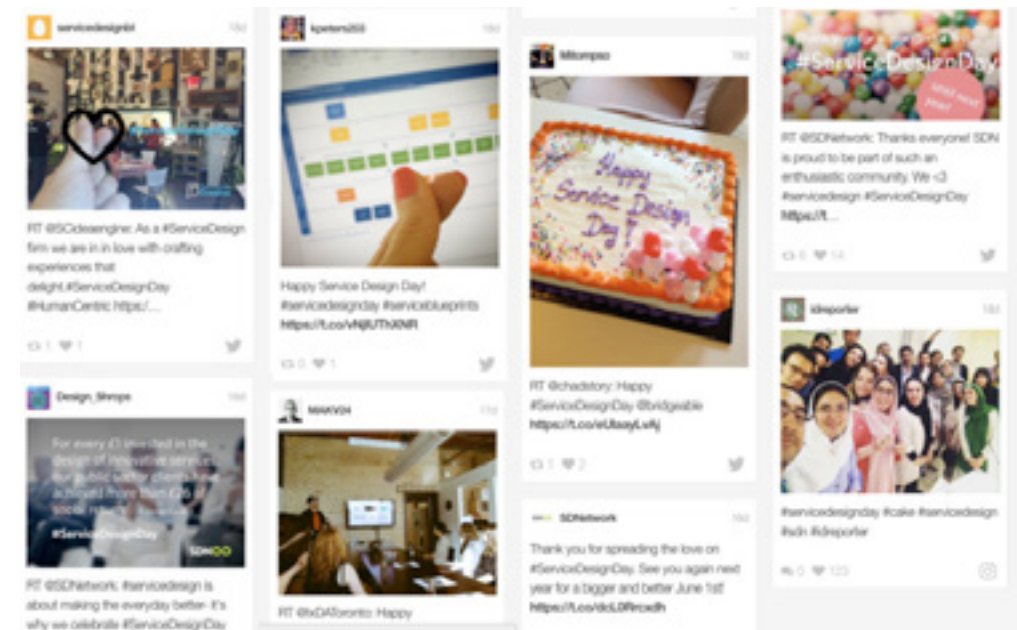
- Organise a two-day intensive workshop to address a local challenge proposed by a non-profit or charity and work together on creating relevant solutions
- Host an event, workshop or a training for the local community on the topic of service design
- Hold a discussion/lightning talk on how service design can help society and contribute to the common good
- Have an “open door” event or a service design exhibition and invite students, NGOs, charities or community service organisations to the offices of local service design practitioners
- Empower service providers to utilise service design, talk about service design tools and methods and discuss the implementation of service design for the greater good



Impressions from Service Design Day 2018

The theme of last year’s Service Design Day was “Borderless” and was an incredible success:

- 17 Chapters organised events in 11 countries with 500+ attendees worldwide
- Online participation came from 35+ countries, reaching 143,566 accounts and creating 192,270 impressions



Service Design Day 2019

Our Offer to Potential Sponsors of SDD 2019

We are looking for forward-thinking and community-minded organisations to support us in achieving an even bigger and better Service Design Day in 2019. By partnering with us as a sponsor, we offer organisations a unique chance to align with a high-profile global event that is dedicated to worthwhile causes.

The sponsorship packages on offer are as follows:

Global Premier Sponsor - 15,000 Euro

The Global Premier Sponsor will enjoy the following benefits:

- Logo will appear on all SDD-related communication, e.g. "Powered by [sponsor]"
- The sponsor will have the ability to propose a specific topic as a focus for the SDD activities
- Promote participation by our chapters in sponsor-specific activity
- A two-page feature in *Touchpoint*
- A viral interview with sponsoring partner on SDD

Local Sponsoring Partner - 7,500 Euro each

Local Sponsoring Partners will enjoy the following benefits:

- Logo will appear on all SDD-related communication, e.g. "Supported by [sponsor]"
- A single-page feature in *Touchpoint*



The Value of Service Design Network



IMPACT

SDN is the driver for development in the service design field. We connect inspiring people and we equip our community with knowledge, methods and the tools they need in order to successfully apply and develop service design. We have over 1,450 paid members, over 14,800 registered community followers and an online community of over 75,000 on our social media channels.



ACCESS TO LOCAL COMMUNITIES

SDN connects 43 Chapters (and growing) all over the world. Chapter members can easily connect with service design professionals through our platform, as well as via shared news, job posts and participation in local events.



OUTREACH



SDN website
63.200 average page views per month



19,700 followers



24,946 followers



19,600 followers



3,646 members



6,678 followers



SDN 'Insider' digital newsletter
4,899 subscribers



ACCESS TO GLOBAL COMMUNITY

Thanks to our global reach, our members have the sense of belonging to an international community of professionals and service design enthusiasts. Our channels reach around the world, into all corners of service design and across all sectors and industries.

Get in Touch



Birgit Mager



We are open to discuss further ideas and your involvement, as well as other types of sponsorship/partnership opportunities.

To learn more about partnering with SDN, please contact:

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SDN President

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Jesse Grimes

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