

PHILIPPINE GRAPHIC DESIGN AWARDS

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2010 SPONSORSHIP OPPORTUNITIES

The First Philippine Graphic Design Awards: All Eyes Are On Us

Over 1,000 Filipino graphic designers have their eyes set on the first ever Philippine Graphic Design Awards or PGDA. They are creative individuals always on the lookout for innovative solutions and nifty gadgets that make their lives easier. Grab their attention with your name on the website, banners, awards booklet and more!

The graphic design industry is gaining ground in the Philippines with the tremendous help of technology and the Internet. The increase in volume of quality graphic design work that has emerged in the past few years is what inspired PGDA: the first and only platform where Filipino graphic designers go head-to-head in a showcase of the most creative and innovative work produced within the last year. Partner with us and take part in this iconic time!

Expected Participants

PGDA is expected to attract entries from graphic designers comprising both students and industry practitioners working in agencies, as in-house artists, or as freelancers. They are young and young-at-heart, tech and Internet-savvy, creative individuals who have a keen appreciation for aesthetics and quality design work. Among them are students, art directors, freelance designers, creative agency heads, graphic designers, illustrators, in-house artists, multimedia developers, and web designers, among others.

Furthermore, being the only awards program that will highlight the very best of what the Philippines has to offer in the realm of graphic design, we expect PGDA to serve as a point of reference for its regional and international counterparts as well as to the vast community who are curious to know more about the quality of graphic design work brewing on Philippine shores.

The Awards Program

The Philippine Graphic Design Awards is made up of two phases and three integral components. These are: The Call for Entries, The Judging Process, and The Show.

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Phase 1: Call For Entries and Judging Process

The first phase of PGDA is composed of the *Call For Entries* and the actual *Judging Process* which collectively span four months: June to September 2010. Within this period PGDA will engage the graphic design community and the media through various activities such as artist talks, exhibits, and open forums, all leading up to the awards night or the Show. These activities will be conducted both online via the website and social networks and offline through PGDA pocket events and by participating in industry-related events.

The Call for Entries is open until August 20, 2010, while the Judging Process will be conducted on September 2010. The 2010 PGDA has a roster of 10 judges who are highly respected graphic designers and are widely revered both locally and internationally. Only work produced within the eligibility period of August 1, 2009 to July 31, 2010 will be accepted. All entries will be coursed online where submission forms and complete *Rules For Entry* are provided.

Phase 2: The Show

Perhaps the most anticipated part of PGDA is the actual awarding ceremonies or what we like to call "*The Show*," slated on Saturday, October 2, 2010 at a Makati-based venue. Principally the venue at which the PGDA 2010 winners will be announced, the Show will also be the culminating highlight activity for the 2010 PGDA: a community celebration featuring exhibitions, performances, and other complementary activities that will be designed to attract our target audiences.

About PGDA

The Philippine Graphic Design Awards or PGDA is the first and only local awards program in the Philippines that recognizes the most creative and innovative work in the field of graphic design. We define graphic design as the art and discipline of combining symbols, design, and words to represent and communicate ideas or messages.

PGDA was created to help elevate the stature and perception of the Philippine graphic design industry by showcasing the most outstanding artwork conceptualized and designed by Filipino graphic artists within the last year. It aims to serve as a reference for Philippine graphic design among its regional and international counterparts as it congruently strives to create opportunities for the best local graphic

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designers to attain worldwide reach. In this spirit, PGDA challenges designers to produce globally-competitive, original, and cutting-edge work that exude distinctly Filipino qualities.

Sponsorship Categories

The Philippine Graphic Design Awards provides four categories for sponsorship. Sponsorship values and their corresponding benefits are detailed below.

Benefits	CO-PRESENTOR	MAJOR SPONSOR	MINOR SPONSOR
Value of sponsorship in Php	150,000.00	75,000.00	50,000.00
Logo or mention in marketing materials for <i>Call for Entries</i> and <i>Show</i> (posters, press releases, post cards, Website, eDM) and <i>Show</i> materials (attendee kit, event collateral, continuity script)	100%	75%	50%
Complimentary entrance tickets to Awards	8	5	3
Signage rights at the Awards Show	(4) Banners, 2ft by 6ft (to be provided by co-presenter)	(2) Banners, 2ft by 6ft (to be provided by co-presenter)	(1) Banner, 2ft by 6ft (to be provided by co-presenter)
Promotional piece (brochure or giveaways)	Inserted in attendee kit	Inserted in attendee kit	At exhibit space only
Exhibit space	3m by 3m raw space with carpet and electrical	2m by 2m raw space with carpet and electrical	-
AV presentation at pre-show	Yes	Yes	None
Award presenter opportunity	Yes	No	No
Awards attendee list with contact details	Yes	No	No



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Terms of Payment

The sponsorship fee is due upon signing. Please make checks payable to Philippine Graphic Design Awards Inc.

Confirmation

Only a limited number of sponsorships are available, so we encourage your organization to sign up as early as you can. Confirmation can be made by filling up the attached reply form.

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PGDA SPONSOR CONFIRMATION FORM

Please email completed reply form to hello@pgdawards.com.

- I'm pleased to confirm our participation as a CO-PRESENTOR.
- I'm pleased to confirm our participation as a MAJOR SPONSOR.
- I'm pleased to confirm our participation as a MINOR SPONSOR.
- Please call me. I want to discuss further our participation in PGDA.

Sincerely,

Signature	
Name	
Designation	
Organization	
Address	
Telephone	
Fax	
Email	
Date	