



# SPONSORSHIP PACK

Sponsor & exhibition information

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## SRD Change 11

National graduate sustainable design exhibition

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SRD Change 11 open 1-12 Aug

Part of **Sydney Design 2011**  
presented by the **Powerhouse Museum**

product & ideas from Australia





**INSPIRE  
PROMOTE  
CHANGE**

**Design Thinking to  
INSPIRE. PROMOTE. CHANGE.**

It's becoming more obvious every year. Ongoing major environmental issues confirm the need for responsible change to fully consider the lifelong impact of buildings, products and all processes we create.

The new paradigm of sustainable responsible design requires complete revision of thought and action. The questions raised must, like our exhibitions, stimulate the number and sophistication of longer term solutions through innovative design and problem solving methods.

The Society for Responsible Design Inc. (SRD) is an independent, incorporated, Not-for-profit, annually audited, registered environmental organisation that has promoted, since 1989, the value of responsible and sustainable design.

**INSPIRE** 

The SRD Change 11 exhibition showcases a unique collection of projects with deep sustainable and environmental considerations. Young designers from a cross-section of backgrounds in Architecture, Landscape Architecture, Interior Design, Industrial Design, Fashion Design, Visual Communications, Fine Arts and more will be featured.

Annually, SRD Change exhibitions comprise innovative, graduate design solutions from top Australian universities that explore critical issues of sustainability, environmental responsibility, social equity and community.

# PROMOTE

...and gain great exposure to the right audience

Since 2004 SRD Change has enjoyed positive exposure, generated impressive opportunities and achieved increasingly broader success by promoting the value of design towards creating our sustainable future.

SRD Change is again proud to be part of Sydney Design 2011 presented by the Powerhouse Museum. Change 11 is open 1st-12th August at 40 Mount St, (formerly known as the Ark) North Sydney with the opening event on Wednesday 3rd, 6.30pm.

As an integral part of this event, the SRD Change 11 exhibition will be publicised across festival marketing, featured in catalogues, posters, maps, website content, plus more and will draw good visitor attendance.



Present and past exhibitors confirm the calibre of this exhibition, achieving national and international exposure.

(Change11) **Michael O'Brien's** 12volt surgical lamp won an ABC TV's New Inventors episode;

(Change10) **Sara Spence** developing a compostable bottle here and in NZ;

(Change09) **Jason Lam** winning silver in Australian James Dyson awards.

(Changex07) **Rachael Cassar's** deconstructed fashion winning the Mittelmoda international fashion award and now is featuring in New York Fashion week 2011.



# CHANGE

**Take this opportunity to promote positive CHANGE now.**

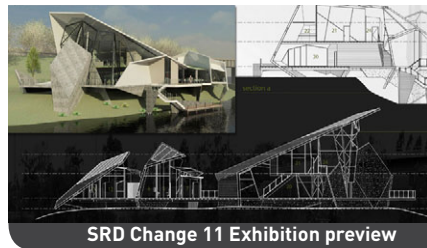
As a proud Sponsor your company will be:

- Recognised as supporting leading edge sustainable design practice
- Promote design as a catalyst for many more positive solutions
- Encourage the practice and education of responsible design

Your commitment to be a Sponsor NOW is requested. Recent sponsors have included Adobe, Investa, Stramit Building Products, CplusC Design Construct and many Universities including UTS, UNSW, UWS and USYD. All past sponsors still feature online!

All sponsorships and donations are tax deductible. All levels of support are more than greatly appreciated, they are essential for this exhibition to exist. Please review the packages and make your positive choice for SRD Change 11.

2011  
**SRD  
CHANGE** 



## Sponsorship Packages [please tick one]

<input type="checkbox"/> <b>Assisting</b> [ Up to AUD\$500 ]	<ul style="list-style-type: none"> <li>• VIP invitation for opening night</li> <li>• Name acknowledgement in the SRD Change 11 catalogue</li> </ul>	+ the above	+ the above	+ the above	+ the above
<input type="checkbox"/> <b>Supporting</b> [ AUD\$1,000 ]	<ul style="list-style-type: none"> <li>• Logo in the SRD Change 11 catalogue</li> <li>• Two complimentary catalogues</li> </ul>				
<input type="checkbox"/> <b>Associate</b> [ AUD\$2,011 ]	<ul style="list-style-type: none"> <li>• Name and logo in electronic media and print, including catalogue</li> <li>• SRD Change 11 website to feature a prominent link to the sponsor's website</li> </ul>				
<input type="checkbox"/> <b>Executive</b> [ AUD\$6,000+ ]	<ul style="list-style-type: none"> <li>• Prominent logo placement</li> <li>• Appropriate Promotional flyer can be included in catalogue</li> <li>• A guided walkthrough with focus on area of interest, and an opportunity to meet with graduates</li> </ul>				
<input type="checkbox"/> <b>Principal</b> [ AUD\$11,000+ ]	<ul style="list-style-type: none"> <li>• Prominent logo placement on poster at the event</li> <li>• Invitation for your representative to speak at the Opening event to graduates and invited guests</li> <li>• Option to have an appropriate quarter page Advertorial in the event catalogue</li> <li>• Invitations for three additional representatives the sponsor may wish to invite to the "Cocktail launch" opening</li> </ul>				

**Philanthropic Donor**  
[ AUD\$15,000+ ]

Curating and presenting these exhibition is an annual challenge, taking it national even more so. The curating team is all volunteer based and requires some substantive support to allow these exhibitions to continue or even go to the next level.

**Other** AUD\$ .....

Design is such a fabulous avenue for positive change. You may donate anonymously and just know you're very special or allow us to say thanks with good acknowledgement. Make a clear choice to genuinely invest in the future of SRD Change.

## SPONSOR CONTACT DETAILS

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Business/company name: \_\_\_\_\_

Contact Telephone: ( \_\_ ) \_\_\_\_\_ Email: \_\_\_\_\_

- Please contact me with EFT details
- Tax Invoice receipt will be issued upon request
- Cheque enclosed made payable to Society for Responsible Design

On behalf of SRD Change 11 National, we would like to thank you for taking the time to review this and consider supporting innovative ideas in responsible design.

[www.srdchange.org](http://www.srdchange.org)  
[www.sydneydesign.com.au](http://www.sydneydesign.com.au)

SRD Change 11 open 1-12 Aug, a special project of  
the Society for Responsible Design and  
part of **Sydney Design 2011**  
presented by the **Powerhouse Museum**

### Please send to:

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