

# PICNIC BY DESIGN

**Wednesday, September 6th, 2017 • 6-9PM • Rooftop at Stage 48 • 605 West 48th Street NYC**

Picnic by Design (PBD) is DIFFA's end-of-summer celebration that highlights design, food and fun for a worthy cause. PBD brings together designers, manufacturers and artists to create over-the-top picnic baskets where their creations are showcased and auctioned.

A trendy crowd of 200+ of the best of New York's design community and DIFFA supporters attend this annual event.



# PICNIC BY DESIGN

DIFFA events provide a unique promotional platform for our sponsors and we welcome you to be part of this celebration of design and giving back. Most importantly, all event proceeds benefit DIFFA and help us make a difference in the lives of those living with HIV/AIDS.



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## Recent Press Coverage

- 🎗 [Interior Design](#)
- 🎗 [Dwell](#)
- 🎗 [Biz Bash](#)
- 🎗 [Editor At Large](#)
- 🎗 [New York Spaces](#)



Local [design](#) and brand blogs like [Poggenpohl](#) and [Robert Allen](#)


# Sponsorship Levels and Benefits

## **TITLE Sponsor Package at \$15,000**

- Company name listed with event title in all promotional material, including press releases
- Premier logo placement on all email invites, promotions, event signage and website, with link to company site
- Twenty (20) tickets for event
- Opportunity to offer product(s)/services to picnic basket designers
- Stand-alone pre-event acknowledgment on DIFFA social media (Facebook, Twitter, Instagram)
- Potential additional branding opportunities (TBD)

## **PLATINUM Sponsor Package at \$10,000**

- Premier logo placement on all email invites, promotions, event signage and website
- Acknowledgment in all press releases
- Fifteen (15) tickets for event
- Opportunity to offer product(s)/services to picnic basket designers
- Stand-alone pre-event acknowledgment on DIFFA social media (Facebook, Twitter and Instagram)
- Potential additional branding opportunities

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# Sponsorship Levels and Benefits

## **GOLD Sponsor Package at \$5,000**


- Logo inclusion on all email invites, promotions, website and event signage
- Acknowledgment in all press releases
- Eight (8) tickets for event
- Opportunity to offer product(s)/services to picnic basket designers
- Pre-event acknowledgment on DIFFA social media (Facebook, Twitter and Instagram)

## **SILVER Sponsor Package at \$2,500**

- Listing on email invites, promotions, website and event signage
- Four (4) tickets for event
- Opportunity to offer product(s)/services to picnic basket designers
- Pre-event acknowledgment on DIFFA social media (Facebook, Twitter and Instagram)

## **BRONZE Sponsor Package at \$1,000**

- Listing on email invites, promotions, website and event signage
- Two (2) tickets for event
- Pre-event acknowledgment on DIFFA social media (Facebook, Twitter and Instagram)

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## DIFFA Event Promotions Include:

- 🌀 Email blasts to 12,000+ email subscribers
- 🌀 Social media campaign to 11,000+ followers across all platforms including Facebook, Twitter, Instagram
- 🌀 Prominent presence on DIFFA.org
- 🌀 Event press releases to both industry and mainstream publications



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**MISSION** DIFFA: Design Industries Foundation Fighting AIDS raises awareness and grants funds to organizations that provide treatment, direct care services, preventive education programs and advocacy for individuals impacted by HIV/AIDS.

- DIFFA is one of the largest funders of HIV/AIDS service and education in the U.S. With chapters and community partners across the country. DIFFA has granted more than \$42 million to support hundreds of nonprofit organizations across the country combating HIV/AIDS through preventive education, treatment, direct care and advocacy.
- DIFFA has created legendary programs and events that highlight a cause that has significantly impacted the industry for over three decades.



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