



**MARCH 22-26, 2018**

Co-located at Pier 92 / visit [diffa.org](http://diffa.org)

# 2018 EVENT CALENDAR

## COCKTAILS BY DESIGN

Preview Party Thursday, March 22

6:30–9:30pm

Designers and guests mingle surrounded by dazzling dining installations while sampling treats from NYC's top restaurants and gourmet food purveyors and enjoying wine and specialty cocktails.

## PUBLIC VIEWING

Friday, March 23 - Saturday, March 24 10am -6pm  
Sunday, March 25 10am - 5pm

Explore the latest in design trends as you view the amazing dining installations and shop the silent auction.

## GALA DINNER

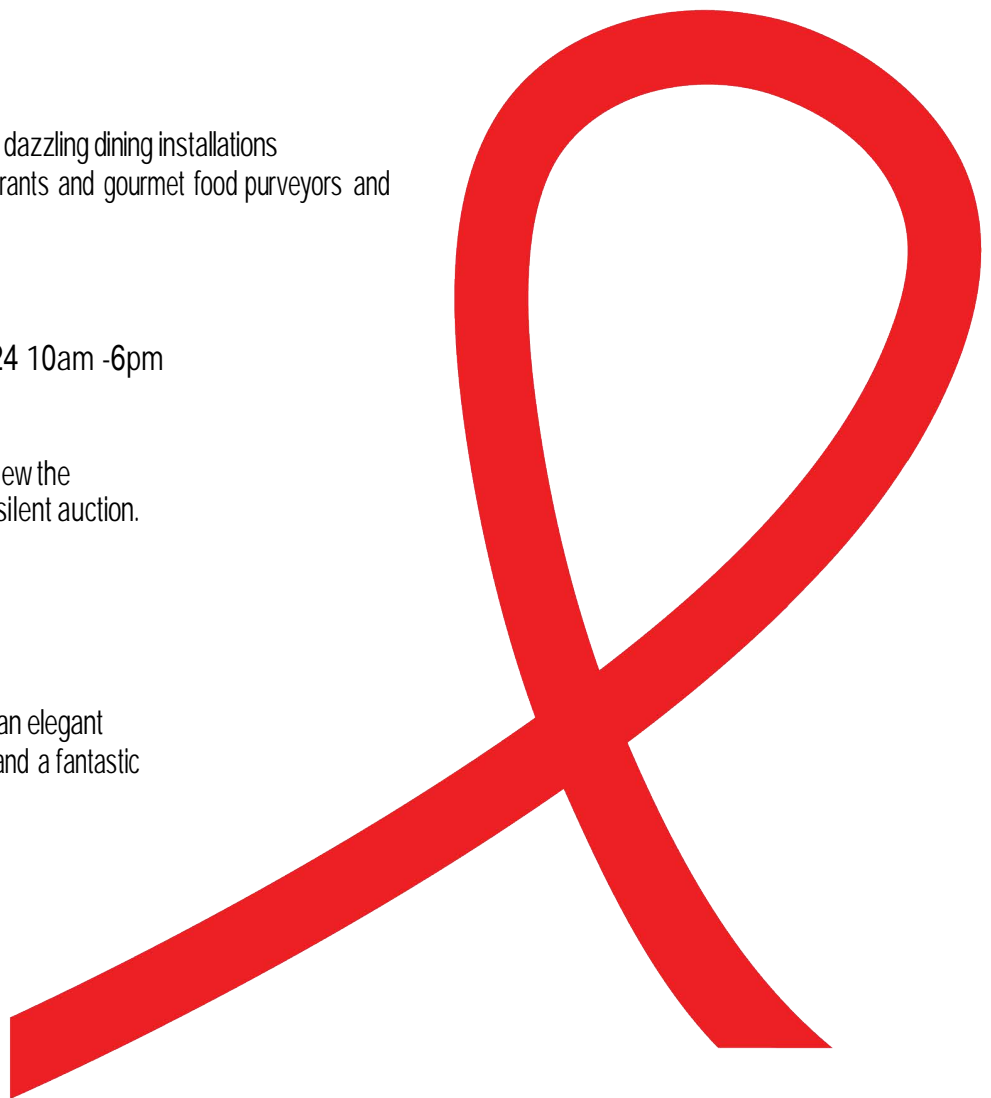
Monday, March 26

6:30 – 10:30pm

Cocktails and table hopping are followed by an elegant seated VIP dinner accompanied by dancing and a fantastic silent auction.

## LOCATION

Pier 92 12th Avenue at 55th Street  
Co-located with the  
Architectural Digest Design Show





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# WHAT IS DINING BY DESIGN?

DINING BY DESIGN brings together internationally celebrated designers and local talent to create dining installations that awe, inspire, and delight. These extraordinary dining environments—from the lavish and romantic to the outrageous and whimsical—set the stage for five days of fun and fundraising.

For the 9th consecutive year, DINING BY DESIGN will be held at the historic Pier 92 in conjunction with the Architectural Digest Design Show.

## WHO CAN SPONSOR AN INSTALLATION?

We welcome both individual and corporate sponsors to support DINING BY DESIGN. Whether your company or background is in any creative area or you are just a fan, we encourage a cross section of individuals and companies to participate and support the work of DIFFA. Many design and manufacturing companies will choose to host and design their own installation, however we are happy to "match make" to help identify a designer or team who can help execute your installation.

## WHO CAN DESIGN AN INSTALLATION?

DIFFA invites all creative individuals and design-oriented companies from all fields and disciplines to create installations. Past participants include top architects, interior designers, fashion designers, floral and landscape artists, event producers, photographers, retailers, and design schools.

## ARE THERE RULES?

Each designer creates an extraordinary dining environment with their allocated space. The creative possibilities are boundless so long as your guests can be seated for the GALA DINNER on Monday, March 26, 2018.

## WHERE DOES THE MONEY GO?

DIFFA is one of the top funders of HIV/AIDS service organizations in the United States. Proceeds from DIFFA's fundraising events and initiatives fund preventative education programs targeted to populations at risk of infection, treatment and direct-care services for persons living with HIV/AIDS, and public policy initiatives.

## HOW CAN I GET MORE INFORMATION?

For further details regarding sponsorship opportunities or other ways to be involved with DINING BY DESIGN, please contact Steven Williams at (646) 380-4202 or [swilliams@diffa.org](mailto:swilliams@diffa.org).



## DIFFA'S DINING BY DESIGN NEW YORK 2018

Sign on before December 1, 2017 and receive prime placement in the room. Due to the increased demand for corner installations, we will be offering corner spaces for an additional \$1,000 for Gold & Platinum sponsors. Sponsor rates below are guaranteed until January 31, 2018. After that all sponsor rates increase by 20%. Space is limited.

Contribution amounts do not include drayage charges, which are \$1,000 per 11' X 22' installation and \$500 per 11' X 11' installation.

BENEFITS AT A GLANCE	PRESENTING SPONSOR	EVENT SPONSOR	DIAMOND SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR
Contribution to DIFFA	\$150,000†	\$50,000	\$25,000	\$20,000	\$10,000
<b>On-Site Presence</b>					
Design installation size	11' x 22'	11' x 22'	11' x 22'	11' x 22'	11' x 11'
Placement in venue	Priority	Priority	Platinum Select	Platinum	Gold
Item / Promotion in Gift Bag*	Yes	Yes	Yes	No	No
<b>Invitations &amp; Hospitality</b>					
Public Viewing** tickets	30	20	20	10	10
COCKTAILS BY DESIGN tickets	30	10	8	4	2
GALA DINNER tickets	20	20	20	20	10
<b>Name / Brand Integration</b>					
Inclusion on <a href="http://diffa.org">diffa.org</a> website	Logo with hyperlink	Logo with hyperlink	Yes	Yes	Yes
Event promotion and solicitations	Logo	Logo	Name on Select Pieces	Name on Select Pieces	Name on Select Pieces
Name on press releases	Yes	Yes	Yes	Select	Select
Step & Repeat	Logo	Logo	No	No	No
Ad in DBD event program	Back Cover	Inside front or back cover	Full Page Color	Full Page Color	Full Page Color
Listing on post-event promotional advertisements	Logo	Logo	Name on Select Pieces	Name on Select Pieces	No
Installation photo in post-event media coverage	Yes	Yes	Yes	Two minimum	One minimum

† Presenting Sponsorship includes further presence at other DIFFA events; please contact DIFFA National office for more details at 212-727-3100

\*Subject to DIFFA approval

\*\*All Public Viewing Tickets include complimentary admission to the Architectural Digest Design Show

All sponsor levels above welcome to participate in DBD NY silent auction. For other ways to participate, contact DIFFA National.



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## PRESENTING SPONSOR

### OVERVIEW OF BENEFITS:

#### ON-SITE PRESENCE

- Dynamic, branded signature design installation at DBD NY
  - One (1) design installation with an 11' X 22' footprint
  - Installation receives priority placement with the venue
  - Upon request, DIFFA can facilitate relationships between sponsor and notable designers

#### INVITATIONS & HOSPITALITY

- Thirty (30) tickets to PUBLIC VIEWING\*
- Thirty (30) tickets to COCKTAILS BY DESIGN
- Up to twenty (20) guests at Gala Dinner (associated with design installation)
  - A DBD parting gift bag for each GALA DINNER guest

#### NAME/BRAND INTEGRATION

- Inclusion of company name and/or logo on all DBD NY pre-event and on-site advertising, publicity, and event collateral (all subject to company/brand approval) including:
  - Event promotions and solicitations (print advertisement, e-vites, letters, etc.)
  - Event signage including "step & repeat" banner
  - Press releases
- Inclusion of logo with hyperlink to designated partner website on [DIFFA.org](http://DIFFA.org)
- Back cover ad in the DBD NY 2018 event journal
- Post-event exposure with inclusion of company name and/or logo and image of design installation within various promotional advertisements following DBD NY (list in development)

#### RIGHTS AND DESIGNATIONS

- Category exclusivity
- Designation as a DBD NY Sponsor
- Ability to use DBD NY event name and logo in marketing, promotional, and advertising materials (subject to DIFFA approval)
- Ability to include item(s) within event gift bags (subject to DIFFA approval)

**CONTRIBUTION TO DIFFA: \$150,000**

\* Includes admission to the Architectural Digest Design Show





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## EVENT SPONSOR

### OVERVIEW OF BENEFITS:

#### ON-SITE PRESENCE

- Dynamic branded signature design installation at DBD NY
  - One (1) design installation with an 11' X 22' footprint
  - Installation receives priority placement with the venue
  - Upon request, DIFFA can facilitate relationships between sponsor and notable designers

#### INVITATIONS & HOSPITALITY

- Twenty (20) tickets to PUBLIC VIEWING\*
- Ten (10) tickets to COCKTAILS BY DESIGN
- Up to twenty (20) guests at GALA DINNER (associated with design installation)
  - A DBD parting gift bag for each GALA DINNER guest

#### NAME/BRAND INTEGRATION

- Inclusion of company name and/or logo on all DBD NY pre-event and on-site advertising, publicity, and event collateral (all subject to company/brand approval) including:
  - Event promotions and solicitations (print advertisement, e-vites, letters, etc.)
  - Event signage including "step & repeat" banner
  - Press releases
- Inclusion of logo with hyperlink to designated partner website on [DIFFA.org](http://diffa.org)
- One (1) full page color ad in the DBD NY2018 event journal
- Post-event exposure with inclusion of company name and/or logo and image of design installation within various promotional advertisements following DBD NY (list in development)

#### RIGHTS AND DESIGNATIONS

- Category exclusivity
- Designation as a DBD NY Sponsor
- Ability to use DBD NY event name and logo in marketing, promotional, and advertising materials (subject to DIFFA approval)
- Ability to include item(s) within event gift bags (subject to DIFFA approval)

CONTRIBUTION TO DIFFA: \$50,000

\*includes admission to the Architectural Digest Design Show





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## DIAMOND SPONSOR

### OVERVIEW OF BENEFITS:

#### ON-SITE PRESENCE

- Dynamic branded signature design installation at DBD NY
  - One (1) design installation with an 11' X 22' footprint
  - Installation receives platinum placement with the venue selected by sponsor
  - Upon request, DIFFA can facilitate relationships between sponsor and notable designers

#### INVITATIONS & HOSPITALITY

- Twenty (20) tickets to PUBLIC VIEWING\*
- Eight (8) tickets to COCKTAILS BY DESIGN
- Up to twenty (20) guests at GALA DINNER (associated with design installation)
  - A DBD parting gift bag for each GALA DINNER guest

#### NAME/BRAND INTEGRATION

- Inclusion alongside other DIAMOND SPONSORS on DBD collateral materials, including, but not limited to, event collateral (i.e. event journal, onsite signage, etc.) and press materials
- Inclusion of name/brand on [DIFFA.org](http://DIFFA.org)
- One (1) full page color ad in the DBD NY2018 event journal
- Post-event exposure with image of design installation within various promotional advertisements following DBD NY (list in development)

#### RIGHTS AND DESIGNATIONS

- Designation as a DIAMOND SPONSOR
- Opportunity to promote event name and logo in marketing, promotional/POS, and other advertising materials (subject to prior DIFFA approval)
- Ability to include item(s) within event gift bags (subject to DIFFA approval)

**CONTRIBUTION TO DIFFA: \$25,000**

\*includes admission to the Architectural Digest Design Show





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## PLATINUM SPONSOR

### OVERVIEW OF BENEFITS:

#### ON-SITE PRESENCE

- Dynamic branded signature design installation at DBD NY
  - One (1) design installation with an 11' X 22' footprint
  - Installation receives platinum placement with the venue
  - Upon request, DIFFA can facilitate relationships between sponsor and notable designers

#### INVITATIONS & HOSPITALITY

- Ten (10) tickets to PUBLIC VIEWING\*
- Four (4) tickets to COCKTAILS BY DESIGN
- Up to twenty (20) guests at GALA DINNER (associated with design installation)
  - A DBD parting gift bag for each GALA DINNER guest

#### NAME/BRAND INTEGRATION

- Inclusion alongside other PLATINUM SPONSORS on DBD collateral materials, including, but not limited to, event collateral (i.e. event journal, onsite signage, etc.) and press materials
- Inclusion of name/brand on [DIFFA.org](http://diffa.org)
- One (1) full page color ad in the DBD NY 2018 event journal
- Post-event exposure with image of design installation within two (or more) promotional advertisements following DBD NY (list in development)

#### RIGHTS AND DESIGNATIONS

- Designation as a PLATINUM SPONSOR
- Opportunity to promote event name and logo in marketing, promotional/POS, and other advertising materials (subject to prior DIFFA approval)
- Ability to include item(s) within event gift bags (subject to DIFFA approval)

**CONTRIBUTION TO DIFFA: \$20,000**

\*includes admission to the Architectural Digest Design Show





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## GOLD SPONSOR

### OVERVIEW OF BENEFITS:

#### ON-SITE PRESENCE

- Dynamic, branded signature design Installation at DBD NY
  - One (1) design installation with 11' X 11' footprint
  - Installation will receive Gold Level placement within the venue
  - Upon request, DIFFA can facilitate relationships between sponsor and notable DIFFA supporters from design communities for the development of design

#### INVITATIONS & HOSPITALITY

- Ten (10) tickets to PUBLIC VIEWING\*
- Two (2) tickets to COCKTAILS BY DESIGN
- Up to ten (10) guests at GALA DINNER (associated with design installation)
  - A DBD parting gift bag for each GALA DINNER guest

#### NAME/BRAND INTEGRATION

- Inclusion alongside other GOLD SPONSORS on DBD collateral materials, including, but not limited to, event collateral (i.e. event journal, onsite signage, etc.) and press materials
- Inclusion of name/brand on DIFFA.org
- One (1) full page color ad in the DBD NY 2018 event journal
- Post-event exposure with image of design installation within two (or more) promotional advertisements following DBD NY (list in development)

#### RIGHTS AND DESIGNATIONS

- Designation as a GOLD SPONSOR
- Opportunity to promote event name and logo in marketing, promotional/POS, and other advertising materials (subject to prior DIFFA approval)

CONTRIBUTION TO DIFFA: \$10,000

\*includes admission to the Architectural Digest Design Show







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NEW YORK 2018

Please confirm your sponsorship by completing the reservation form below.

Email your completed form to Steven: swilliams@diffa.org.

Space is limited. Sponsorship rates increase by 20% after January 31, 2018.

Name/Company \_\_\_\_\_  
(as you wish it to appear in event collateral)

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Fax \_\_\_\_\_

PLEASE RESERVE THE FOLLOWING

\_\_\_\_ PRESENTING SPONSOR at \$150,000

\_\_\_\_ EVENT SPONSOR at \$50,000

\_\_\_\_ DIAMOND SPONSOR at \$25,000

\_\_\_\_ PLATINUM SPONSOR at \$20,000

\_\_\_\_ GOLD SPONSOR at \$10,000

\_\_\_\_ CORNER SPACE additional \$1,000

PAYMENT INFORMATION

Enclosed is my check (payable to DIFFA) in the amount of \_\_\_\_\_

Please charge my: VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_ Discover \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV# \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Please charge my drayage fee to this card \_\_\_\_\_ Please invoice drayage fee separately \_\_\_\_\_

Please note: A 3% fee will be assessed on all credit card charges

THANK YOU FOR YOUR GENEROUS SUPPORT OF DIFFA!

