

INDY
— DSGN
WEEK

2026

Sponsor and Partner Overview



WHO WE ARE

A citywide celebration of creativity

Indy Design Week is a volunteer-run, citywide festival and nonprofit that connects, amplifies, and supports the Indianapolis design community.

Since 2018, we've brought together thousands of designers, makers, and creative professionals to showcase the talent shaping our city—and to build a future where creativity is recognized as a vital force for progress.



Jeremy Sallee | Head of Design, Puma Hoops

WHAT WE DO

Building a stronger creative future for Indianapolis

Our Mission

To connect, amplify, and support the Indianapolis design community.

We create spaces where designers and design-minded thinkers can learn, share, and grow through workshops, talks, showcases, and community-driven programming.

Our Vision

To position Indianapolis as a widely recognized city for design and creativity.

We believe creativity drives innovation, inclusivity, and cultural progress, and our festival strengthens the ecosystem that makes that possible.

OUR COMMUNITY

A multidisciplinary network that is shaping what's next

Our attendees are a connected and collaborative community of creative professionals, educators, and students who show up, engage deeply, and grow stronger together each year.



CREATIVES DESIGNERS MAKERS TECHNOLOGISTS
EDUCATORS ENTREPRENEURS CREATIVES
MARKETERS DEVELOPERS STUDENTS EDUCATORS
DESIGNERS MAKERS TECHNOLOGISTS
EDUCATORS ENTREPRENEURS CREATIVES DESIGNERS MAKERS TECHNOLOGISTS

OUR AUDIENCE

Who attends Indy Design Week?

A highly engaged, multidisciplinary creative audience spanning students, emerging professionals, and seasoned leaders across design and design-adjacent industries.

Audience Snapshot

18–39 core age range
(students to mid-career pros)

Female-majority, inclusive
gender representation

Designers, creatives, and
design-adjacent pros

Engagement

Core audience members attend
multiple events

Email Rates (JAN-APR)

33+% promotion open rate

5+% promotion click thru

41+% event week open rate

8+% event week click thru

Community Impact

Deeply rooted in the Indianapolis
creative community, with a strong
appreciation for art, culture, and place

Values meaningful, in-person
experiences that celebrate diverse
perspectives and storytelling within a
community-powered environment

Top Industries Represented:

Design & creative strategy, advertising/marketing,
UX/product, branding, education, content creation

Top Roles Represented:

Designers, creative leaders, marketing leaders,
educators, students, and multidisciplinary creatives

OUR IMPACT

Proven reach and deep engagement with a growing creative audience

250–300+ annual attendees

79% attend multiple events

7 events attended on average

20+ host venues across the city

4.1k+ social followers

116.2k+ event week social reach

10k+ annual website visitors

1.1k+ event week website visitors

Notable Sponsors
& Partners



WHAT ARE ATTENDEES SAYING?

“[At IDW25, I enjoyed the] community and collaboration! I made so many fun memories and valuable connections with other attendees and volunteers, while learning from some of our industry's brightest.”

OUR TEAM



TORI WITTER
Executive Director



ALLI DONOVAN
Director of Communications



MAGGIE KING
Director of Finance



ALYSSA ROSENTHAL
Marketing Director



SOPHIE HAYDAR
Interim Director of Tech



BRI HALL
Director of Social



BREN FORESTER
Director of Development



CHI NGUYEN
Design Chair

WORLD DESIGN WEEKS

We're also making a global impact

World Design Weeks (WDW) is an international coalition dedicated to sharing knowledge, resources, and best practices while fostering the exchange of ideas, products, and sustainable development.

Indianapolis proudly joins over 40 sister Design Weeks; including those in Barcelona, Beijing, Bogota, Helsinki, Mexico, Seoul, Tokyo, Toronto, and others across the U.S.



World
Design
Weeks

CHECK OUT SOME OF OUR PAST SPONSORS & PARTNERS



WE WANT TO CONNECT YOU WITH OUR AUDIENCE OF CREATIVES.

SOCIALS

Across all channels, including Facebook, Instagram, and LinkedIn, we have **4,000+** followers.

EMAIL

Our monthly newsletters, through the website, have amassed **1,350+** subscribers.

SLACK

We organize a community on Slack comprised of **1,150+** designers.

WHAT ARE SPONSORS SAYING?

"A benefit of being a sponsor is the ability to show everyone the space that you're in and invite people to see what your company does. We are excited to do it again this next year."



WHY SPONSOR IDW?

Highlight Indy creatives



Support the community of design in Indianapolis; helping to expand our exposure elsewhere.

Discover talent



Represent your organization by getting to know some of this city's top talent.

Promote your brand



Elevate your company's products, services, and people throughout the conference.

Increase engagement



Promote your organization's profile among key innovators and changemakers in the city.



\$10,000

Only 1 available! **Presenting Sponsor**

Our Presenting Sponsor (aka our "partner in crime") will be involved with all aspects of planning and execution, including...

- co-branding for all events,
- up to 10 all-access passes,
- access to attendee list,
- speaking opportunities,
- and much more!



\$5,000

Only 3 available!

Collaborating Sponsor

Our Collaborating Sponsors will be involved with multiple events or aspects of the organization, including...

- designated content promotion,
- up to 5 all-access passes,
- booth space,
- press release recognition,
- and much more!



\$2,500

Only 5 available! Contributing Sponsor

Our Contributing Sponsors will be involved with a single event or aspect of the organization, including...

- mutual content promotion,
- up to 3 all-access passes,
- booth space,
- and much more!



\$1,000

Supporting Sponsor

Our Supporting Sponsors will provide the organization the financial support needed to succeed. They will receive...

- up to 2 all-access passes,
- social media recognition,
- access to VIP reception,
- and much more!



Beverage Partner

Our Beverage Partners will provide beverage services throughout the week and during events. They will receive...

- priority event access,
- social media recognition,
- access to VIP reception,
- and much more!



Venue Partner

Our Venue Partners will provide access to their location for an event. They will receive...

- priority event access,
- social media recognition,
- access to VIP reception,
- and much more!



Media Partner

Our Media Partners will provide media coverage throughout the week and during events. They will receive...

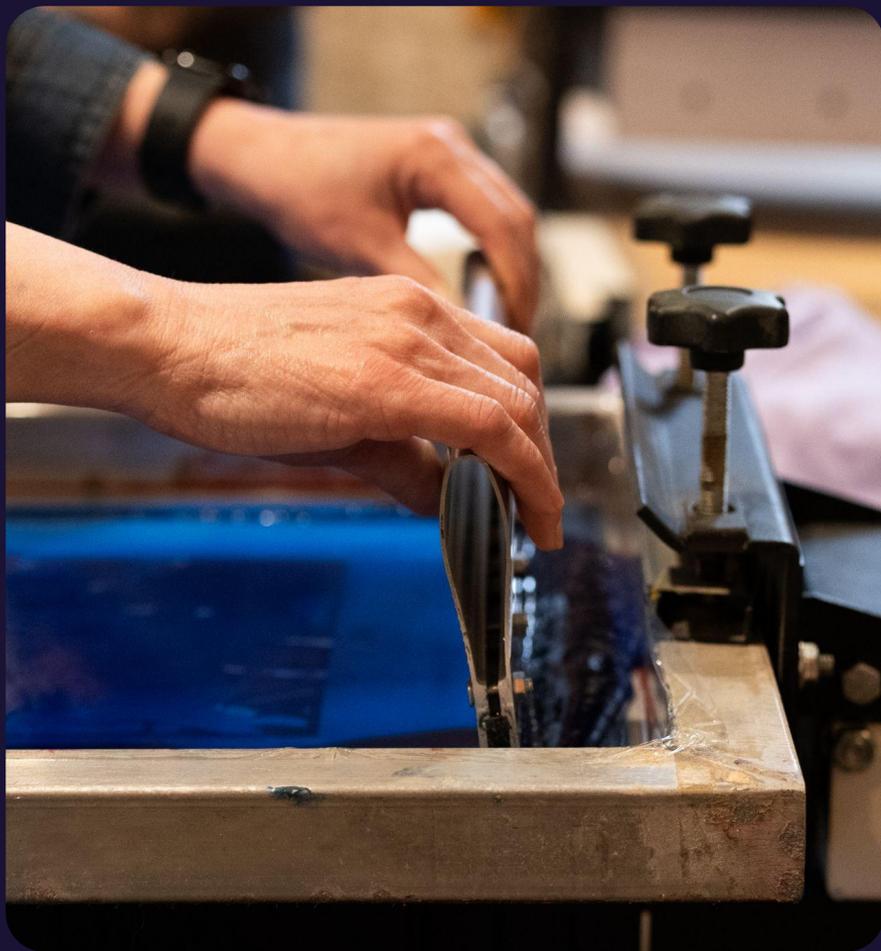
- priority event access,
- social media recognition,
- access to VIP reception,
- and much more!



Advertising Partner

Our Advertising Partners will promote Indy Design Week leading up to and throughout the week. They will receive...

- priority event access,
- social media recognition,
- access to VIP reception,
- and much more!



Community Partner

Our Community Partners are organizations that Indy Design Week help mutually attend and promote events or offerings throughout the week and year. They will receive unique access to a wide variety of events, tailored to each individual partnership.



Donation

Indy Design Week was built on community support and coalition building. Donations allow our organization to continue developing programming throughout the year, including necessary permits, subscriptions, and promotions.

WHAT DOES THE SPONSORSHIP PROCESS LOOK LIKE?

1

DISCOVER

We will get to know each other.

2

ALIGN

We will be sure that the sponsorship is mutually beneficial.

3

SIGNATURE

We will send the official proposal, legal documents, and payment information.

4

FULLFILL

We will be sure to follow through with sponsorship details.

5

ENJOY

During the event, we can enjoy our hard work!

GET IN TOUCH

Let's continue the conversation

We appreciate your time and energy. We are super excited for what's to come, and we'd like you to be a part of it!

@indydesignweek

www.indydesignweek.com

development@indydesignweek.com

