

DxD 2024:

HELEN LIU FONG DAY

**DESIGN BY DIVERSITY
SPONSORSHIP & PARTNERSHIP PACKAGE**

SPRING 2024

AIA Los Angeles



WHAT IS DXD DAY?

[DxD Day](#) is the once-yearly event organized by the Design by Diversity Committee of the ACLA that connects professionals to students across many experience levels to inspire interest in design professions at a young age and encourage retention of diverse design professionals at all stages of their career.

The Block Party-style event will include a variety of ways to engage, from information and activity booths to mentoring sessions, exhibitions, speakers, and more. This year, the event will be held on Saturday, April 13th from 9am-2pm, at East LA College!

- A once-yearly weekend event with a flagship “Block Party” day of activities and engagement.
- An event to reach as many ages and backgrounds of students interested in the built environment as possible.
- A day to recognize the developing talent in Southern California students interested in pursuing design professions through scholarships.
- A way for design professionals and educators to provide mentorship, information, inspiration and guidance to future generations.
- A day to connect professionals, educators, and community members to guide students as they discover and pursue their chosen professions.



WHAT IS DXD?

ABOUT US: DESIGN BY DIVERSITY

Design by Diversity (DxD) is an initiative of the ACLA Academic Outreach Committee that organizes events to promote awareness of design professions at an early age for students in the Southern California community. Our flagship yearly event, named for a prominent and diverse figure in the related fields of architecture, engineering and construction, creates a free Block Party atmosphere. The purpose of this all-encompassing event is to encourage engagement, interaction, and inspiration of long-term interest and relationships between students, educators, community members, and professionals.



Our event in 2024 is named for Helen Liu Fong, and each year the event will call attention to a different design professional who may have been traditionally overlooked by history and serves to inspire students as they develop their career interests. You can find more about us on the [ACLA website](#).

For more information on this year's icon, please visit the profile at the [LA Conservancy on Helen Liu Fong](#).

MISSION & VISION

MISSION

To connect students and professionals across ages and life stages to promote inclusion and diversity in design-related professions.

“Design-Related Professionals” defined here as individuals who pursue or are trained within a field of study related to design and construction of buildings, infrastructure, open space, and features that create the environment within which humans live and work.

To organize a once-yearly event that connects professionals and students

VISION

across many experience levels to create a “circular mentorship” platform to inspire interest in design professions at a young age and encourage retention of diverse design professionals at all stages of their careers.

SPONSORSHIP OPPORTUNITIES

The DxD 2024: Helen Liu Fong Day Block Party will be free and open to the public, in order to be as inclusive and engaging as possible. In order to achieve this, we need sponsors across a wide range of needs to support this effort. There are many ways to support, and we appreciate any and all contributions! All Sponsors at the Mentorship Level and above will also receive priority access to reserving Activity Booths if desired.

- Presenting Sponsor: \$7,500
- Media Partner: \$5,000
- Student Competition Sponsor: \$3,000
- Exhibition Sponsor: \$2,000
- Transportation Sponsor: \$1,000
- Mentorship Supporter: \$500
- Diversity Supporter (Individual): Varies



SPONSORSHIP BENEFITS

Benefit	Presenting Sponsor (1)	Media Partner (2)	Student Competition (5)	Exhibition (3)	Transportation	Mentorship	Diversity
DxD 2024: Helen Liu Fong Day Presented by Your Firm	■						
Opening/Closing Remarks	■						
Media Partner in all DxD Day Materials		■					
Component Presented by Your Firm			■	■			
Firm Collateral at DxD Day Venue	■	■	■	■			
Verbal Recognition at DxD Day Opening/Closing Ceremony	■	■	■	■	■		
Use of digital DxD Day Promotional Materials	■	■	■	■	■	■	
Recognition on DxD Day Promotional Materials	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition on Post-Event Thank You Correspondence	Logo	Logo	Logo	Logo	Name	Name	
Recognition on DxD Day Website Acknowledgment	Logo / Link	Logo / Link	Logo	Logo	Logo	Name	Name
DxD Social Media Post Acknowledgments	3	2	1	1	1 group	1 group	
DxD Social Media Story Acknowledgments	4	3	2	2	2 group	1 group	1 group
501(c)(3) Tax Deductible Donation	■	■	■	■	■	■	■
Activity Booth	free	free	free	free	free	free	
Cost	\$7,500	\$5,000	\$3,000	\$2,000	\$1,000	\$500	Varies

BECOME A SPONSOR

PRESENTING SPONSOR

One (1) opportunity: \$7,500

Our presenting sponsor will be featured on all marketing and outreach materials, as well as acknowledged for their generous contribution to our event.

- DxD 2024: Helen Liu Fong Day Presented by Your Firm
- "Presented by" in All DxD Day Communications
- Firm Collateral at DxD Day Venue
- Verbal Recognition at DxD Day Opening/Closing Ceremony
- Use of digital DxD Day Promotional Materials
- Firm logo on DxD Day Promotional Materials
- Firm logo on Post-Event Thank You Correspondence
- Firm logo & link on DxD Day Website Acknowledgment
- 3 DxD Day Social Media Post Acknowledgment Posts
- 4 DxD Day Social Media Story Acknowledgments
- 501(c)(3) Tax Deductible Donation
- Activity Booth included if desired & reserved



Presenting Sponsor for DxD 2023: SCI-Arc.

BECOME A SPONSOR

MEDIA PARTNER

Two (2) opportunities: \$5,000

Our Media Partners will be represented in all our communications materials, and on the day of as critical supporters of this event. We will be looking for one digital and one print Media Partner.

- "Media Partner" in all DxD Day Communications
- Firm Collateral at DxD Day Venue
- Use of digital DxD Day Promotional Materials
- Firm logo on DxD Day Promotional Materials
- Firm logo on Post-Event Thank You Correspondence
- Firm logo & link on DxD Day Website Acknowledgment
- 2 DxD Day Social Media Post Acknowledgment Posts
- 3 DxD Day Social Media Story Acknowledgments
- 501(c)(3) Tax Deductible Donation
- Activity Booth included if desired & reserved

STUDENT COMPETITION

Five (5): \$3,000

We host a Student Design Competition on the day of our Block Party, which involves a public voting process and competition awards. Funds raised through this sponsorship go directly to financial awards and prizes for students.

- "Competition Sponsor" in All DxD Day Communications
- Firm Collateral at DxD Day Venue
- Verbal Recognition at DxD Day Opening Ceremony
- Use of digital DxD Day Promotional Materials
- Firm logo on DxD Day Promotional Materials
- Firm logo on DxD Day Website Acknowledgment
- 1 DxD Day Social Media Acknowledgment
- 2 DxD Day Social Media Story
- 501(c)(3) Tax Deductible Donation
- Activity Booth included if desired & reserved



Media provided for 2022 by ARC.



DxD 2023 Competition Award Winners.

BECOME A SPONSOR

EXHIBITION SPONSOR

Three (3): \$2,000

Each year we partner with other organizations to showcase student work from Southern California schools. This sponsorship supports our efforts to coordinate with our partners to set up and host exhibits.

- "Exhibition Sponsor" in All DxD Day Communications
- Firm Collateral at DxD Day Venue
- Use of digital DxD Day Promotional Materials
- Firm logo on DxD Day Promotional Materials
- Firm logo on DxD Day Website Acknowledgment
- 1 solo DxD Day Social Media Acknowledgments
- 2 DxD Day Social Media Story
- 501(c)(3) Tax Deductible Donation
- Activity Booth included if desired & reserved

TRANSPORTATION SPONSOR

Unlimited: \$1,000

Helping to support students as they make their way to our Block Party event is critical, and this sponsorship will support a variety of ways to help teachers and students get to our event. This will involve busing in partnership with some school districts, or ride sharing gift cards going directly to students as we are able to.

- "Transportation Sponsor" in All DxD Day Communications Firm name on Post-Event Thank You Correspondence
- Firm name on DxD Day Website Acknowledgment
- Firm name on DxD Day Promotional Materials
- 1 DxD Day Social Media Story
- 501(c)(3) Tax Deductible Donation
- Activity Booth included if desired & reserved



DxD 2022 Exhibition hosted by 2x8.

BECOME A SPONSOR

MENTORSHIP SPONSOR

Unlimited: \$500

All organizations supporting our event, and in particular our Mentorship and Engagement activities will be recognized for their contributions. This Sponsorship supports other Block Party activities such as One-on-one mentoring sessions, portfolio reviews, and the wide range of ways to engage directly with students.

- Firm name on Post-Event Thank You Correspondence
- Firm name on DxD Day Website Acknowledgment
- Firm name on DxD Day Promotional Materials
- 1 DxD Day Social Media Story
- 501(c)(3) Tax Deductible Donation
- Activity Booth included if desired & reserved

DIVERSITY SPONSOR

Unlimited: Varies

This event needs everyone, including our community members, to support this effort! No amount is too small.

- Name on DxD Day Website Acknowledgment through April 2, 2024
- Name on DxD Day Promotional Materials
- 501(c)(3) Tax Deductible Donation

PARTNERSHIP OPPORTUNITY: ACTIVITY BOOTH

The DxD 2024: Helen Liu Fong Day Block Party brings together hundreds of students, parents, educators, community members, and professionals in one setting! Our Partners are the life of the Block Party, hosting Activity Booths to engage directly with students of all ages. We have several tiers available for Booth Partners, depending on affiliation and size, to cover the costs of providing space, infrastructure, food, and t-shirts for our Partner volunteers.

- Community Partner: Free of Charge
- Silver Partner: \$150
- Gold Partner: \$250
- Platinum Partner: \$350



All of our Booth Partners are asked to provide not just informational materials, but a hands-on activity or method of engagement for students. Children of all ages (0-20+) attend the Block Party, and your Booth may feature an activity geared towards one or more age groups. This activity is the choice of the organization, but past activities have included things like:

- 3D Printing
- Play-Doh or clay molding
- Virtual Reality scenes
- Structure building with popsicle sticks, pipe cleaners
- Engineering testing, such as shake tables
- Model-building
- Scavenger hunts

PARTNER BENEFITS

Benefit	Community Partner: Non-Profit, Educational Institution, or Community Organization	Silver Partner: Professional Organization or Firm up to 50 employees	Gold Partner: Professional Organization or Firm up to 100 employees*	Platinum Partner: Professional Organization or Firm 101+ employees*	In-Kind Partner: Organization that donates goods, materials, or services towards the event.
Partner Activity Booth Space: 10'x10' with 2 Chairs included	■	■	■	■	
Partner Volunteer Lunches	Up to 8	Up to 4	Up to 6	Up to 8	Negotiated based on individual offering.
Partner Volunteer T-Shirts	Up to 8	Up to 4	Up to 6	Up to 8	
Priority access to power/infrastructure	■			■	
Priority Location				■	
Cost	\$0	\$150	\$250	\$350	

*Note that smaller firms or organizations may wish to opt-in to a higher class of Partner based on the cost and benefits.

