



# University of Sussex

BSc Product Design

## Sponsorship Opportunities for your Business

**“Support the University of Sussex Product Design BSc and help springboard the next generation of innovative creatives into the marketplace”**

### Benefits of being associated with the BSc Product Design Show and New Designers 2010

- Excellent opportunity to raise the profile of your company
- Chance to network with tomorrow’s ‘cutting edge’ product designers, inventors and entrepreneurs
- Help springboard the next generation of innovative creatives into the marketplace

### Our supporters in 2009 benefited by various promotional opportunities: -

- Company logos incorporated into the event’s publicity material (brochure, invitation, website, flyers)
- Full/half page advertisement in the design show brochure
- Mounted logo in the exhibition space at the Design Show/New Designers
- Invitation to design show private view and/or VIP invitation to New Designers

### How can you help?

Sponsorships can be:

- Monetary (various sponsorship packages available)
- Materials (provided in kind by your company)
- A design show award (monetary or in kind) chosen and presented by your company
- Key note speaker for the private view (Thursday 17<sup>th</sup> June)

### This is what we need?

- Printing
- Banners
- Sign for New Designers
- Plinths
- Lighting
- Business card holders
- Portfolio racks

## Product Design at Sussex University

The BSc in Product Design at The University of Sussex is an exciting and important degree that focuses on shaping technology into useful products for the needs of real people. The course aims to meet the demands of 21st century design by teaching a balanced blend of creative and technical subjects. Students can fuse their inspirational thinking with sound technological reasoning.

The University of Sussex has an international reputation for the quality of its teaching and research. The Department was awarded a grade 5 for excellence in the recent Research Assessment Exercise. The product design degree is also accredited by the Institution of Engineering Designers.

## How can you get involved?

There are two big events in the University of Sussex's product design calendar: -

- **16 -19 June is the annual Product Design Degree Show** in which the final year students on this unique design course showcase their innovative products. The venue is the University's Creativity Zone; a classroom of the future that can be transformed into any environment using images, sound and light. Trade professionals, potential employers, and the media are invited along with academic staff, friends and family. It is always a hugely successful event.
- **07 – 11 July New Designers at the Business Design Centre, Islington, London.** New Designers gives students the opportunity to put their work in front of potential employers, journalists and style hungry buyers. The University of Sussex has a 34-m2 space on the mezzanine floor. Exhibiting at New Designers is an essential element in the transition from student to employable designer.

These events would not be possible without some financial support from the University, relentless student fundraising and sponsorship. We would be delighted to work with you and would therefore, like you to consider if your business would like to support either/both of these events.

**For more information on how you can help:-\_**

## contact us

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