

## Be seen and appreciated by the local graphic design community.

### Partner with GDC Vancouver Island.

#### About the national organization

The Graphic Designers of Canada (GDC) comprises chapters across Canada, with approximately 930 members. Founded in Toronto in 1956, the GDC evolved into a national association and was granted a Federal Charter in 1976.

Like all professional associations, we set high standards of professional conduct, practice and integrity. We are a member-based organization of design professionals, educators, students and affiliates. We come together to advance the profession, grow professionally, mentor each other and help improve the general public's understanding of the graphic design profession.

The GDC is the only Canadian organization of its type which provides national professional certification. We work to build a recognized and competent body of graphic designers, promoting high standards and ethics for the benefit of Canada's industry and the broader public good.



#### About the Vancouver Island Chapter

The Graphic Designers of Canada Vancouver Island Chapter (GDC VI) represents graphic designers living and working on Vancouver Island and the Gulf Islands.

Through our collaborative events, our newsletter and social media, **our reach touches almost all graphic designers in the region.**



GDC VI's goal is to enrich the graphic design community of this region. We host well-attended events, bringing together graphic designers for professional development and networking. Most of our events in the last three years were sold out, often with over 100 attendees.

We also host active social media platforms, with posts reaching up to 1,200 locals in the graphic design community.

*The photos above show GDC VI sponsors Brenda Cofield (at left, from Spicers) and Quinton Gordon (at right, from Hemlock Printers) at our March 2017 event describing the technology their companies brought to the special print "A History of Typography", to an audience of 140 local graphic designers. This print was a collaboration between the internationally admired Robert Bringhurst (creator), GDC Vancouver Island (publisher & distributor), Spicers (paper supplier) and Hemlock (printer), distributed locally, nation-wide and at the 2017 World Design Summit.*



**We are an engaged community, and we are your community.**

We are local visual creators, and we buy print, stock photos, online business apps and other design tools.

Samples of our recent activities in Victoria, Nanaimo & Courtenay, clockwise from top left:

*Art of the Gig Poster exhibition;*

*PechaKucha Nanaimo presentations*

*NEXT: Planning the Future of the Island Graphic Design Community discussion;*

*sign-painting demonstration;*

*presentation by Coast Salish artist lessLIE;*

*an intimate Book Design Master Class with Robert Bringhurst;*

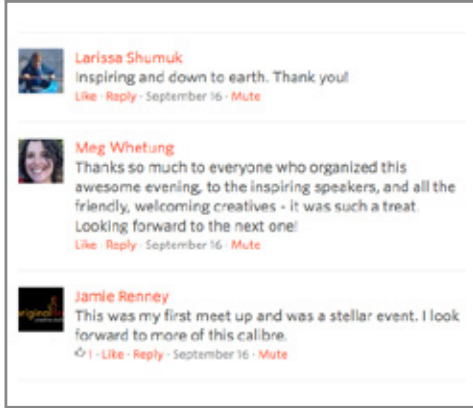
*Art of the Beer Label presentations.*

## Supporting your community

We provide three levels of sponsorship opportunities that empower our activities through the year. While your sponsorship may be a donation of cash, or combination of cash and in-kind services/materials, each level of sponsorship has a minimum cash component.

The following table outlines the benefits we provide to sponsors, according to level.

	Silver	Gold	Platinum
> Your name and url listed on the <a href="#">GDC VI chapter blog</a> of the GDC National website and on the <a href="#">GDC VI Facebook Page</a> .	•	•	•
> Your logo appearing on all GDC VI email newsletters.	•	•	•
> Your logo appearing in our "Thank you" slide at all our events.	•	•	•
> Your company thanked verbally at all of our events.	•	•	•
> Authorization to note GDC sponsorship on your company's marketing materials.	•	•	•
> Membership pricing for entry to our events (for one representative).	•		
> Free entry to our events (SILVER: for one representative; PLATINUM: for up to three representatives).		•	•
> A story about your services in a GDC VI Facebook post.		•	•
> Your name, logo or url appearing at a more prominent size.		•	
> Your name, logo or url appearing at a premium size and placement.			•
> Invitation to briefly talk about your services at a well-attended GDC event.			•
> A story about your services in a GDC VI email newsletter.			•
> Free job posting on the GDC National job board.			•
<i>Minimum cash contribution for October 2018-December 2019</i>	\$465	\$660	\$1,300
<i>Total value of sponsorship for October 2018-December 2019</i>	\$1,000	\$2,000	\$4,500



The screenshots above are from the GDC's "99u Local Victoria" event, at which sponsor Glenmore Custom Print & Packaging printed a novelty magazine designed by a GDC member and featuring interviews with each of the event's speakers. Glenmore was on site to speak about the processes involved in printing the magazine as well as hosting a table to showcase print samples of their work. The magazine was given to all 100 attendees, as well as 400 other graphic designers and print buyers in the region. Beyond the GDC's primary outreach, the event was shared by non-GDC members on Meetup, Facebook and Instagram/Twitter (shown above).

### What about invoices?

The Sponsorship Invoice form is both your application form and your invoice. **Please send one copy with your cheque and retain one copy for your records.**

### I've been a sponsor for years. Do I really need to fill out this form again?

Yes, please. We need the forms filled out every year for accounting purposes and to make sure we have your most up-to-date contact information.

### How do I track in-kind contributions?

Please create an account for "GDC VI" with a credit in the dollar value of your in-kind sponsorship. When you provide the chapter with an in-kind service or product, subtract the value of the contribution from our account and send us an account statement showing the value of the in-kind contribution and our updated account balance.

For example, XYZ Printers is a Gold Sponsor and has pledged \$1,000 of in-kind services in addition to \$500 cash. At the beginning of the year they set up an account for "GDC VI" with a credit of \$1,000. In March, they print posters for the chapter, valued at \$475. Once the printed pieces are delivered, their accounting department sends the chapter a statement showing the value of the in-kind print work and an account balance of \$525.



**INVOICE for 15 months,  
October 2018-December 2019**

**Sponsor company name:**

**Mailing address:**

**City:**

**Province:**

**Postal code:**

**Telephone:**

**Fax:**

**Email:**

**Website:**

**List one or more local representatives of your organization, with their contact information, whom GDC VI should contact to invite to events and make aware of local activities.**

**Sponsorship cash component amount: \$**

**Describe the in-kind contribution you are offering (services/materials):**

**Tell us about your business so that we can educate our members about the products/services you offer:**

**Sponsorship levels  
for 15 months (October  
2018-December 2019)**

Check the Sponsorship Level at which you wish to support the GDC Vancouver Island Chapter:

- Platinum Level Sponsorship**  
*Minimum cash component of \$1,300, with the balance in materials or services.*  
Total value of \$4,500.
- Gold Level Sponsorship**  
*Minimum cash component of \$660, with the balance in materials or services.*  
Total value of \$2,000.
- Silver Level Sponsorship**  
*Minimum cash component of \$465, with the balance in materials or services.*  
Total value of \$1,000.

See the Sponsorship Info package for the benefits provided at each level of sponsorship.

Sponsorship Invoice

This Sponsorship Invoice form is both your application form and your invoice. Please retain one copy for your records and mail a second copy together with your cheque (made payable to GDC Vancouver Island) to:  
**GDC Vancouver Island Chapter c/o Simon Troop, Treasurer 1075 San Marino Crescent Victoria, BC V8X 3B3**