



snd  **nyc**

The Annual Workshop + 44th Creative Competition
One week. Two main events. A lineup of creative leaders.

New York City, May 17-21



Present your brand to the world's leading visual storytellers, designers, makers and leaders

Give your brand the **love** with SND

Why partner with the Society for News Design?

Our industries have entered a likely unparalleled moment of transformation and disruption. Artificial Intelligence will open a floodgate of innovation. It will change how we work and how we create, and present new opportunities alongside new challenges.

Every time the news industry faces unfamiliar frontiers of innovation and technology, SND members are always the first adapters, promoters and pioneers. They were among the first news developers, social-media managers, data experts, mobile evangelists, product directors, audience analysts, experience architects and virtual-world builders. This year's Annual Workshop will focus on the skills, technology, ideas and new possibilities that will position our members to once again lead the way.

Today, SND members must have expertise across multiple mediums and platforms. They design, write, report, code, edit, animate, integrate sound and illustrate. Because of this, they're asked to build organizational-wide workflows, best practices, and processes to find, explore and choose platforms, software, tools, vendors and solutions for communication, planning and collaboration. Positioning your brand with SND places your company in front of people who understand its value today, and its potential for tomorrow and beyond.

Who we are:

- Digital & print designers
- Art directors
- Innovators
- Data visualizers
- Brand creators
- Developers
- Product builders
- UX/Interaction designers
- Illustrators
- Creative directors
- Educators & students
- Decision-makers

The week's events

Virtual Creative Conference Call

Wednesday May 17

SND Week kicks-off with our monthly CCC virtual member series. All SND members can attend the free session, even if they aren't attending the workshop.

44th Creative Competitions

May 17-May 20

Hosted at the New York Times building, judging for the digital and print competition begins Wednesday and wraps up Saturday.

The Annual Workshop

Friday May 19

- Student Day
- Accessibility hands-on
- Opening reception

Saturday May 20

- Workshop Day 1 sessions

Friday May 21

- Workshop Day 2 sessions
- Closing reception & Awards

And more events coming!



Get the most value and member engagement with Silver, Gold and Platinum packages

Most popular assets	Bronze	Silver	Gold	Platinum
Recognition on Workshop materials				
Workshop registrations, membership	1	2	3	4
SND Social media promotion post				
On-site signage				
A copy of Workshop participant list				
Item inclusion in swag bag				
Digital promo post on snd.org, socials				
Table for 1:1 meetings				
Segment in video played during breaks				
Focus group				

Event focus:

The Annual Workshop

The Location:

Museum of Art and Design

Located in Columbus Circle in the heart of Manhattan (a block from Central Park).

The sessions

The Workshop will see more than 25 sessions over it's two main days. Topics include:

- Multi-platform art direction
- Data visualization
- Motion graphics and illos
- Product design
- Interaction design
- Leadership and team building
- Social media design
- Innovative storytelling

Artificial Intelligence and our industry

We're dedicating a portion of sessions to exploring how AI will change our work, how AI is already being used in some news organizations, the ethics of AI, and the new innovations it could create for storytelling. We're also focusing on key human-centric skill sets



\$10,000

Platinum pairings

The Platinum package includes title sponsorship for one of these SND Week's marquee events

- Creative Conference Call virtual series (for the rest of 2023)
- Creative Competition*
- Student Day & networking event
- Opening Reception – Friday May 19
- Closing Reception & Awards – Sunday May 21

* Organizations that are eligible for the Creative Competition cannot be competition title sponsors.

Level up

Included with Platinum

- Recognition on Workshop materials
- 4 Workshop registrations
- 4 SND 1-year memberships
- SND Social media promotion post
- On-site signage
- A copy of Workshop participant list
- Item inclusion in swag bag
- Digital promo post on snd.org, socials
- Table for 1:1 meetings
- Focus group
- Segment in video played during breaks

Total value: \$18,100



\$7500

Gold pairings

The Gold package includes sponsorship for one of these SND Week features

- Accessibility pre-conference 1/2-day session
- Live streaming sponsor for virtual workshop ticket
- NFT provider
- Workshop schedule sponsor

Level up

Included with Gold

- Recognition on Workshop materials
- 3 Workshop registrations
- 3 SND 1-year memberships
- SND Social media promotion post
- On-site signage
- A copy of Workshop participant list
- Item inclusion in swag bag
- Digital promo post on snd.org, socials
- Table for 1:1 meetings

Total value: \$12,100



\$5000

Silver offerings

The Silver package includes sponsorship for one of these SND Week features

- Workshop Keynote session (2 available)
- ~~Wi-Fi and Charge Lounge Provider~~ — **Sold!**
- Scholarship for student to attend Workshop (4 available)
- Judging Listening Session
- Workshop tract sponsor (2 available)
- News Desk for all SND Week events
- Schedule sponsor in Sched app.

Level up

Included with Silver

- Recognition on Workshop materials
- 2 Workshop registrations
- 2 SND 1-year memberships
- SND Social media promotion post
- On-site signage
- A copy of Workshop participant list
- Item inclusion in swag bag

Total value: \$8250



\$2500

Bronze offerings

The Bronze package includes sponsorship for one of these SND Week features

- Headshot Studio provider
- Session breaks (multiple available)
- Morning and afternoon coffee breaks (2 available)
- Social wall
- Session sponsor (multiple available)
- Lanyard/badge sponsor with logo

Level up

Included with Bronze

- Recognition on Workshop materials
- 1 Workshop registration
- 1 SND 1-year membership
- SND Social media promotion post
- On-site signage
- Item inclusion in swag bag

Total value: \$4600



Just the basics

Ala carte

Options that expose your brand without the frills

• Segment in promotional video played during session breaks	\$1750
• Reception “Round on us” drink ticket with logo (2 available)	\$1700
• Punchbowl Event Sponsor	\$1500
• Conference registration swag bags with logo inclusion	\$1500
• Session sponsor	\$1000
• Judges meal at Creative Competition judging	\$1000
• Item in swag bag	\$750

Pick & choose

Included with ala carte

- Recognition on Workshop materials



Make a difference

SND Week offers a unique opportunity for your company or organization to reach the most influential people working at the intersection of design, technology, storytelling and journalism. Your sponsorship also helps educate and inspire our members, and helps foster innovation within our industry.

Reach out today and lets chat.

Message SND Executive Director LeeAnn Mandrillo at director@snd.org, and start the conversation.

I ♡ NY

I ♡ DESIGN

I ♡ PRODUCT

I ♡ SOCIAL

I ♡ PRINT

I ♡ GRAPHICS

I ♡ ILLOS

I ♡ SND