



**TypeCon2021:
Together**

October 21st-24th

Updated Sponsorship Deck



Join us for a conference
to celebrate type!

Online
October 21–24, 2021

Sponsorship deadline is
August 31, 2021

Special Notice Regarding Sponsorships

As part of our continuing effort to promote and expand our future initiatives into DEI/BLM+, as well as conference wide inclusivity, 15% of sponsorships and registrations would be earmarked for those efforts.

Schedule

Realistically, our schedule is in a constant state of evolution as we work to create as much of an in-person feel to this first-ever online TypeCon. We are at a point where we will only confidently list what we know we can do and build form there.

Thursday Full Day Main Conference

Friday Full Day Main Conference
Spacebar Party

Saturday Ed Forum
Saturday Night Party

Sunday Type Crits

Conference Contents

20+
Main Program
Speakers

5+ Activities,
Hang Outs,
and more.

18+ Education
Forum
Speakers

TypeCon attendees are skilled creative professionals.

Reach graphic designers, UI/UX designers, illustrators, developers, type designers, design educators, and design students. Freelancers, small design studios, agencies, publishers, and large tech companies are all represented at the conference.

In the Past. TypeCon by the numbers...

Email Lists

SOTA Newsletter	3,123
SOTA Members.....	634
TypeCon Registrant List	1,898
Unique Email Recipients	4,785

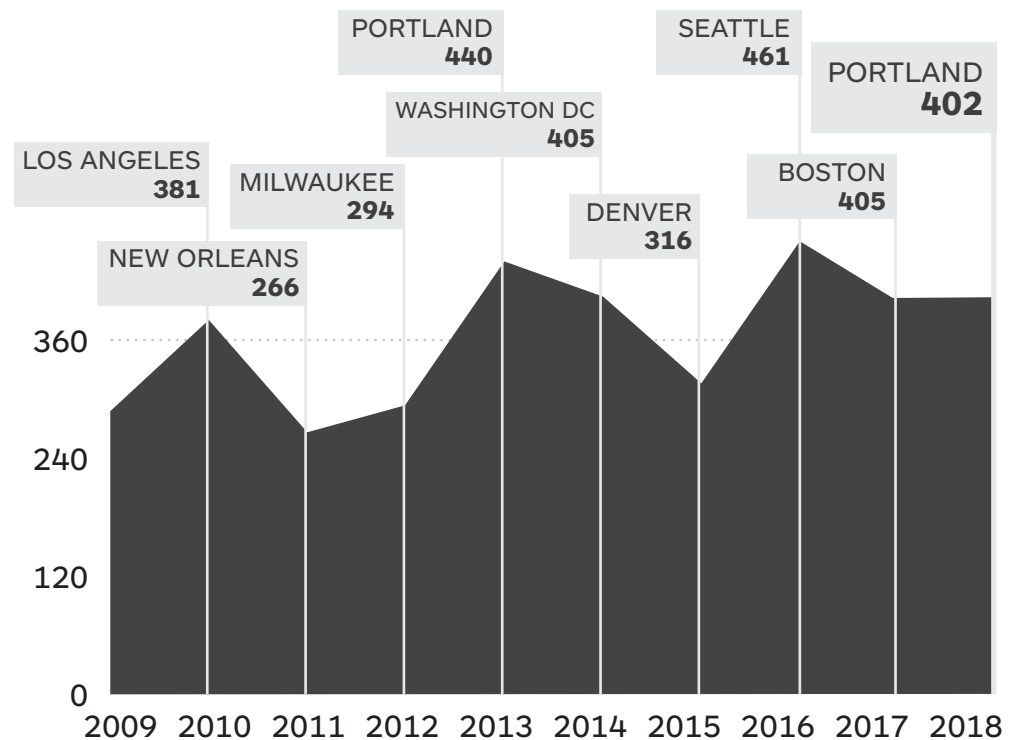
Video Views

Vimeo Views	16,509
YouTube Views	5,012

Social Media Followers

Twitter: @TypeCon.....	16,857
Twitter: @Typesociety.....	8,178
Instagram.....	5,525
Facebook.....	2,194
Flickr.....	576

Conference Attendance



Attendees

Businesses and organizations choosing to send delegates to TypeCon include top design studios, branding agencies, font makers, software developers and distributors, publishers, cultural and educational institutions, major retailers, and more. Below is a representative sampling of those represented at TypeCon in previous years.

Advertising & Design

Aesthetic Apparatus
American Greetings
Athlon
BBDO
Butter Label
Cina Associates
Clearleft
Critical Mass
Danilo Black Inc
Eleven Inc
Fallon
Green Olive Media
Hasan & Partners
Laird + Partners
Landor Associates
Lynda.com
MetaDesign
Michael Osborne Design
Miniml
Mucca Design
Pentagram Design
Pereira & O'Dell
Periscope
Ramp Creative+Design
Saatchi & Saatchi
SandorMax
Sussman/Prejza
Trollbäck + Company
Volume Design Inc
WGBH Interactive
Wolff Olins
Young & Rubicam

Fonts & Typography

Adobe Typekit
Carter & Cone
Emigre
Fair Goods
Font Bureau
Font Diner
Fontshop
Fontspring
Frere-Jones Type
Hoefler & Co.
House Industries
LettError
Linotype
Mark Simonson Studio
Monotype
MyFonts
P22
Phil's Fonts
Positype
Psy/Ops
ShinnType
Sudtipos
The Type Studio
Tiro Typeworks
Typeco
Typostrophe
Typotheque
Type Together
Underware
URW++
Village
YouWorkForThem

In-House Creative

24-Hour Fitness
Abercrombie & Fitch
Bloomingdales
Cartoon Network
CNN
Deluxe Corporation
Fidelity Investments
General Mills
Hallmark Cards Inc
Reebok
Target Corporation
Victoria's Secret
Vivendi Universal Games

Cultural

Art Institute of Boston
Book Club of California
Design Innovation Institute
Ford Foundation
Hamilton Wood Type & Printing Museum
Library of Congress
Milwaukee Art Museum
SIL International
Society for Calligraphy
St. Bride Printing Library
Type Club of Toronto
Type Directors Club
Walker Art Center
Yale Center for British Art

Publishing

The Boston Globe
Boston Magazine
Chronicle Books
Communication Arts
Fortune Magazine
HarperCollins
Houghton Mifflin
HOW Magazine
Mark Batty Publisher
The New York Times
Print Magazine
Random House Inc
San Francisco Chronicle
Sunset Magazine
Time Inc
Typographica
University of California Press
The Wall Street Journal
Wired Magazine

Technology

Apple
Cisco Systems
Extensis
Fontlab Ltd
Google
Glyphs
Microsoft
Motorola
W3C

Education

Academy of Art University
Art Institute of Atlanta
Boston College
Brooklyn Union
CalArts
California College of the Arts
The Cooper Union
Hoffmitz Milken Center for
Typography
KABK
Loyola Marymount University
Massachusetts College of Art
Mills College
MIT
Otis College of Art and Design
Parsons School of Design
Portfolio Center
Pratt Institute
Rhode Island School of Design
SCAD
School of Visual Arts
School of Visual Concepts
Stanford University
Tufts University
University of California
University of Illinois at Chicago
University of Minnesota
University of Massachusetts
University of Reading
University of Washington
Wellesley College
Yale University

TypeCon2021 | Sponsorship | Premier Packages

All sponsors are invited to have items included in the conference tote bags and donate items to the silent auction.

Banner

\$15,000

Premier Placement of Company Brand Throughout Conference Website and Event Site

10 Conference Registrations
plus 30% off additional registrants

This is also includes:

15 Conference Registrations for BIPOC Attendees

Administered by TypeCon

Premier Logo Placement

- **Exclusive Logo on Conference Tote**
- Largest logo on Conference t-shirt
- Promotional materials
- Largest logo on general sponsor banners
- Press releases
- Conference website (plus link)
- TypeCon opt-in email newsletters (plus link)

Special Events Benefits

- Logo Placement during intermission bumpers and graphics
- First pick of Special Event Add-On (Discounted)

Social Media Promotion

Customizable Plan Available

sold out

Qty : 1 Available

Masthead

\$12,000

Preferred Placement of Company Brand Throughout Conference Website and Event Site

8 Conference Registrations
plus 30% off additional registrants

This is also includes:

12 Conference Registrations for BIPOC Attendees

Administered by TypeCon

Logo Placement

- Second largest logo on Conference t-shirt
- Promotional materials
- Logo on general sponsor banners
- Press releases
- Conference website (plus link)
- TypeCon opt-in email newsletters (plus link)

Special Events Benefits

- Logo Placement during intermission bumpers and graphics
- First pick of Special Event Add-On (Discounted)

Social Media Promotion

4 shout-outs during conference

Qty : 2 Available

Headline

\$10,000

Special Placement of Company Brand Throughout Conference Website and Event Site

5 Conference Registrations
plus 30% off additional registrants

This is also includes:

10 Conference Registrations for BIPOC Attendees

Administered by TypeCon

Logo Placement

- Third largest logo on Conference t-shirt
- Promotional materials
- Logo on general sponsor banners
- Press releases
- Conference website (plus link)
- TypeCon opt-in email newsletters (plus link)

Special Events Benefits

- Logo Placement during intermission bumpers and graphics
- First pick of Special Event Add-On (Discounted)

Social Media Promotion

3 shout-outs during conference

Qty : 3 Available

TypeCon2021 | Sponsorship | Regular Packages

All sponsors are invited to have items included in the conference tote bags, donate items to the silent auction, and sell products in the SOTA Marketplace.

72pt

\$8,000

**Placement of Company Logo
On Conference Website
and Event Site**

4 Conference Registrations
plus 30% off additional registrants

This is also includes:

**6 Conference Registrations for
BIPOC Attendees**

Administered by TypeCon

Small Logo Placement

- Logo on Conference t-shirt
- Promotional materials
- Logo on general sponsor banners
- Press releases
- Conference website (plus link)
- TypeCon opt-in email newsletters (plus link)

Special Events Benefits

- Logo Placement during intermission bumpers and graphics
- Pick of Special Event Add-On (Discounted)

Social Media Promotion

2 shout-outs during conference

Qty : 8 Available

60pt

\$4,000

**Placement of Company Logo
On Conference Website
and Event Site**

3 Conference Registrations
plus 30% off additional registrants

This is also includes:

**2 Conference Registrations for
BIPOC Attendees**

Administered by TypeCon

Small Logo Placement

- Logo on Conference t-shirt
- Promotional materials
- Logo on general sponsor banners
- Press releases
- Conference website (plus link)
- TypeCon opt-in email newsletters

Special Events Benefits

- Logo Placement during intermission bumpers and graphics

Social Media Promotion

2 shout-outs during conference

Qty : 6 Available

48pt

\$2,000

**Placement of Company Logo
On Conference Website
and Event Site**

2 Conference Registrations
plus 30% off additional registrants

This is also includes:

**1 Conference Registration for
BIPOC Attendees**

Administered by TypeCon

Small Logo Placement

- Logo on Conference t-shirt
- Promotional materials
- Logo on general sponsor banners
- Press releases
- Conference website (plus link)
- TypeCon opt-in email newsletters

Special Events Benefits

- Logo Placement during intermission bumpers and graphics

Social Media Promotion

2 shout-outs during conference

Qty : Unlimited

TypeCon2021 | Sponsorship | Regular Packages

All sponsors are invited to have items included in the conference tote bags, donate items to the silent auction, and sell products in the SOTA Marketplace.

24pt

\$1,000

2 Conference Registrations

Promo pieces in goodie bag

Small Logo

Company Name Placement

- Conference website (plus link)
- TypeCon opt-in email newsletters

12pt

NEW

\$500

1 Conference Registration

Promo pieces in goodie bag

Small Logo

Company Name Placement

- Conference website (plus link)

Qty : Unlimited

In-Kind

We happily accept donations of printing services, use of computer or audio-visual equipment, video production services, and other in-kind contributions. Your company or organization name will be listed in the conference program guide and on the conference website. Additional benefits may be available depending on the extent of donation.

Contact: sponsorship@typesociety.org to discuss your in-kind donation.

Questions?

Let's talk.

CONTACT US



sponsorship@typesociety.org

TypeCon2021 | Sponsorship | Education Forum Packages

All sponsors are invited to have items included in the conference tote bags, donate items to the silent auction, and sell products in the SOTA Marketplace.

The Type & Design Education Forum has enjoyed increasing popularity among design educators and professionals since its inception in 2005.

This one day special event takes place the week of TypeCon and is packed with programming devoted to addressing the pressing needs of design educators. The following sponsorship opportunities provide your organization with a means to gain exposure to and build relationships with educators and students globally at colleges, universities, and art and design schools.

Summa Cum Laude

\$1,200

- Your organization name listed in: program guide, website, emails, and press releases
- Organization name and sponsorship announced during the Education Forum
- Placement of promotional materials in the conference goodie bags
- 2 Education Forum Registration
- 2 Education Forum Registrations for BIPOC attendees

Qty : Unlimited

Magna Cum Laude

\$800

- Your organization name listed in: program guide, website, emails, and press releases
- Placement of promotional materials in the conference goodie bags
- Opportunity to donate giveaway/prize items for Education Forum attendees
- 1 Education Forum Registration
- 1 Education Forum Registration for BIPOC attendees

Qty : Unlimited

Cum Laude

\$400

- Your organization name listed in: program guide, website, emails, and press releases
- Placement of promotional materials in the conference goodie bags
- 1 student admission for the Conference and Education Forum
- 1 Education Forum Registration for BIPOC attendees

Qty : Unlimited

TypeCon2021 | Sponsorship | Signature Events

Spacebar

+\$2,200 if Premier Sponsor
or \$4,000 À La Carte



TypeCon's Friday evening mixer: A game, wrapped in a conversation, and finished with a selfie. Acknowledgment in emcee announcements and event signage.

This is something we are definitely producing during the conference.

Qty : 1 Available

Saturday Night Party

+\$2,200 if Premier Sponsor
or \$4,000 À La Carte



The fabulous TypeCon Saturday Night Party and Night of Type, plus drinks and desserts. Sponsor acknowledgment in announcements and event signage.

We are exploring ways in which we can handle this along with the Silent Auction for Saturday evening.

Qty : 1 Available

Availability is limited and are on a first come, first serve basis.

TypeCon@Home Swag Box

In previous years at TypeCon, we have prided ourselves on having awesome swag bags. We are currently investigating a way for fulfillment and stuffing of TypeCon@Home Swag Boxes.

Past popular swag:

- T-shirts
- Drawing supplies
- Coasters
- Notebooks
- Unique type specimens
- Snacks
- Buttons & stickers
- Typographic socks

Format

As our vendor provides further details, we will pass them along, including: size and weight restrictions, deadlines for receipt of swag for fulfillment, and more. Please stay tuned.

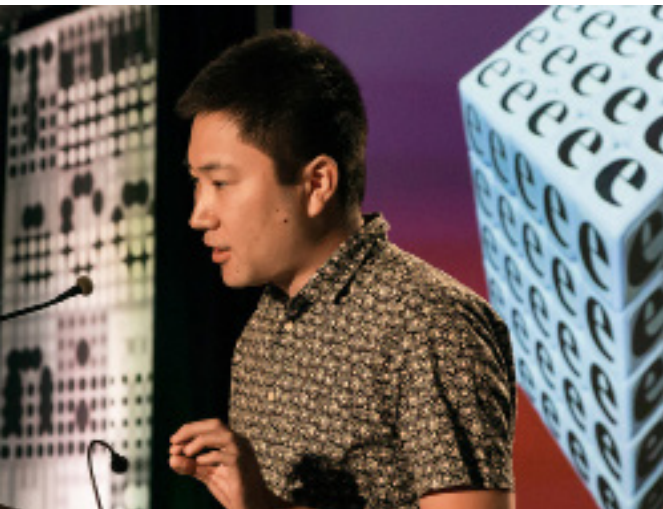
Have an extra ticket?

Raffle it off as a diversity ticket to support an underrepresented group in the design community.

Thanks for your support. See you online!

Questions or suggestions? Let us know: sponsorship@typesociety.org

Follow us on Twitter: [@typecon](https://twitter.com/typecon) | [@typesociety](https://twitter.com/typesociety)



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