

ChangeX 2007 Exhibition  
March 18, 2007

Dear potential sponsor ,

The timing is perfect. We offer your company a special opportunity to achieve a triple benefit by 1. improving your company's corporate social responsibility credentials 2. encouraging intelligent greener design and 3. advancing responsible education. Participate just by sponsoring SRD ChangeX 2007.

The SRD comprises professionals, academics, businesses and graduates working in a range of design, ecological sustainability and related industries. Our mission, to promote sustainable design and communicate the positive global impact design can have in fostering sustainable behaviour across the design industry and the entire community.

ChangeX 2007 is a unique exhibition of graduate design works that addresses issues of sustainability, environmental change and responsibility, social equity and community, often directly challenging conventional expectations. Exhibits are selected from a diverse range of areas, including industrial design, graphics, architecture, textiles, planning, landscape design and more. Featuring 2D / 3D works, audio/visual content and even high fashion models. We're often told that we inspire, provoke and ultimately enrich both the practice and the understandings of all those who visit.

Held annually since 2004 with healthy annual visitor numbers, our predominant demographics is 55% 20-30years and 40% over 30. We plan to promote our exhibition to a wider audience and need sponsorship to achieve this. Our event has also gained significant media coverage, with feature articles in newspapers such as The Sydney Morning Herald's Domain, Metro, the Brag, interviews on 2SER community radio, TV interest and numerous online magazines.

In 2006 we also featured in the EcoShow with many thousands of visitors and high exposure. We have plans to be at this years in June called G.Rex. With environmental issues high in the media, business and public minds your support will ensure our coverage and your benefit will be better than ever.

The publicity and promotional campaign for the event will begin 4 weeks prior to the opening including distribution of invitations to design industry professionals, posters and flyers, plus media releases and interviews on local radio and press. We are also happy to work with you and listen to your suggestions to ensure a real "Win-Win-Win" event for all.

Sponsorship for our exhibition is crucial to our mission. Via greater publicity and exposure to related industries, you'll gain many benefits from raising your profile with our target market. Becoming an official supporter is easy with sponsor packages from \$250 up to Full Naming Rights (all benefits: page 2) Of course we're also happy to accept additional tax-deductible donations that promote our other work to benefit design education and the environment.

Our main event is organised for 2nd quarter 2007 at a central city gallery location to be confirmed as soon as we secure sufficient sponsorship to make it worthwhile for all exhibitors and sponsors. Our overall plan, brand and new web style is nearing completion, so it's up to you ...

Now is the time to significantly improve your company's image by sponsoring ChangeX07. For all enquiries just call or email: [changex07@iinet.net.au](mailto:changex07@iinet.net.au) Review our websites and the ChangeX home page at ... [www.srd.org.au](http://www.srd.org.au) [www.srd.org.au/changex07.htm](http://www.srd.org.au/changex07.htm) and [www.srd.org.au/changex](http://www.srd.org.au/changex)

Kind Regards,  
Greg Campbell  
ChangeX 07 Project Manager

#### **Contacts**

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See our new home page: [www.srd.org.au/changex](http://www.srd.org.au/changex)

See PAGE 2 for sponsor packs -->

**SRD ChangeX** is an annual exhibition of graduate design works that address issues of sustainability, environmental change and responsibility, social equity and community. A wide range of design fields and projects of current interest to young designers, professionals, business and community members alike complemented by several special design events.

## Sponsorship Packages

### Optimum Package - Naming Rights Sponsor

Sponsorship of (\$ negotiable) will entitle the following benefits:

1. Your Company will receive full naming rights of the exhibition as “[your company name]” ChangeX 2007. First offer in CX8.
2. Your Company logo will be prominently placed within the exhibition on banners, posters or other similar forms.
3. Your Company logo will be placed and linked on the newly designed ChangeX07 website + SRD major supporters web page.
4. Your Company logo placed in the ChangeX07 exhibition catalogue with ten copies available for your usage.
5. Your company logo will be used in ChangeX print media advertisement, on all our posters and print promotions possible.
6. Your company name and logo will be used in ChangeX online advertising and promotions of which several are planned.

### “Golden Sun” Package - Major Sponsor of \$1000 entitles many benefits:

1. Your Company logo will be prominently placed within the exhibition, for example, on a banner, poster or other similar form.
2. Your Company logo will be placed and linked on the newly designed ChangeX07 website + SRD major supporters web page.
3. Your Company logo placed in the ChangeX07 exhibition catalogue with five copies available for your usage.
4. Your company logo will be used in ChangeX print media advertisement, on all our posters and print promotions possible.
5. Your company name and logo will be used in ChangeX online advertising and promotions of which several are planned.

### “Blue Water” Package - SRD Sustaining Level Membership (see website :: [www.srd.org.au/memberf.htm](http://www.srd.org.au/memberf.htm))

Supporting Membership of \$500 which helps to keep the founding organisation operating, entitles:

1. Your Company logo placed in the ChangeX07 exhibition catalogue. Two complimentary copies of the exhibition catalogue.
2. Your Company logo will be placed within the exhibition, on a banner, poster or other similar form.
3. Your Company logo will be placed and linked on the newly designed ChangeX07 website + SRD major supporters web page.
4. Your company logo will be used in ChangeX online advertising and promotions of which several are planned.

### “Bronze Green” Package sponsorship of \$250 entitles the following benefits:

1. Your Company logo placed in the ChangeX07 exhibition catalogue. Two complimentary copies of the exhibition catalogue.
2. Your Company logo will be placed within the exhibition, on a banner, poster or other similar form.
3. Your Company logo will be placed on the newly designed ChangeX07 website on the Links page.

## Family / Personal Package

Sponsorship or Donation of \$100 will entitle the following benefits:

1. Your Family name / own name in the ChangeX07 exhibition catalogue.
2. A complimentary copy of the catalogue. (usually \$5 to \$10ea)

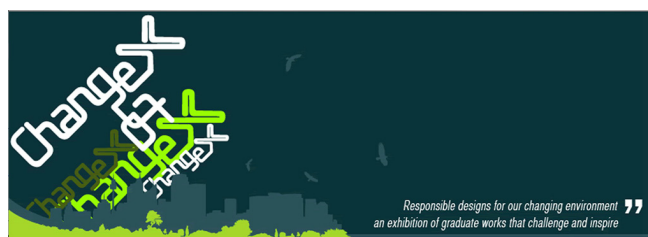
Your support will benefit many and be greatly appreciated. ChangeX is a project of the SRD which is a Registered Environmental Organisation (REO). As such most sponsorships, donations and memberships over \$2 are tax deductible. Please confirm this with your accountant. Visit our websites: [www.srd.org.au](http://www.srd.org.au) [www.srd.org.au/changex07.htm](http://www.srd.org.au/changex07.htm) and [www.srd.org.au/changex](http://www.srd.org.au/changex)

## Contacts

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See our new home page: [www.srd.org.au/changex](http://www.srd.org.au/changex)