



Take a piece of the magic with you



INVITATION

DESIGN CAROUSEL

24TH September 2016

Coram's Fields – Bloomsbury, London

Jump on board the
DESIGN CAROUSEL,
engage your audience &
use the platform to talk
about your vision,
products & news

Unlock the magic & take a
piece of it with you



www.design-carousel.com

Sponsorship package



THE EVENT

Welcome to Design Carousel - London's first children's design fair set in a magical parkland in the heart of the city.

To be held during London Design Festival 2016, Design Carousel is proud to be a unique London design destination for the whole family: the first event of its kind. Design Carousel aims to engage and immerse the young (and young at heart) in the world of design & creativity, whilst celebrating UK based designer makers.

For our opening year, we are very excited to partner with and support Coram's Fields, a Bloomsbury based children's park charity, to promote creative play and discovery in the city. Nestled in the long standing creative Bloomsbury hub, on the edge of trendy Lamb's Conduit street, opposite Great Ormond Street and on the original site of the Foundling Museum: it is a Grade II listed site that offers an equal and unique balance of greenery, history, community and play.

Design Carousel has developed with input from a collective of designers, researchers, creatives who are also parents. Having worked in design & innovation consultancies, we are good at spotting opportunities & bringing them to life.

Design Carousel is a non-for profit community led design event that strives to be free for all to enjoy.



We are working in partnership with and in support of Coram's Fields charity and volunteer our time & energy. We are always looking out for further collaborators, supporters and sponsors to improve the event & keep it **free**



THE EVENT & YOU

We would like to offer you a chance to get on board the Design Carousel to engage your audience & use the platform to talk about your vision, values, products and news. Design Carousel provides a great opportunity to align your organisation to design, creativity & innovation – for the next generation.

Take part in a unique event
focused on families & children

Stand beside us to promote creativity,
innovation & design

Be aligned to the London Design Festival, one
of the biggest events in the city

Celebrate & support Coram's Fields Charity
- a special place, in its 80th year

Help ensure that the event can run
for free & be accessible to all





We believe in exchange,
collaboration & great
opportunities from new &
established relationships.
Great things can happen from
connecting like minded
individuals, businesses &
organisations



AUDIENCE


Design + Children. Adults are only allowed into Coram's Fields if accompanied by a child - we think this is pretty unique. The programme is designed with both adults & children in mind, focusing on *design for children* and *design by children*, creating an event for the whole family.

Design + Business + Community. The Design Carousel talks venue will be accessible directly from the street and, therefore, will attract general 'design' public. Of course designers, thought leaders, buyers and business owners are often parents too & this community is growing, with start-ups & small businesses flourishing.

Gem in the City. Coram's Fields is a much loved and unique venue in Bloomsbury. This year it celebrates its 80th anniversary so all those who love the park will be particularly in the know & supportive of all events.

LDF public. Coram's Fields will be placed on the London Design Festival map, sitting close to this year's new Kings Cross design destination and Clerkenwell & Islington design districts. The festival overall attracts over 37,500 people over the week, from over 75 countries.





We want to stand for
something unique.
Design + Children
will offer a specialised focus
to a wide audience



PROMOTION

Standing out from the crowd. Taking part in London Design Festival gives a definite advantage to this event & its participants, and we hope visa versa. Although there are many LDF partners & activities, there is nobody that focuses specifically on design for & around children. We think this will make us stand out for all the right reasons and we aim to grow this topic, community & event in the future.

LDF Community. As a listed partner with LDF, we will benefit from their reach & PR coverage. It featured in 2,300 articles in UK alone and almost the same again online globally. LDF twitter had 35 million reach last year & aims this year it aims higher still.

Mum's the word. We have access to the many parent channels that are by their nature excellent at spreading the word – this is a powerful & closely knit community that is also very good at reaching far and wide.

Bloomsbury Hub. The Bloomsbury area has long been a creative hub and it continues to enjoy a unique London vibe, upheld by the diverse community that blends together charity, history, education & creativity.



We believe if news is
exciting enough, it has the
capacity to spread
organically & keep going



JOIN US

TOP TIER SPONSOR [£2,000]: this level of sponsorship allows us to design exceptional content, securing the best participants & creating an inspiring and magical atmosphere. It really does take us to the next level.


We can offer great benefits in return:

- Dedicated page on website
- Logo signage throughout the event
- Speaker or workshop slot in Design Carousel programme
- Branded take home gift for families (balloon/badge/bag tbd)
- Social Media focus

LOCAL SPONSOR [£500]: we want to welcome & celebrate small-medium size local businesses in the true community spirit of 'clubbing' together. We simply cannot do it without you and we would love to promote what you do in return.

- Branded presence on website/social media & flyers
- Logo signage throughout the event
- Use the Design Carousel Platform





We think it is important
to ensure that the sponsorship
package fits your organisation
as well as the event –to get the
most out of it.

Please get in touch so that
we can further tailor it to
your needs

contact@design-carousel.com





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