

[d]arc awards

CELEBRATING THE BEST IN LIGHTING DESIGN

**SPONSORSHIP PACK**

# THE CONCEPT

[d]arc awards  
CELEBRATING THE BEST IN LIGHTING DESIGN  
#darcnight #darcawards

[d]arc awards

“Delta Light have been sponsors of the **[d]arc awards** several times and have seen great benefit in collaborating with design partners on the installations.

Having the opportunity to showcase our products, hands on, with designers has resulted in Delta Light making new relationships and being specified on new projects.”

**Andy Barnett, Delta Light UK**

## INTERNATIONAL

Following the incredible success of the **[d]arc awards** since its inauguration in 2015 and, following the hiatus of the COVID lockdown, we are now raring to go for another spectacular event on 30 March 2023.

The **[d]arc awards** and **[d]arc night** broke the mould and, more importantly, the stranglehold of stuffy, black-tie awards dominated by non-sponsor manufacturers.

The **[d]arc awards** is a unique concept utilising **arc** and **dar** magazines' reputation as being the most widely read and respected lighting design publications in the world.

With our database of over 1,600 international lighting design practices (as well as interior designers and architects), and in collaboration with creative consultants Light Collective, we have created an exciting opportunity to get every practice involved in the awards process.

We have formalised a list of categories that is a reality check to the other award ceremonies! We're opening it up so that anyone can enter (lighting designers, light artists, architects, interior designers or manufacturers), but here's the exciting bit - only independent designers are invited to vote on their favourite projects and products via our specially developed **[d]arc awards** website.

One designer, one vote makes this the only truly peer-to-peer lighting design awards in the world. It is the Oscars of the lighting design profession!

All the projects, products and the companies who have submitted them will be present on the website so that, over time, the **[d]arc awards** website becomes a comprehensive online lighting design resource that can be used by designers and clients alike for inspiration.

# THE EVENING

[d]arc awards



## CREATIVE

Following the voting process the awards ceremony will take place as part of **[d]arc night** on 30th March 2023.

This will be an atmospheric party at Fabric nightclub, a unique venue in London. Imagine light art, street food, lighting installations... This breaks all the awards rules and is unlike any other awards ceremony to date.

Each sponsor will be given the opportunity to creatively display their product to the audience via a series of light installations from collaborations with high profile lighting design practices. This isn't just a logo on-screen. This is interactive, face-to-face marketing that will engage the audience.

Any independent designer that votes in the **[d]arc awards** is eligible to attend **[d]arc night**

free of charge (any suppliers who want to attend have to pay £500 per ticket). This means that designers and specifiers - your customers - are not waiting for invites from other manufacturers in order to attend.

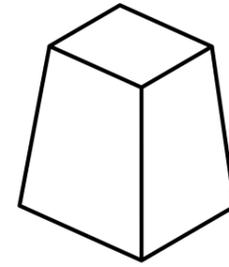
It also means there is room for all designers at **[d]arc night** - not just the senior designers or directors. Junior and intermediate staff - the future senior designers and principals - enjoy the night and enjoy your hospitality and involvement.

Many architects and interior designers also attend **[d]arc night**. Last year's attendees included designers from Zaha Hadid, Ben Adams, Foster + Partners and Gensler.

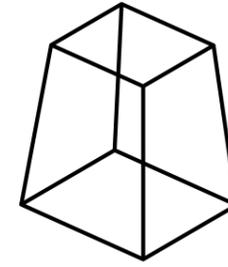
The last event at Fabric attracted 600 attendees. Unlike other lighting design awards, over 90% of the audience were designers.

# AWARD CATEGORIES

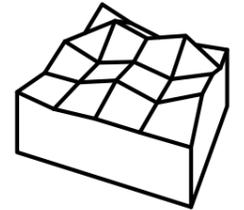
[d]arc awards



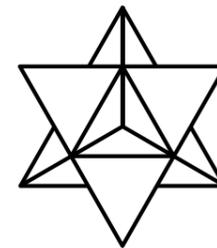
**STRUCTURES**  
Best Exterior Scheme  
LOW BUDGET | HIGH BUDGET



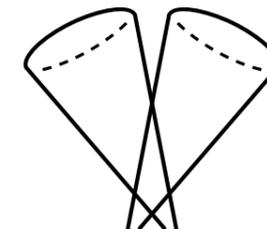
**PLACES**  
Best Interior Scheme  
LOW BUDGET | HIGH BUDGET



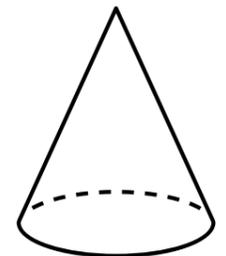
**SPACES**  
Best Landscape Scheme  
LOW BUDGET | HIGH BUDGET



**ART**  
Best Light Art Installation  
LOW BUDGET | HIGH BUDGET | BESPOKE



**EVENT**  
Best Creative Lighting Event



**KIT**  
Best Architectural Lighting Product  
INTERIOR | EXTERIOR | DECORATIVE | TECH

## INNOVATIVE

Unlike other awards, sponsors have the opportunity to get fully immersed in the event by getting involved in creating an installation with a lighting design practice that will be shown at **[d]arc night**.

Each sponsor chooses three lighting design practices from our list of lighting designer partners that they would like to work with and then we pair the sponsor with one of the practices to create an installation.

This is your chance to work with that lighting design practice that you've always wanted to but you've never been able to get through the door or the practice that specify your products a little but you would like to work with more. Many lighting design practices specify sponsors' products much more after the event once the relationship has been cemented.

Each sponsor is also entitled to 3 free entries (either project or product).

Projects that have been live since 1 January 2022 can be entered by designers and suppliers. Products that were launched from 1 January 2022 can be entered by suppliers (as long as they haven't been submitted in previous **[d]arc awards**).

Projects and product entries are displayed on the **[d]arc awards** website ready for the voting process giving you further exposure before **[d]arc night**.

Only independent designers are eligible to vote for their favourite projects and products making **[d]arc awards** a true representation of the best in lighting design as voted by the design fraternity.

# SPONSORSHIP OPPORTUNITIES

[d]arc awards

- Team up with a leading Lighting Design practice
- Build new relationships
- Create a unique installation using your products
- Showcase to a captive audience of designers

## ARCHITECTURAL

[d]arc awards truly is an international celebration of lighting design excellence providing an unrivalled platform to promote your company to a rich audience of specifiers.

There are opportunities for both architectural and decorative lighting companies to get involved in the event, which is set to be the biggest yet.

We would be delighted to welcome you as a sponsor.

## Pre-Event

- PR & editorial coverage through media partners
- Company logo on highly visible awards advertising running in issues of media partners
- Company logo and web-link on awards website
- Company profile page on awards website
- Branding on all promotional material associated to the awards (including website, emails, direct mail pieces, e-newsletters, adverts etc)
- Company logo on all invitations
- 3 free awards entries (project or product)
- Building of relationship with lighting design partner

## During Event

- VIP tickets for 12 guests
- Company logo to appear on promotional material
- Company logo on-screen at event
- Company logo on signage at event
- Display of installation with a lighting design partner using your product

## Post-Event

- Post event PR with all associated media partners
- Inclusion on the event website
- Free use of official photographs from [d]arc night
- Relationship gained with lighting design partner

**Cost: £13,000**

# SPONSORSHIP OPPORTUNITIES

[d]arc awards



"It was a really great evening. Everyone I spoke to said there was a real buzz about the whole event. You certainly shifted the paradigm!"

**Mark Major, Speirs Major**

## DECORATIVE

This year we will be inviting decorative lighting companies to get involved in the event with the unique opportunity to create an installation in one of the many spaces in the venue. As well as the pre- and post-event benefits of being a sponsor, companies will receive:

- VIP tickets for 6 guests
- An eye-catching installation at the event
- Company logo to appear on promotional material
- Company logo on-screen at event
- Company logo on signage at event

**Cost: £6,500**

THE SPONSORSHIP PROCESS IS BEGINNING NOW!

YOU COULD PARTNER WITH ONE OF...

ARUP BDP BURO HAPPOLD DELTA LIGHTING  
DESIGN DESIGNPLUSLIGHT DPA FOSTER +  
PARTNERS FOUNDRY HOARE LEA IDEAWORKS  
INTO LIGHT BUREAU LIGHTING DESIGN  
INTERNATIONAL LIGHTING DESIGN STUDIO  
MBLD MICHAEL GRUBB STUDIO NULTY SPEIRS  
MAJOR STUDIO-29 WSP

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