

S P R I N G  
**GALA**  
A P R I L 1 9 , 2 0 1 8

## **PARTNERSHIP OPPORTUNITIES**

**Thursday, April 19, 2018 • The Boston Design Center  
1 Design Center Place • Boston, Massachusetts**

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This year, the Boston Architectural College is celebrating the intersection of design and food. As a partner of this event, you will reside at the crux of that intersection.

We plan to transform the event space at the Boston Design Center into a showcase of food and design by pairing showrooms and designers together with Boston's best restaurants to create innovative and contemporary lounges paired with inventive food tastings that complement their surroundings.

As an Event Partner, you will be an integral feature at our gala. This is an excellent opportunity to market your products to the Boston design community in a distinct way. Because of the unique nature of this event we are being extremely strategic and selective in the Partners we bring on – making this an exclusive opportunity for no more than 10 showroom and restaurant participants.

Last year's sold-out event attracted over 500 guests, over 65 corporate sponsors including architecture firms, real estate developers, construction companies, and design firms. The event was featured in Design New England, Boston Common magazine, and The Boston Globe, among other local publications.

### **PARTNERSHIP OPPORTUNITIES**

#### *Design Partners*

Local professional designers and firms who will lead teams of BAC students in the design of a lounge

#### *Student Designers*

Teams comprised of 2 - 3 undergraduate and graduate BAC students

#### *Showroom Partners*

Loans of furniture and décor to decorate the lounges

#### *Restaurant Partners*

Provides tastings of a specialty dish inspired by their surroundings

If you have questions after reviewing the following information, please email [gving@the-bac.edu](mailto:gving@the-bac.edu) or call 617.585.0146.

Learn more at: [\*\*gala.the-bac.edu\*\*](http://gala.the-bac.edu)

# DESIGN PARTNERS

## To become a Design Partner, we ask that you:

- Lead a group of BAC students in the design of a 20' x 30' lounge area within the event space.
  - Work with a Showroom Partner to decorate the lounge.
- Work with a Restaurant/Beverage Partner to feature a tasting table within the lounge.
  - Space should include seating for at least 15 guests.
- Design should align with the Showroom and Restaurant/Beverage Partner's style/culture/type of food.
- You must lead at least 2-3 in-person meetings or phone calls with the students, showroom, and restaurant partner.

## Benefits of becoming a Design Partner include:

- Complimentary ticket to event.
- Headshot and bio featured on event webpage.
- Signage at the event itself with promotion on a poster within the lounge.
- Opportunity for you and your student team to win "Best Lounge Design."
- Networking opportunity with industry leaders at the event itself.

# STUDENT DESIGNERS

## To become a Student Designer, we ask that you:

- Work with a Design Partner to complete the design of a 20' x 30' lounge area within the event space.
- Assemble the physical space on the day of the Gala, Thursday, April 19.
  - Assembly must be complete by 3pm
- Participate in at least 2-3 in-person meetings or phone calls with the designer, showroom, and restaurant partner.

## Benefits of becoming a Design Partner include:

- 6 Practice credits
- Complimentary ticket to event.
- Headshot and bio featured on event webpage.
- Signage at the event itself with promotion on a poster within the lounge.
- Opportunity for your team to win "Best Lounge Design."
  - Students on winning team will win free printing the next semester (up to \$500)
- Networking opportunity with industry leaders at the event itself.

# SHOWROOM PARTNERS

## To become a Showroom Partner, we ask that you:

- Loan of furniture, carpet, task lighting, and décor to furnish a 20' x 30' lounge within the event space.
  - You can arrange for transportation of the items to the venue, or we can help.
- Donate one of the items in the lounge to our silent auction (chair, lamp, art, décor, etc.).

## Benefits of becoming a Showroom Partner include:

- Complimentary tickets to the event for up to three promoters.
- Logo placement - with link to your website - on our event webpage.
- Signage at the event itself with promotion on a poster within the lounge.
- Unique ability to promote your showroom to a captive VIP audience.
- Partnership with a Design Partner to design the lounge.
- Social media promotion leading up to the event.
- Premiere Benefits (for Showroom Partners who have also sponsored the event at the Bronze level or above):
- Everything listed above PLUS
  - Preferred lounge location selection
  - Premiere placement of your logo on all Spring Gala promotional materials.



# RESTAURANT PARTNERS

## To become a Restaurant Partner, we ask that you provide:

- Substantial food tastings/samples for approximately 500 guests.
- An experience or item for our silent auction (chef's table, private cooking lesson, gift certificate, etc.).
- At least one promoter (up to three promoters) to prepare/serve your product.
- Any utensils or plates needed to serve your samples.

## Benefits of becoming a Restaurant Partner include:

- Complimentary ticket to the event for up to three promoters.
- Logo placement - with link to your website - on our event webpage.
- Signage at the event itself with promotion on a poster within the lounge.
- Unique ability to promote your restaurant to a captive VIP audience.
- Partnership with a Design Partner and Showroom partner to feature your food at the event.
- Social media promotion leading up to the event.

# BEVERAGE PARTNERS

## To become a Beverage Partner, we ask that you provide:

- Full-pour drinks (8 oz) for approximately 500 guests.
  - We will provide the mixers for cocktails, if needed.
  - We will provide ice if requested.
  - Guests are provided a reusable glass at the beginning of the night.
- An experience or item for our silent auction (brewery/distillery tour, beer/liquor making lesson, etc.).
- Mixologist or bartender to prepare/serve your product.
  - If you would prefer, we can provide a bartender.

## Benefits of becoming a Beverage Partner include:

- Complimentary ticket to the event for up to three promoters.
- Logo placement - with link to your website - on our event webpage.
- Signage at the event itself with promotion on a poster within the lounge.
- Unique ability to promote your restaurant to a captive VIP audience.
- Partnership with a Design Partner and Showroom partner to feature your beverage at the event.
- Social media promotion leading up to the event.



# SPRING GALA PARTNERS

## 2017

Antique Taqueria  
Babbo Pizzeria e Enoteca  
Boston Harbor Distillery  
Buttermilk and Bourbon  
Down the Road Brewery  
Fuji  
Legal Seafoods  
Lion's Tail  
Saloniki Greek  
Tavolo Ristorante  
Trade  
Whole Foods

## 2016

Babbo Pizzeria e Enoteca  
Batch  
Chive Events  
Dirty Water Distillery  
Freshii  
Genji Sushi  
Harpoon Brewery  
Island Creek Oysters  
Jubali  
Pavement Coffeehouse  
Season to Taste Catering  
Tavern Road  
Taza Chocolate  
Whole Foods Market

## 2015

Artisan Beverage Cooperative  
Chilly Cow of Boston  
Deep Eddy Vodka  
Equal Exchange  
Far From The Tree Cider  
Farmstead Table  
Genji Sushi  
GrandTen Distilling  
Harpoon Brewery  
LaBelle Winery  
Nashoba Brook Bakery  
SELECT Oyster Bar  
Sweetgreen  
Vermont Smoke and Cure



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APRIL 19, 2018

[gala.the-bac.edu](http://gala.the-bac.edu)

# SPONSORSHIP FORM

## All Partners:

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Twitter Handle \_\_\_\_\_

Instagram Handle \_\_\_\_\_

## Restaurant and Beverage Partners:

Please provide a description of the food/beverage you plan to feature at the Spring Gala

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Value of your food/beverage? \_\_\_\_\_

Name of promoters who will be present at event (complimentary ticket)

\_\_\_\_\_

Phone number of person who will be present at event \_\_\_\_\_

Email of person who will be present at event \_\_\_\_\_

Will you require ice?  Yes  No Will you require a power source?  Yes  No

Do you have specific power requirements? \_\_\_\_\_

Please provide a description of your donation to our silent auction \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Value of your silent auction donation \_\_\_\_\_

Other Notes \_\_\_\_\_

## Showroom Partners:

Please provide a list of the types of products you are willing to lend to the event (actual items will be determined between yourself and the design teams).

\_\_\_\_\_  
\_\_\_\_\_

Name of promoter who will be present at event (complimentary ticket)

\_\_\_\_\_

Design Partners and Student Designers: \_\_\_\_\_

\_\_\_\_\_

Please email a brief biography (3-5 sentences) and a recent headshot to [giving@the-bac.edu](mailto:giving@the-bac.edu)

Learn more at: [gala.the-bac.edu](http://gala.the-bac.edu)



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