

The logo for 'Change 08' features the word 'Change' in a white, rounded, sans-serif font inside a black trapezoidal shape that tapers to the right. To its right, the number '08' is written in a large, red, sans-serif font.

Change

Graduate
Sustainable
Design
Exhibition



SRD

Society for
Responsible
Design

08

Today, we face some overwhelming challenges.

Our ability to sustain the environment, our communities and our economies are issues facing us all.

Design can ask questions, offer solutions and inspire change.

Will you partner with us to provoke and inspire?

Change starts now: it's time to take responsibility.



You Are Invited!

Dear Friend!

The Society for Responsible Design (SRD) is presenting a Graduate Design event called **Change**.

Change 08 (formerly *SRD ChangeX*) is an annual exhibition of projects from all of Sydney's top universities.

It explores issues of sustainability, environmental responsibility, social equity and community. The exhibition showcases compelling projects from a cross section of design fields: from built environments, products, textiles and communications. **Change 08** embraces the contemporary issues for creative professionals, young designers, business and community members. Offering the opportunity to explore Responsible Design's potential in realising tangible solutions globally.

We are inviting you to partner with us in presenting new ideas that will shape our future.

This is an important opportunity for you to gain exposure in your support of a sustainable initiative, and advancing responsible design and education.

The logo for Change 08 features the word "Change" in a white, lowercase, sans-serif font on a black rectangular background. To the right of this background, the number "08" is displayed in a large, bold, red, sans-serif font. A small black silhouette of a bird in flight is positioned above the "08".

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It's your time to be responsible!

This letter outlines partnership packages. To begin with, your contribution will ensure the success of this year's exhibitions: the first 2 confirmed for Sydney, with a third planned overseas dependent on your contribution.

Yes! Your sponsorship (over \$2) is tax deductible - SRD is Registered Environmental Organisation (REO). Easy payment instructions are on the back page.

- **Change08 debut:** 23-28 September 2008, Tap Gallery, Darlinghurst, Sydney
- **Second presentation:** 7-8 November 2008 at GreenTECH (3rd Australian International Green Build & Technology Exhibition & Conference. (10,000 visitors 2 years.)

Exhibition attendance along with our planned promotional campaign ensure excellent exposure amongst young design professionals and like-minded community members! Your support will ensure a successful, exciting event, with obvious benefits for you!

In addition, we're hoping to go global and exhibit at an international design fair early next year.

Sponsor a project and get your brand out there!



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ChangeX alumni go Global!

Change08 aims to inspire, provoke and enrich both the practice and understanding of Responsible Design. Change (formerly SRD ChangeX) has enjoyed great exposure, generated opportunities and success!

International exposure:

- **Rachael Cassar (SRD ChangeX 08)** with her stunning reconstructed Fashion was presented in Milan, Italy winning 1st prize. As featured in Sydney Morning Herald (2 June 07)
- **Julie Frost (SRD ChangeX 06)** potable water sterilisation project went on to be developed by an international aid agency (Article in UNSW alumni magazine Nov 06)

Past Media Coverage:

- National Radio coverage Interview with SRD ChangeX 08 participants in 07, as well as Local radio interviews
- Press articles in Australian Financial Review, Sydney Morning Herald
- Featured in Treehugger.com article 31 May 2007 (huge international readership)

Change is supported by *SRD, Society for Responsible Design*.
www.srdChange.org (launching soon!), www.srd.org.au, www.changex.org

Past Sponsors have included DIA, Adobe, Grex, AELA, Sustainable Living Fabrics, Endless Solar, Unfolding Futures, Ecodesign Ecoprint, UTS, UNSW, UWS,

Partnership Packages

Partnership Package	What you will receive:
Bronze: Partner \$250	Your logo will be placed: <ul style="list-style-type: none">- Within the exhibition on posters or similar- On the newly designed SRD Change08 web-site- In the Change08 Exhibition Catalogue (2 complimentary copies)
Silver: Partner \$500	In addition to this, you're logo will be placed: <ul style="list-style-type: none">- in any online advertisements and promotions as planned
Gold: Change08 Major Partner \$2008	Your logo will receive prominent placement in all of the above, and in addition: <ul style="list-style-type: none">- In promotional print, and media advertising as is possible- Identification as a Major Partner's web page on SRD- Sponsor a project to help us get to an international audience! As a Major Sponsor, your logo will accompany your chosen project if we reach our aim to exhibit at an International Design fair.
Platinum: Naming Rights Partner (Contribution negotiable)	In addition to all this, your company will receive full naming rights for the exhibition as " [Your Company Name] Change 08 " <ul style="list-style-type: none">- Please contact us to discuss the possibilities to really promote this unique solutions based event

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The next step

Yes! I want to support the exciting SRD Change08 Graduate Sustainable Design exhibition!

- I would like to discuss the Platinum - Naming Rights package with you.
- I would like to become a Gold - Major Partner \$2008
- I would like to become a Silver Partner \$500
- I would like to become a Bronze Partner \$250

First Name: _____ Last Name: _____

Business/company name: _____

Contact Telephone (____) _____

Email: _____

- Cheque enclosed made payable to Society for Responsible Design
- Please contact me with EFT Transfer details
- Tax Invoice receipts can be issued upon request

Please send to :

Greg Campbell (SRD, Change 08 Curator), PO Box 326, Church Point NSW 2105 fax 9979 7609

Or contact Sponsorship team:

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