



DIAGEO AND COOPER HEWITT

PARTNERSHIP PROPOSAL
JULY 2022

**COOPER
HEWITT**



Smithsonian Design Museum



ABOUT COOPER HEWITT

THE NATION'S DESIGN MUSEUM

As the Smithsonian Design Museum, Cooper Hewitt's purpose is to educate, inspire, and empower people through design. Located in the historic Carnegie Mansion on New York City's Museum Mile, it stewards one of the most diverse and comprehensive design collections in existence—more than 215,000 objects spanning 30 centuries, from ancient Egyptian ceramics and textiles to 3D-printed objects and digital code.

Through a broad range of exhibitions, research, education programs, events, online tools, and more, the museum connects audiences with scholarship inspired by its collection and with innovative contemporary designs from around the world, championing the importance of design for all.



“Cooper Hewitt is not only a temple to intelligent and dazzling design, but also teaching how design can help build a more just world.”

**—Darren Walker, president, Ford Foundation
2018 National Design Award winner,
Director’s Award**

WHERE DESIGN AND DESIGN ENTHUSIASTS MEET

Cooper Hewitt regularly convenes friends and patrons to celebrate design and recognize museum moments.

Our association with visionary designers is strongly aligned with the Mortlach brand. We look forward to collaborating with Diageo to pour Mortlach at the National Design Awards celebration in September 2022—and to discussing the opportunity for a year-long special events partnership.





NATIONAL DESIGN AWARDS

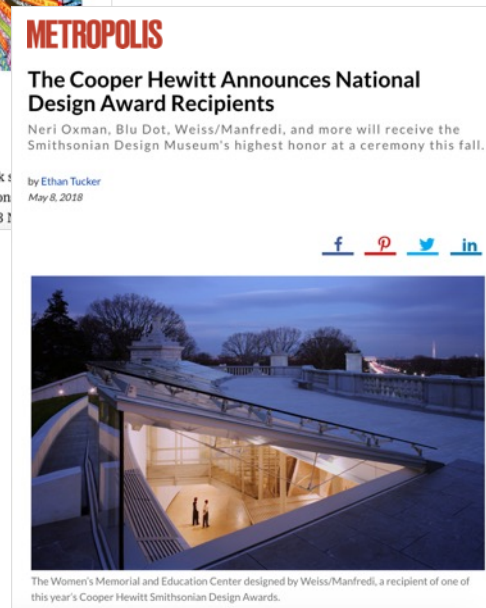
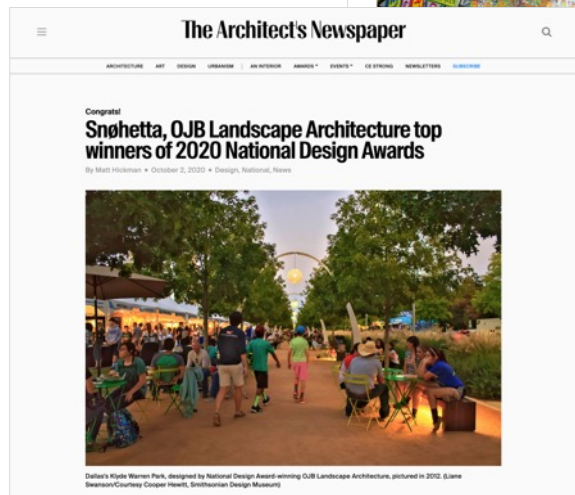
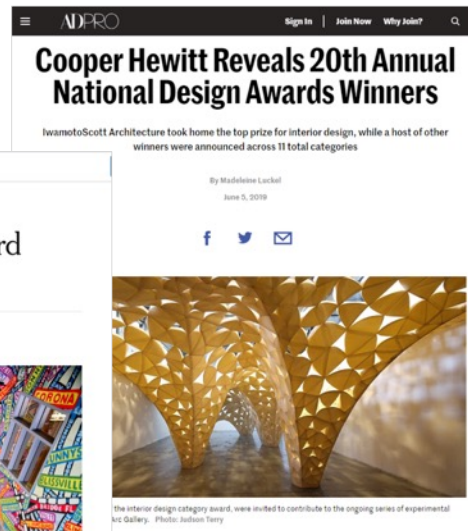
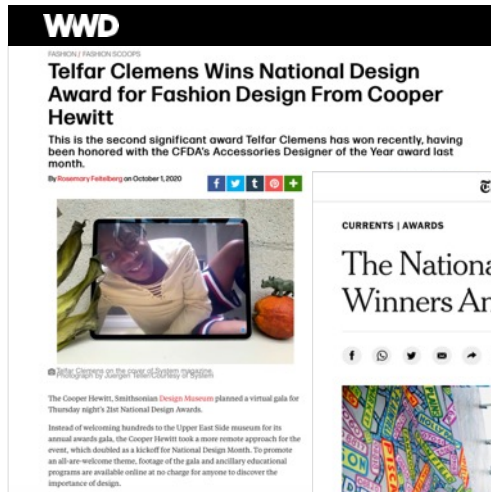
HONORING DESIGN VISIONARIES

The National Design Awards program is Cooper Hewitt's flagship initiative.

Launched in 2000 as an official project of the White House Millennium Council, it seeks to amplify national awareness of the importance of design for our shared future. Bestowed annually by Cooper Hewitt, the awards recognize the most innovative and impactful design minds of our time—and inspire a series of free events and programs which offer opportunities for the public to engage with the vision and work of leading designers around the country.

National Design Award winners join the ranks of world-class designers whose careers have left an indelible mark on history, including Debbie Millman, Frank Gehry, HOOD Design, I.M. Pei, Jonathan Ive, MASS Design Group, Milton Glaser, Neri Oxman, Opening Ceremony, Stefan Sagmeister, and TELFAR, to name a few.

NATIONAL DESIGN AWARDS



SAMPLE PRESS

The Architect's Newspaper
Architectural Digest
Core77
Curbed
The Cut
Daily Front Row
Designboom
Design Milk
Dexigner
Dezeen
Elle Decor
Fast Company
Hyperallergic
Metropolis
The New Yorker
The New York Times
PIN-UP Magazine
Time Out New York
Vogue
Wallpaper*
W Magazine
WWD

SEPTEMBER 2022

NATIONAL DESIGN AWARDS CELEBRATION

The winners of the 2022 National Design Awards will be announced in early September.

On September 21, we will convene award winners, design luminaries, New York tastemakers, and museum friends and patrons for an in-person celebration. The evening will start with a reception in the Great Hall of the Carnegie Mansion, with live music, food, and drinks—followed by an awards ceremony and festivities in the Arthur Ross Terrace and Garden, featuring a live DJ and interactive food installations.

Up to 250 people are expected to attend the event, offering an opportunity to for intimate engagement with prominent members of the design community and affiliation with a preeminent design program.





NOVEMBER 2022

NYC JEWELRY WEEK

Cooper Hewitt's popular annual Jewelry Week event for museum members is a conversation and reception convening design enthusiasts and makers. It returns in person in 2022 and will highlight a notable recent acquisition of jewelry from the collection of the famed American artist and sculptor George Rickey.

APRIL 2023

STATE OF DESIGN SUMMIT

Curated by museum director Maria Nicanor, the State of Design summit offers Cooper Hewitt's members, colleagues, and partners the opportunity to gather and engage in roundtable conversations with designers, innovators, and thought leaders on the role that design plays in addressing key current topics such as accessibility or sustainability.



PARTNER WITH US

We invite Diageo and the Mortlach brand to celebrate visionary design with Cooper Hewitt.

Please Contact Veronica Bainbridge, Chief Advancement Officer at BainbridgeV@si.edu for more information about the following sponsorship options or to discuss a custom package.

SPONSORSHIP

2022-23 DESIGN ENGAGEMENT PARTNER | \$50,000

- Logo recognition on all communications about the National Design Awards celebration on Sept. 21
- Opportunity for Diageo to provide a full bar with signature drinks and a Mortlach lounge with a tasting during the cocktail hour
- Invitations for six guests to the reception + ceremony
- Opportunity to promote sponsorship in corporate image advertising
- Opportunity to provide product at design engagement events for museum members in 2022-23; invitations for six guests to each event
- 25 museum guest passes (FMV \$450)
- 10% employee discount at SHOP Cooper Hewitt for one year
- Opportunity to host a daytime or evening event in the museum's Great Hall or Garden, with a 10% discount off the rental fee

2022 NATIONAL DESIGN AWARDS SPONSOR | \$25,000

- Logo recognition on all communications about the National Design Awards celebration on Sept. 21
- Opportunity for Diageo to provide a full bar with signature drinks and a Mortlach lounge with a tasting during the cocktail hour
- Invitations for six guests to the reception + ceremony
- Six museum guest passes (FMV \$108)



THANK YOU

**COOPER
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 Smithsonian Design Museum