

# EMPOWERING THE NEXT GENERATION OF DESIGNERS

PREPARED FOR AMAZON DESIGN  
MAY 2021

**COOPER  
HEWITT**



Smithsonian Design Museum



## AMAZON DESIGN + COOPER HEWITT

We are delighted to continue our partnership together. This customized proposal outlines areas of support that reflect deep alignment between Cooper Hewitt's mission and the goals and desired impact of Amazon Design.

Your support will amplify the impact of Cooper Hewitt's **emerging designer events**, **learning tools**, and **mentorship programs**, creating opportunities for sustained engagement with young, aspiring designers across the country. Unique benefits allow for a deeper connection between Cooper Hewitt and Amazon Design's employees and network. We invite opportunities for **collaboration** and **integration**.

As the nation's design museum, Cooper Hewitt is dedicated to empowering diverse voices, so that the next generation of designers can continue to build a more equitable and regenerative future for everyone. Thank you for supporting our commitment to equity in design. **We look forward to advancing our shared mission with you.**



## KEY PROGRAM AREAS



### REAL TALK DESIGN

Real Talk Design invites high school students, college students, and recent graduates across the country to engage in authentic conversations with award-winning designers about working in the design field, with topics ranging from building your portfolio to jumpstarting your career. An online guide to navigating conversations about pursuing design as a career choice will also be published in conjunction. Launching in October for National Design Month—Cooper Hewitt's largest education initiative—and continuing throughout the year, the program aims to build a diverse pipeline of future designers by providing the tools to pursue education and career opportunities in design.



### DESIGN TOOLKIT

The Design Toolkit, which provides design education resources that do not require internet connectivity, consists of the Design at Home Activity Book and the Design Activity Kit. The activity book is a free publication, available in both English and Spanish, that provides hands-on activities for exploring the ways in which design is all around us. In 2020, we worked with community partners across the country to distribute 33,850 copies of the book. The activity kit, forthcoming fall 2021, will provide reusable design thinking materials for educators to apply in class activities, and can be used in conjunction with other classroom programs and resources offered by Cooper Hewitt.



### DESIGN COLLECTIVE

The Design Collective program invites high school and college students who have demonstrated talent in design to help Cooper Hewitt prototype content and programs for other emerging designers. Selected students participate in a series of discovery sessions and workshops to propose new ideas for how Cooper Hewitt can better serve their peers, and receive mentorship from museum staff and working designers. Seven participants were invited to launch the pilot program in 2021, meeting weekly over the course of 14 weeks and receiving a stipend for their work, which will help to develop the Design Collective's identity and pave the path for future activities.

## SPONSORSHIP LEVELS

### **DESIGN FAIR SERIES**      \$125,000

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*Benefits include:*

#### **RECOGNITION**

- Lead sponsor of Virtual Design Fair Series
- Sponsor logo to be used in sponsor recognition, space permitting
- Sponsor recognition on related communication and promotional materials, as deemed appropriate by Cooper Hewitt
- Recognition in remarks made by Cooper Hewitt leadership during the program, if applicable

#### **PROMOTION**

- Opportunity for a sponsor representative to give remarks about sponsorship at the sponsored program

#### **SPONSOR & COMMUNITY ENGAGEMENT**

- Opportunity for Amazon employees to participate in a private design education program led by Cooper Hewitt educators (FMV \$250)
- Opportunity to engage Amazon Future Engineers with an engagement opportunity related to the National Design Awards program (FMV \$250)
- Opportunity to distribute copies of Design Fair parents' resource to Amazon's community partners (quantity to be determined; sponsor will be solely responsible for all related costs)

### **DESIGN FAIR SERIES + DESIGN TOOLKIT**      \$200,000

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*All Design Fair benefits, plus:*

#### **RECOGNITION**

- Lead sponsor of the Home Activity Book and Design at Home Activity Kits
- Sponsor logo to be used in sponsor recognition, space permitting
- Recognition on Design at Home Activity Book and Design at Home Activity Kits
- Sponsor recognition on related communication and promotional materials, as deemed appropriate by Cooper Hewitt

#### **PROMOTION**

- Opportunity to provide in-kind support for the Design at Home Activity Kits, subject to Smithsonian approval

#### **COMMUNITY ENGAGEMENT**

- Opportunity to distribute copies of the Design at Home Activity Book and Design at Home Activity Kits to Amazon's community partners (quantity to be determined; sponsor will be solely responsible for all related costs)

### **DESIGN FAIR SERIES + DESIGN TOOLKIT + DESIGN COLLECTIVE**      \$300,000

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*All Design Fair + Design Toolkit benefits, plus:*

#### **RECOGNITION**

- Lead sponsor of Design Collective program
- Sponsor logo to be used in sponsor recognition, space permitting
- Sponsor recognition on related communication and promotional materials, as deemed appropriate by Cooper Hewitt

## ADDED VALUE OPPORTUNITY

### NATIONAL HIGH SCHOOL DESIGN COMPETITION

Launched in 2016, the National High School Design Competition challenges students across the country to design a solution to a unique scenario. The competition provides a platform to explore real-world problems through a design lens and amplifies voices at a national level, empowering young thought leaders to take the lead in building a better future.

Finalists have extensive engagement and resume-building opportunities—such as personal mentoring from design experts, company visits to witness design in action, and public speaking moments—providing enriching

experiences that elevate the students' design knowledge and network to the next level and open new doors to education and career opportunities.

Designers today are responding to the pandemic, which disproportionately affects marginalized communities. The sixth annual National High School Design Competition in 2021 will encourage students to rethink the products, environments, services, and systems that impact our health and society by answering the question: “What would you design to create a healthier world?”






## THANK YOU

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