

**SPONSOR A DESIGN CATEGORY IN THE ANNUAL  
COMPETITION**

**Invest in the Future of the Surface Pattern Design Industries**

**i-dott Annual Surface Pattern Design Competition  
Become a Design Category Sponsor**



**2021 - Winner of Category 2 – Sense of Abstraction  
Sponsored by Anstey Wallpaper Company**

i-dott CIO

+44 (0) 7538673651 [info@i-dott.org](mailto:info@i-dott.org)

Trustees: John Carter Chairman Graham & Brown Ltd Debbie Buchan Director AVACAD/CAM  
Anthony Garnett Managing Director Fine Décor Ltd Duncan Harrison Director of Undergraduate Studios, Leeds Art University  
Stephanie Jebbit Design & Marketing Consultant Janette Feeney Design Studio Manager (retired)  
Michelle Ledward Research & Development/Innovation Henry Royce Institute  
Registered in England & Wales - Charity Number 1152178

## SPONSOR A DESIGN CATEGORY IN THE ANNUAL COMPETITION

Since 2013 the number of designs submitted annually to the competition has increased year on year and have developed strong communication links with Universities and Colleges around the world.

Tutors and programme directors are embedding our competition into the course work, and it is open to all year groups.

Help support our charity by becoming a 2023 design category sponsor of the annual surface pattern design competition.

### What is involved in becoming a sponsor?

#### Write the design brief:

The brief can cover any design style or subject. It needs to be focused and inspirational to encourage the students in expressing their skills and talents.

The design brief, including imagery can be spread across 3 x A4 pages. You can front this with a cover.

The intention is to give the student a 'feel' of what could be expected if they were working in a commercial environment, so several pages setting out the range of broad, basic technical requirements and dimensions to include designing for fabrics and textiles, murals, wide-width, and standard wallcoverings.

Within your design briefs you need to state which dimensions you want the student to work to by quoting the size code. It is your decision to give the students one or several options to work to,

Any imagery you use needs to be copyright free as the briefs are published on our website and in our Yearbooks. **(The past design briefs can be found on our website, <https://i-dott.org/image-archive/design-briefs/>)**

If you would prefer, we can arrange for someone to write the brief with or without your input, whichever is your preference.

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### When would we need the design brief:

Part of our success with Academia is that we send out the competition packs in time for the teaching staff to prepare the forthcoming term's work and to have all the information to hand regarding our competition.

If you agree to become a sponsor, we will need the design brief ready by the 21<sup>st</sup> July of the year prior to the year of the competition closing, e.g. - the brief for a category in the 2023 competition would need to be with us by the 31<sup>st</sup> July 2022 to allow us the time to prepare the packs for timely dispatch.

### Judging

- **Shortlisting**

Protected by a password all the designs are up-loaded to our website ready for 3 experienced senior designers to view these works, select, and create their shortlists. The combined selections are brought together for the final round

- **Final Round**

The category sponsors or their representatives come together round the table at our offices to review, critique and finally select the winners in each of the categories. When reviewing and placing the designs entered into the category sponsored by your company, you will be the final Arbiter in the event of any indecision or dispute.

### Present the Prizes:

You or your representative will be invited to join the Keynote Speaker, to present the awards for your category, at the Annual Awards Ceremony & Gala Dinner.

As well as the financial prizes (currently) – 1<sup>st</sup> place - £500.00, 2<sup>nd</sup> place - £300.00 and 3<sup>rd</sup> place - £200.00 each winning student receives a 'goody bag'. The bag contents vary from year to year but always includes a copy of the Yearbook, in which all the designs entered in the competition are printed, as a memento of their achievement.

### Designs:

You will be given the opportunity to preview all the designs entered in your category with a view to purchasing before being made available to the wider membership and other interested parties.

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### **Communication:**

We are always very appreciative of any support we get from our membership and want to make sure that your contributions are recognised and acknowledged. Your logo would appear in all publications and publicity connected with the competition and we may ask you to contribute a review of the judging for the Yearbook.

### **i-dott Design Surface Pattern Design Competition**

Cost of sponsoring a design category

Option 1

**£2,500.00**

Covers the costs of, the 3 cash prizes for the category, the goody bag and its contents, the printing of the shortlisted and winning students' certificates. The costs associated with the Yearbook and the competition. The cost of a table for yourself and guests (A table sits 8 people)

Option 2

**£2,000.00**

(Does not include a table)

An invoice will be raised to cover this amount of your chosen option on the 1st May of the year of competition closing, and we ask for settlement on or before 28<sup>th</sup> June of that year.

For any questions or queries or to add your name to the list for future years

please contact us at: [info@i-dott.org](mailto:info@i-dott.org) or call us at +44 (0) 7538 673 651

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