SPONSORSHIP
DESIGN HOUSE NORTHWEST

In fall 2019, Design House Northwest will bring together thousands of guests for a celebration of Pacific Northwest design, all to benefit lifesaving research at Fred Hutch.

Over the next year, the region’s best interior architects and designers - carefully selected by a jury of influential tastemakers - will transform a magnificent Seward Park home using premier furnishings, paints and materials. Then, in fall 2019, thousands of visitors will tour the home and take in stunning examples of interior and landscape design, leaving with inspiration, ideas and resources. Each guest will receive a commemorative guidebook, highlighting designers, sponsors and ideas. Most importantly, the Seattle community will come together to support research at Fred Hutch and celebrate the vibrant local design community.

HOUSE FEATURES

- 12,380 sq ft
- 3.1 acres
- Built in 1929
- 5 bedrooms
- 10 baths
- 4 fireplaces
- Home gym
- Wine cellar
- Library
- Game room
- Media room
- Lakefront dock
HIGHLIGHTS

- 20 public days
- 5,000–8,000+ attendees
- 10,000,000+ media reach
- 10+ special events
- Exclusive invite-only events
- Design tours
- Private party bookings
- 30 premier designers
- 500+ design professionals

Media and Publications
Premier national, regional, and local media partners will feature Design House Northwest designers and sponsors in print, digital and social media channels. A commemorative guidebook will be distributed to all attendees, featuring designers, sponsors and advertisers.

Sample of publications featuring sponsors:
- 538,000 copies of 16-page promotional booklet distributed in GRAY, Seattle Magazine, 425, Seattle Times, New York Times

Demographics
Design House Northwest projected attendees are well educated, sponsor savvy, sponsor friendly and have high disposable income. DHNW provides prime opportunity to speak to this valuable and influential audience.

**AGE**
- 70+: 5%
- 60-69: 40%
- 50-59: 40%
- 30-49: 25%
- 16-29: 15%

**HOUSEHOLD INCOME**
- $0-$25K: 15%
- $25-$75K: 25%
- $75-$100K: 30%
- $100-$150K: 30%
- $150-$275K: 15%
- $275K+: 10%

**GENDER**
- Male: 40%
- Female: 60%

**HOMEOWNERSHIP**
- Rent: 10%
- Own Home: 85%
- Own 2+ Homes: 25%

**MARITAL**
- Single: 45%
- Married: 45%
- Partnered: 15%

**EDUCATIONAL**
- College Grad: 45%
- Post Grad: 10%
- Some College: 5%
- Other: 5%

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UNIQUE BRAND ACTIVATION

Design House Northwest welcomes an exclusive, intimate community of brands who share the values of creativity and experimentation. Put your product in the hands of the DHNW guests through a variety of activation opportunities. With a sizable audience and millions reached through media and publicity campaigns, your company will achieve the position you desire, uncluttered and easily recognizable.

Design Industry Partnership
- Exclusive room and space designations
- Featured products available to designers
- Feature in GRAY Magazine, DHNW guidebook and nationally-distributed promotional booklets
- Exhibition space at Designer Days
- Sampling and promotion distribution at Designer Day

On-Site Activation
- Volunteer Program
- Food and Beverage
- Honor Wall
- Registration
- Exit sampling
- Wi-fi
- Automotive
- Pop-up shops

Event Naming Rights
- Opening Night Gala
- Closing Night Party
- Press and Preview Party
- Family and STEM Education Day
- Special Tours
AVAILABLE BENEFITS

Tangible Benefits

**Naming Rights**
Logo will be prominently displayed on all collateral underscoring the Design House Northwest name.

**Email News Feature**
Logo on all email news. Business featured in one electronic issue of newsletter on date of choice.

**Event Collateral**
Prominent placement of logo on event posters, flyers, tickets, volunteer apparel and on-site signage.

**Website**
Linked logo prominently displayed on event website homepage. Linked logo on sponsor page. Ad on website four weeks prior to event.

**Social Media**
Brand featured in three meaningful posts on all channels.

**On–Site Activation**
Ability to activate booth space. Ability to display banner for the duration of the event. Daily verbal recognition by all tour guides.

Intangible Benefits

**Unique Community Asset**
This is the only event of its kind in the PNW, eliminating competition for visibility. Event benefits a leading nonprofit with unmistakable brand.

**Category Exclusivity**
Exclusivity in sponsor’s product/service category.

**Ability to Activate**
Ability to activate with products integrated into the event programming, ticketing, and promotion.

**Media Coverage Potential**
The event has significant earned media potential extending to many local, regional, and national media outlets, where Presenting Sponsor may be featured.

Full Benefits

**Rights and Designation**
- Category exclusivity
- Access to list of guests and designers
- Design House Northwest logo and trademark rights
- Fred Hutch logo and trademark rights

**On–Site Visibility & Engagement**
- Daily verbal recognition by all designer reps
- Opportunities for remarks during special events
- Logo in Design House Northwest Café
- Logo on step & repeat backdrops
- Logo on volunteer apparel
- Logo on all All Access Passes/lanyards
- Logo on all signs and screens
- Opportunity to host branded booth on-site

**Collateral & Print Materials**
- Logo on pocket cards/rack cards (circulation tbd)
- Logo on posters (circulation tbd)
- Logo on brochures (circulation tbd)
- Logo on gift bags for all guests (8,000+ bags)
- Spread in Design House Northwest guidebook (8,000 copies)

**PR, Media & Advertising**
- Mention in all PR and advertising efforts (potentially including radio, TV, and outdoor advertising)
- Prominent logo in 16-page promotional booklet

**Digital, Web & Social**
- Ad on website four weeks prior to event
- Logo in all email communications to participants
- Social media feature and mentions on all channels
- Prominent and persistent logo on website

**Ticketing & Hospitality**
- All Access Passes (includes pre-makeover walk through, Opening Night Gala, general viewing days, special events, Closing Night Gala)
- Tickets to general viewing days
- Opportunity to host private events

**Fred Hutch Corporate Partner Benefits**
- VIP Dinner with the Hutch Award Luncheon keynote
- Inclusion in PSBJ full-page ad with other corporate sponsors
- Membership to President’s Circle
- Invitation to Circle Series events on Fred Hutch campus
- Invitation to annual President’s Celebration
- Invitation to join scientific division directors over lunch
ABOUT FRED HUTCH

Based in Seattle, Fred Hutch is a world-renowned leader in cancer research. From its Nobel Prize–winning development of bone marrow transplants for once-incurable blood cancers to fundamental research in cancer prevention, the Hutch has a history of revolutionizing prevention, detection and care of cancer, HIV/AIDS and other life-threatening diseases.

Reasons to Support Fred Hutch

Global Leader
The mission of Fred Hutch is the elimination of cancer and related diseases as causes of human suffering and death. Home to three Nobel laureates and interdisciplinary teams of world-renowned scientists, Fred Hutch is a global leader in research to prevent, detect and treat cancer and other life-threatening diseases.

Bone Marrow Transplantation Pioneer
Fred Hutch scientists pioneered bone marrow transplantation—considered the #1 therapy for treating leukemia, lymphoma and multiple myeloma. More than one million bone marrow transplants have been performed all over the world, extending and saving hundreds of thousands of lives.

Discovering Better Treatments
The Hutch’s pioneering work in bone marrow transplantation led to the development of immunotherapy, which harnesses the power of the immune system to treat cancer with minimal side effects. Today, immunotherapy is one of the most promising frontiers for less toxic, more effective cancer treatments. Fred Hutch continues to lead this field by creating therapies that retarget immune cells to fight cancer more effectively.

Disease Prevention
Fred Hutch houses the nation’s first and one of the most highly acclaimed cancer prevention research programs. We also have an entire division of world-leading researchers devoted to understanding and preventing infectious diseases. This research synergy is critical for discovery, and it gives us a unique ability to combat the roughly 25 percent of cancers worldwide that are caused by infectious disease.

Interdisciplinary Insights
Collaboration across research labs/scientists also helps reveal commonalities between different types of cancers—as well as how drugs developed for one type might also prove highly effective for another. For example, some breast cancer subtypes might be more similar to some prostate cancer subtypes than they are to other breast cancers. Who would have guessed?

Scientific Excellence
Our long history of scientific excellence and research breakthroughs gives Fred Hutch scientists a competitive edge when applying for grants. As a result, they consistently garner more annual funding from the National Institute of Health than any other research institute.

Women’s Health & Breast Cancer Prevention
Fred Hutch houses the Women’s Health Initiative—the largest longitudinal health study of women ever conducted—which led us to understand that combination hormone replacement therapy significantly increases the risk of heart disease, stroke and breast cancer in postmenopausal women. Our findings—and subsequent national recommendations—have resulted in 20,000 fewer breast cancer cases in the U.S. every year.

HPV Vaccine
We helped lay the groundwork for the development of Gardasil, a vaccine now administered to adolescents to protect them against the types of human papillomavirus (HPV) that account for 70 percent of cervical cancers. With widespread use of Gardasil in children, we aim to eliminate cervical cancer in future generations.

Entrepreneurial Science
A Hutch scientist developed tumor paint, a tool derived from scorpion venom to “light up” brain cancer cells. This aids surgeons in performing higher-precision brain surgery with less potential of harming healthy brain tissue.