

A large crowd of people is gathered in a well-lit indoor space, likely a convention hall or exhibition center. The people are dressed in casual to semi-formal attire, including jackets, sweaters, and hats. In the background, there are display cases or shelving units filled with small, uniform items, possibly books or informational brochures. An orange circular logo is superimposed over the center of the image, containing the text "TORONTO DESIGN OFFSITE festival".

**TORONTO  
DESIGN  
OFFSITE**  
*festival*


**Presented by Keilhauer**

**Festival Partnership Opportunities**

**The Toronto Design Offsite Festival (TO DO) transforms the city into a hub for design. In 2016, TO DO had 85+ events and exhibitions across the city, direct participation from 400+ designers and architects, 99,000+ visitors including 45,000 architects and designers, 58+ million press impressions, and 8+ million brand impressions. TO DO is the number #1 Google search hit for “Toronto Design”.**

**TO DO takes design out of the studio and into the community to celebrate Canada’s independent design and art scene January 16 - 22, 2017.**

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A photograph of a crowded indoor event space, likely a craft festival or market. The scene is set in a room with a prominent brick wall and a ceiling with exposed wooden beams and recessed lighting. Shelves on the left and right sides of the frame are stocked with various bottles, possibly craft beer or spirits. A large group of people, seen from behind or in profile, are gathered in the foreground and middle ground, looking towards a central area where a person is standing. The overall atmosphere is one of a busy, communal gathering.

**“The Festival gives Toronto  
an opportunity to see locally  
what’s going on. There’s an  
earnestness and vigor about  
it that generally is what  
Toronto is all about.”**

**- Melanie Egan, Head of Craft, Harbourfront Centre**

# 2016 Festival Map



[Click here to visit the full online schedule of events.](#)

# 2016 Festival Partners

Aftermodern Lab

Archello

BlogTO

Brill Communications

Cieslok Media

Design Exchange

Design Week Portland

Designlines Magazine

Detroit Design Festival

Digifest

Downtown Yonge BIA

Frontier Magazine

George Brown College

Gladstone Hotel

Government of Canada

Government of Ontario

Harbourfront Centre

Herman Miller

IIDEXCanada

Interior Design Show

Interior Designers of Canada

Keilhauer

Registered Graphic Designers of  
Ontario

Shopify

Subtle Technologies Festival

Textile Museum of Canada

Toronto Arts Council

WantedDesign NYC

Winter Stations

# 2016 Festival Highlights



## Festival Opening Party

This must-attend bash kicked off Festival Week, as 1,000+ VIPs, media, politicians, designers, architects, and festival-goers mingled and danced at Shopify's design-savvy offices.



## Outside the Box

The second annual travelling exhibition featured the work of 70+ designers, curated by local correspondents from 9 cities across North America. It was presented at TO DO 2016, and will travel to New York City's design week this spring.



## In Series Exhibition

Showcasing the work of 12 artists and designers, this annual thematic exhibition featured objects and unique works that straddle the worlds of art and design.



## TO DO Talks Symposium

Attended by 250 visitors, our inaugural Symposium at the MaRs Centre featured 10 speakers tackling the topic of design for social and environmental good.



## TO DO Awards

Presented by Herman Miller and juried by notable creative talent, the TO DO Awards recognize contemporary design excellence seen at exhibitions across the Festival.

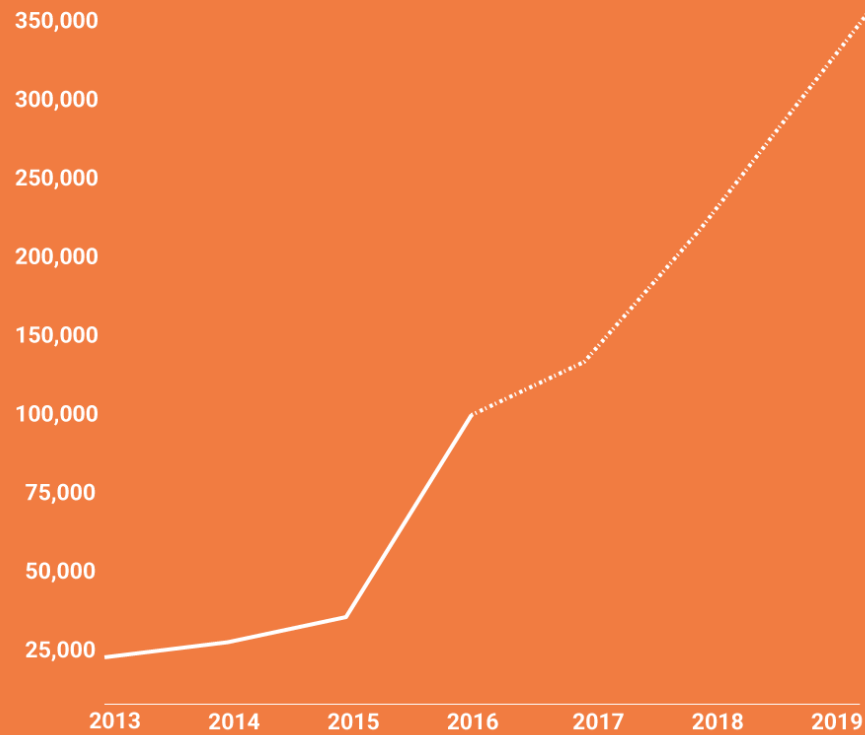


## Umbra + TO DO Compact Living Product Exhibition

Working in partnership with Umbra, this exhibition featured original houseware prototypes from a dozen Canadian designers.

[Click on the titles above to learn more about these events & exhibits.](#)

## Year-to-Year Visitor Comparison + Goals



243%

Increase in attendance from 29,000 in 2015 to 99,000 in 2016

350K

Visitor goal for 2019



**“TO DO features alternative venues showcasing local design that are arguably more exciting where you can make wonderful discoveries.”**

**- Huffington Post**

## 2016 Demographics

99%

of visitors would recommend the Festival.

45%

of visitors are part of the design and architecture industry.

55%

of visitors are design-lovers, with 15% from arts, 7% from advertising and 4% from finance.

36%

of visitors are between the ages of 25 to 34; 23% are 18 to 24; 20% are 35 to 44; and 21% are 45+.

40%

of visitors have a household income of \$80,000+, and 14% of \$150,000+.

91%

of visitors have a university degree or higher, and 30% have a post-graduate degree.

# Partnership Opportunities

Our partnerships build healthy relationships with new customers and make deeper connections with existing ones, expanding your brand's visibility and awareness while supporting local design, arts and culture.

## Gold - \$15K+

### **Opportunity to co-host a private party at a featured exhibition**

For 30 of your preferred clients (complimentary for the first year only)

### **Opportunity to provide closing remarks at the Opening Party or Symposium**

1000 visitors and 1500 RSVPs  
200K+ impressions

### **Logo on Desiglines + Spacing**

### **Magazines Full Page Ad**

print magazines with 90K+ readers

### **Media coverage**

6 million impressions (average)

### **Featured event signage**

50K+ impressions

### **Newsletter footer logo recognition**

6K subscribers, 110K impressions

### **Logo on website footer**

140K impressions

### **Social media posts**

10K+ followers | 150K impressions

### **iPhone + Android mobile app logo recognition**

600 impressions

### **Printed Festival guide logo recognition**

15K copies distributed, 25K impressions

## Silver - \$10K+

**Blog, Facebook, Twitter and Instagram posts**

50K+ followers | 150K impressions

**iPhone + Android mobile app logo recognition**

600 impressions

**Newsletter footer logo recognition**

6K subscribers, 110K impressions

**Featured event signage logo recognition**

50K+ impressions

**Website footer + sponsor page logo recognition**

140K impressions

**Printed Festival guide logo recognition**

15K copies distributed, 25K impressions

## Bronze - \$5K+

**Blog, Facebook, Twitter and Instagram posts**

10K+ followers | 150K impressions

**iPhone + Android mobile app logo recognition**

600 impressions

**Printed Festival guide logo recognition**

15K copies distributed, 25K impressions

**Website footer + sponsor page logo recognition**

140K + impressions

**Newsletter footer logo recognition**

6K subscribers, 110K impressions

# 2016 Festival Press Shortlist

[Archello](#)

[Azure Magazine](#)

[Breakfast Television](#)

[Designlines Magazine](#)

[Global TV, The Morning Show](#)

[Globe and Mail](#)

[House and Home Magazine](#)

[Houzz](#)

[The Kit Compact](#)

[Toronto Life](#)

[Toronto Star](#)

Click on the publication names above to be connected to online versions of the articles.



**“The 2016 Toronto Design Offsite Festival offered the ROM the opportunity to take Museum content beyond its walls and engage with new communities in a fresh and unexpected way, as part of a larger cultural initiative that energized the city in January.”**

**- Kathryn Brownlie Assistant Vice President, Marketing, the ROM**