

DINNER *by* DESIGN





About

Welcome to Dinner By Design. On behalf of The Social Concierge, we are happy to introduce you to this interactive media showcase experience. It has fast become one of Vancouver and Calgary's top events providing a provocative take on traditional interior design ideas around the table as part of an exclusive dining experience.

Dinner By Design will once again take over and transform a multiple unique venues across Western Canada, invoking the imagination and enticing a sense of playfulness and excitement from attendees at a duo of events.

By eschewing traditional expectations the event brings international and local design talents together to create a showcase of stunning multi-dimensional dining installations inspired by creativity.

The results: a collection of awe inspiring and undeniably thought provoking pop-up dining environments that push the proverbial boundaries. Nothing is off limits at Dinner By Design – expect the unexpected.

As a celebration of the fantastical, Dinner By Design is the perfect venue for brands to be ushered into the spotlight in a lasting and impactful way.

This year, the 2017 Dinner By Design will once again re-imagine the traditional cocktail dinner fundraising event in Calgary in the Summer, and Vancouver in the Fall, setting the stage for multiple evenings that are as uniquely inspirational as they are stylish.

This is one stylish event you don't want to miss out on. For Another year in a row, Dinner By Design is guaranteed to put your idea of perfect table settings to shame at its annual gala event.

Cahoots Creative - Paper Scape

notable.ca



Debut Event Design - Cour D'Honneur



A high profile benefit for many different charities, Dinner by Design is brought to life by The Social Concierge team for an exclusive multi faceted feast for the senses like no other.

We have assembled a talented and diverse cast of designers, artists, and personalities to put a spotlight on the unconventional, stylish and latest trends in design. We would like to invite you to this highly anticipated annual event and become integrated in all its elements as one of our marquee brand partners.

Spanning over the course of two days in two different cities, guest are invited to partake in an unforgettable experience as they peruse a stylish showcase of style courtesy of a diverse cast of artists, interior design visionaries and personalities tasked with creating their own unique and unconventional take on the latest design trends.



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Designers and chefs come together for a visual and visceral feast for the senses.

The Vancouver Sun



With notable design names and past participants such as Filosphi Event Design, Debut Event Design, THINK Creative, House of Bohn, Jamie Banfield Design, Kabuni, among many others, Dinner By Design has come to truly represent a high caliber collective of artistry not to be missed.

Boasting sold-out events since it's Vancouver and Calgary launch, we expect the 2017 Dinner By Design to be no different and are already planning an even larger-scale opportunity for your company to become a part of it.



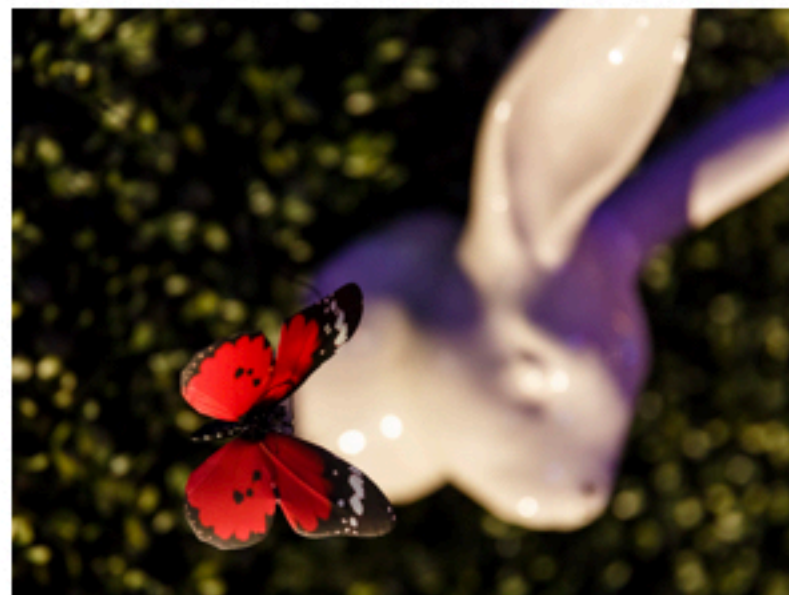


Cocktail Art

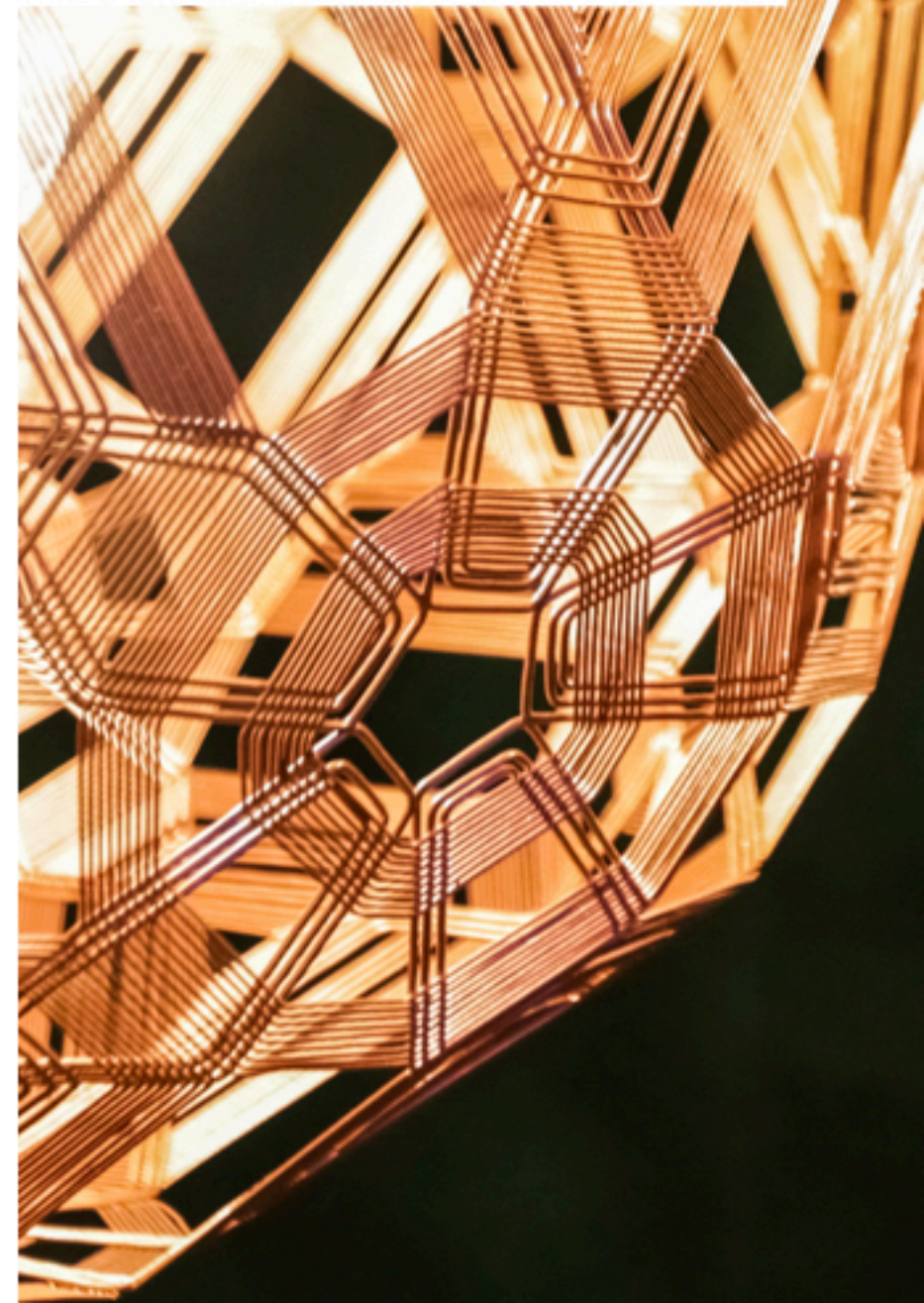


Gala Dinner

Cocktails and table-hopping are followed by an elegant seated multi-course VIP dinner designed by our guest culinary partner. Each course is paired with fine exquisite wines and accompanied by live entertainment throughout the evening, dancing and a charity raffle of luxury items. Only 150 seats are available for dinner and include an open bar.



Designers and guests mingle at Dinner By Design during this dazzling display of amazing design installations, while sampling delectable treats from a gourmet food purveyor; all paired with delicious wine and cocktails. At this official opening party for Dinner By Design, guests will enjoy a complimentary welcome cocktail with each ticket, live entertainment and special guest DJ set.



Sponsor Brand Exposure

This event consistently sees a high level of media attention and 2017 will be no exception. This year we are excited to announce the newly integrated feature of Designer Videos.

- Opportunities to be featured, both with product placement and in logo recognition within DxD's in-house produced videos highlighting each designers tablescapes creation
- Possible further social media exposure in conjunction with video releases
- Valuable opportunity to be included in Dinner by Design's content blasts occurring monthly beginning Fall 2017

Sponsor Dinner By Design

As one of our select sponsors for the 2017 Dinner By Design your brand is guaranteed coveted exposure in some or more of the following ways:

- On-site branding
- Access to over 700 media, social influencers, industry and business professionals, artists and philanthropists in attendance at DxD
- Customized POS and prominent logo placement on promotional materials as well as signage and website exposure
- Exclusive access to Cocktail Art! Party and/or Public Viewing segment, Gala Dinner access
- Valuable opportunity for inclusion of brand story details benefiting current brand campaign as part of overarching media campaign resulting in increased exposure and reach.

A Visionary Partnership

Dinner By Design sponsorship is made widely feasible for your business and brand in the following ways depending on investment level. The partnership can include:

Advertising & PR

- Logo placement on all promotional material including programs, on-site signage and the official website www.dinnerxdesign.com
- Exclusive use as category partner at the event
- Prominent logo placement at the end of the official DxD event video
- Opportunity for inclusion of applicable brand story details of your current brand campaign into the on-site PR campaign.
- Access Over 1000 key social influencer's in attendance including design industry professionals, media, business professionals, philanthropists and artists.

Brand Activation

- On-site branding opportunities with custom POS or currently existing promotional material
- Opportunity for promotional staff for the duration of Dinner By Design
- Potential collaborative creation with a designer of a signature branded lounge, tablescape or cocktail bar
- Opportunity unique custom POS to decorate the bars/ gift bags
- Opportunity to donate signature raffle prize draw items appropriate for the event to help raise further funds for charity

Tickets

- Complimentary tickets to Cocktail Art!
- Complimentary tickets to the Public Viewing
- Complimentary tickets to the Gala Dinner
- Preferred incremental ticket purchasing and table reservations for the Gala Dinner



For A Good Cause



Throughout the last four years, Dinner by Design has partnered with multiple charities and foundations nationally. We have been proud to help raise funds and bring awareness to many causes as well as develop the art and design community of Canada even further. Among the charities, we have helped support The Dr. Peter AIDS Foundation, Alberta College of Art + Design, Emily Carr University of Art + Design, Canadian Foundation for AIDS Research (CANFAR), New Leaf Project, Casey House and Design Exchange.

Charity partners for 2017 to be announced soon.





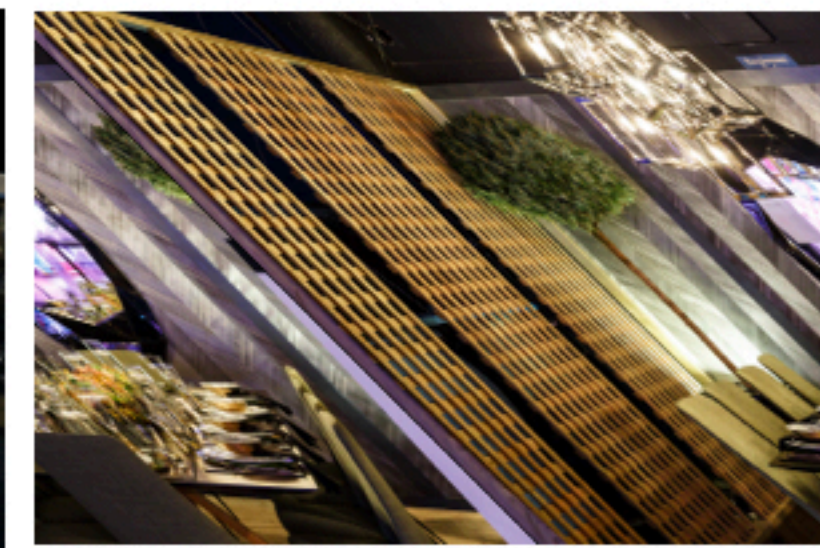
Ryleah Resler for Kabuni - We're So Good Together

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When you're sitting at a wall-to-wall gold tablescape in CBC studios and the former Whitecaps captain Jay DeMerit is your DJ, you know you're in for a good night

Joshua McVeity, Western Living Magazine

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About The Producer

The Social Concierge is a boutique branding and marketing agency that specializes in consistently delivering unique, premium strategies to a select range of experientially-focused clients. We also create and execute a portfolio of designer in-house events and tailored hosting programmes for special guests both locally and abroad.

Both Principles from The Social Concierge, Jordan Kallman and Tyson Villeneuve, have decades of experience designing, producing and executing premium events that delight the senses. From the Olympic and Paralympic Winter Games, the international event phenomenon Le Dîner en Blanc and the global TEDx movement to name a few, The Social Concierge is impassioned with pushing creativity, culture, the arts and our social fabric forward.

thesocialconcierge.com



There is no thematic
or creative limitation

dinnerxdesign.com



For more information on how to become involved with this unique
and stylish event please contact Tyson Villeneuve at
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and visit www.thesocialconcierge.com