



SPONSORSHIP OPPORTUNITIES

ABOUT DIELINE

Dieline recognizes the absolute best in packaging design and branding for consumer products worldwide and brings awareness to the immense value that lies in well-designed brand packaging.

Established in 2007, Dieline believes that impeccable packaging directly informs the success of a product or brand. As the premiere resource in the industry, brand owners, consumers, marketers, agencies, in-house creatives, students, and enthusiasts around the world turn to Dieline for recognizable, trusted, and valuable design content.

Because we are clearly focused on package design, and the multiple tangents the profession offers, our audience is conveniently focused, yet broad within its borders: from package designers, graphic designers, art directors, creative directors, web designers, students, and enthusiasts, working with nonprofits, Fortune 500 clients, operating as solo practitioners and being part of global companies.



Our audience is completely devoted to and immersed in package design.

Dieline receives over 1.4 million pageviews per month.

LATEST DIELINE DEMOGRAPHICS

- Our audience is completely devoted to and immersed in packaging design. With more than 1.3 million pageviews a month, DIELINE is THE primary destination for packaging designers, firms and brand owners.
- DIELINE’s readers are part of international design associations, attend online events and webinars, exhibit at industry tradeshow, enter design competitions and attend conferences year-round.
- You’ll reach the DIELINE audience, in-person and online. From industry legends, recognized packaging design leaders to young designers on the rise, representing a cross-section of the global packaging design industry.

Gender Mix:	Website Geography:	Social Geography:	Dieline Award Winners:
54% Female 46% Male	US + Canada: 31% International: 69%	US + Canada: 28% International: 72%	US + Canada: 38% International: 62%
Social Followers:	Top Countries Outside US/Canada	Top Countries:	Top Countries:
Instagram: 178k Facebook: 167k Twitter: 59k	China: 8% India: 8% UK: 5% Indonesia: 4%	United Kingdom 7% Mexico 5% Brazil 4%	United Kingdom 13% China 7% Greece 5%

ABOUT DIELINE CONFERENCE

Dieline Conference is a global gathering of designers, agencies, and brands who work in branding and packaging design for consumer products. Dieline Conference began in 2010, and we have hosted over fourteen conferences across the US and Europe, and virtually.

Since day one, Dieline Conference has advanced the package design industry in all its forms by highlighting the importance and value of packaging for brands in today's world. Dieline Conference stands as the most influential and comprehensive packaging and branding design conference worldwide, serving as a focal point for designers who work on consumer brands.



ABOUT DIELINE CONFERENCE 2022

UNPACKING THE BRANDS OF TODAY AND THE TRENDS OF TOMORROW

Dieline Conference 2022 is a two-day event on branding and packaging featuring some of the world's best brands and top agencies. We'll focus on how to create successful brands for today's marketplace and how design and innovation will push our world forward. Whether you're an independent designer, a well-established studio, or represent a brand of any size, you won't want to miss it.

In addition to revealing project case studies, Dieline Conference 2022 will also focus on how designers can utilize creativity as a tool for change, and inspiration for a more hopeful tomorrow.

If you're passionate about branding and package design, Dieline Conference 2022 is the must-attend event of the year. Not only will you learn from some of the best and brightest creatives building some of the world's biggest brands, but you'll come away inspired, learning how to innovate and design a better tomorrow. You'll witness some of the best designers, brands, and agencies in the world presenting case studies and innovative ideas to get your creative juices pumping. Join us to learn how to build the brands of tomorrow and innovate for the future.



Available Opportunities

PRESENTING SPONSOR

ONLY 1 AVAILABLE

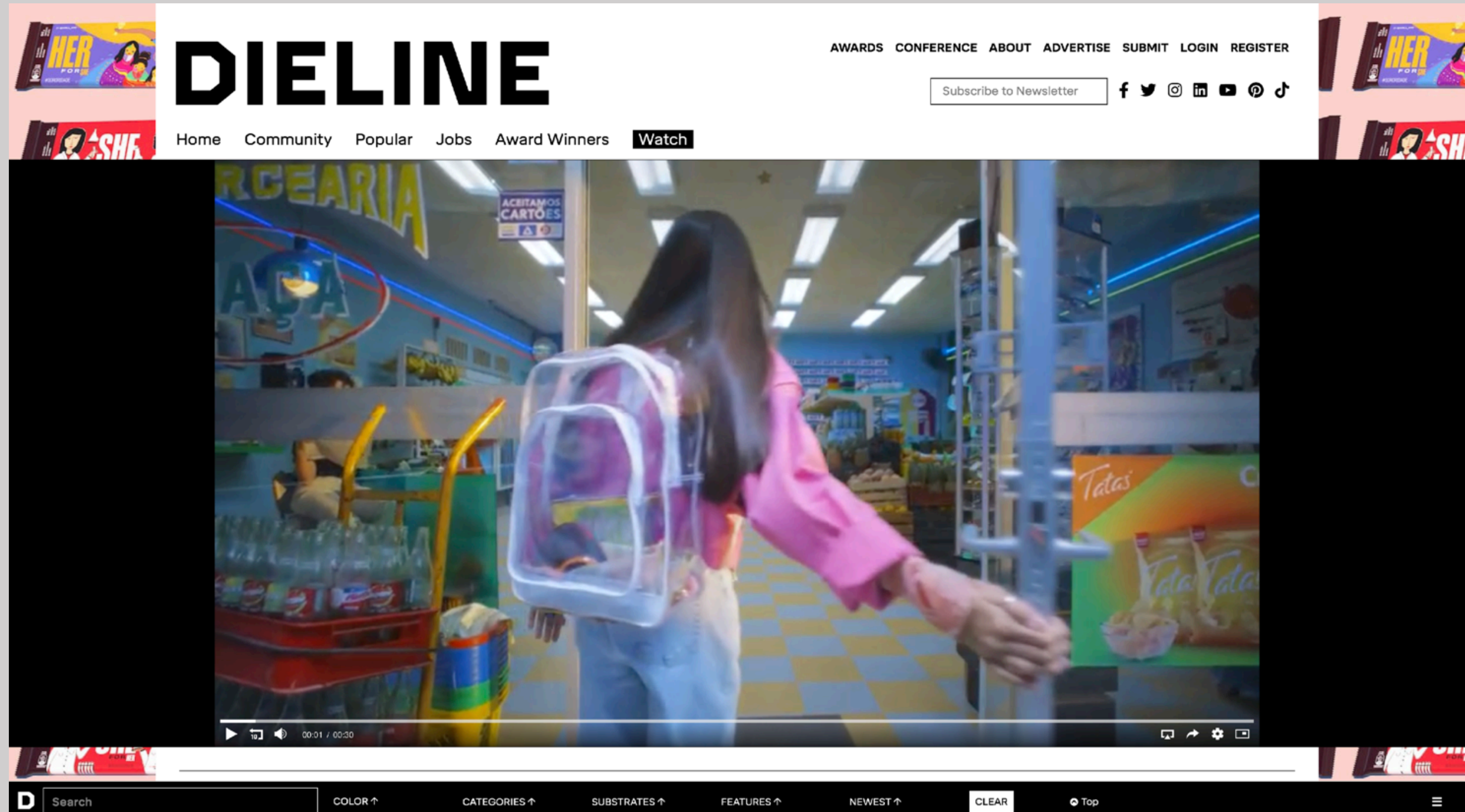
- You will be listed as the Presenting Sponsor on all marketing and promotional materials online and offline including on all DIELINE Conference 2022 title slides. Event will be titled DIELINE Conference 2022 Presented by YOU
- You have the opportunity to takeover DIELINE's homepage during the 2-day event with a custom background skin, above the jump featured video, and banner ad campaign.
- Your logo with clickable link will be at the bottom of all DIELINE Conference 2022 blog posts, e-mail blasts, and on every page of the website.
- 2x Dedicated E-mail Blasts to DIELINE's list of over 37,000 (\$5,000 value)
- 2x 30-minute Sponsored Sessions from 4:00 to 4:30 each day. The sessions will be part of the schedule between two DIELINE sessions for maximum visibility and engagement with our audience.
- Opportunity for up to 4x 30-60 second pre-roll videos. 1x at the beginning of each day, and 1x at the beginning of each sponsored session.

Investment: \$30,000

D22
NYC PRESENTED BY
YOU

PRESENTING SPONSOR WHOLE SITE TAKEOVER

- Site background re-skin
- Above the jump homepage takeover video
- Banner Campaign: 20,000 Leaderboard banner impressions, 10,000 Medium Rectangle banner impressions, 10,000 Half Page Banner impressions.



PRESENTING SPONSOR - LARGE LEADERBOARD

Placement:

The leaderboard provides maximum visibility. The leaderboard is located on nearly every page of Dieline.

Sizes Supported:

728 x 90



DIELINE AWARDS 2020 05/19/2020

The World's Best Packaging: Dieline Awards 2020 Winners Revealed



FOOD 05/18/2020

Kellogg's Takes Toucan Sam In A Drastic New Direction And No One's Having It



FASHION, SUSTAINABLE DESIGN 05/18/2020

Everlane Aims To Tread Lightly With Eco-Focused Shoe Line



BEVERAGE, TOBACCO & CANNABIS 05/18/2020

Aprch Brings A Minimal Palette To CBD Sparkling Water



BEVERAGE, SUSTAINABLE DESIGN 05/14/2020

Kencko Showcases The Natural Beauty Of Produce With Their Instant Smoothies



SUSTAINABLE DESIGN 05/14/2020

Dieline Awards 2020 Plastic Free Innovation of the Year: Pearl

PRESENTING SPONSOR - HALF PAGE BANNER

Placement:

The half-page banner is located on every article on Dieline and floats on the side for maximum on-screen visibility.

Sizes Supported:

300 x 600



Hand made in the same region, each of the 300 limited run bottles were individually hand thrown. The bottles were designed to evoke a feminine form, with each one being completely unique to reflect the beauty in individuality. Aside from a subtle stamp in the base, the bottles are purposefully left unadorned so they may be re-purposed.



PRESENTING SPONSOR - MEDIUM RECTANGLE BANNER

Placement:

The medium rectangle is located in every article on Dieline and floats on the side for maximum on-screen visibility.

Sizes Supported:

300 x 250



Hand made in the same region, each of the 300 limited run bottles were individually hand thrown. The bottles were designed to evoke a feminine form, with each one being completely unique to reflect the beauty in individuality. Aside from a subtle stamp in the base, the bottles are purposefully left unadorned so they may be re-purposed.



MOXIE SOZO
PACKAGE DESIGN
SINCE 1999

We Create,
Evolve & Grow
Extraordinary
Brands

Medium
Rectangle

SUPPORTING SPONSOR

ONLY 5 AVAILABLE

- Opportunity for up to 2x 60 second pre-roll videos. 1x will be played at the beginning of one of DIELINE's sessions each day.
- Your logo with clickable link will be at the bottom of all DIELINE Conference 2022 blog posts, e-mail blasts, and on every page of the website.
- 1x Dedicated E-mail Blasts to DIELINE's list of over 37,000 (\$2,500 value)

Investment: \$10,000



SESSION SPONSOR

ONLY 6 AVAILABLE

- Be a part of the conversation by sponsoring one of our DIELINE Conference 2022's sessions.
- Opportunity for 1x 60 second pre-roll video that will be played at the beginning of one of DIELINE's sessions.
- 1x Dedicated E-mail Blasts to DIELINE's list of over 37,000 (\$2,500 value)
- Your logo with clickable link will be at the bottom of DIELINE Conference 2022 website.

Investment: \$3,000



CUSTOM

- Have something different in mind? We can build a custom package that fits your specific needs. Contact us for more information.



THANK YOU