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S H I N E

GEORGE BROWN COLLEGE
NEW SCHOOL OF DESIGN
SPONSORSHIP OPPORTUNITIES



ALIGN WITH THE FUTURE OF DESIGN

BENEFITS OF INVESTING IN THE NEW SCHOOL OF DESIGN

The new School of Design embodies the high-tech, innovative and forward-thinking ideals that inform the development plan for Toronto's waterfront.

Investment in the School is therefore an excellent opportunity for high visibility that will engender a positive public profile with the 31,000 full and part-time students and almost 65,000 continuing education George Brown College students that pass through the institution annually, as well as businesses, employees, and local and international tourists that patronize Toronto's waterfront.

Your donation towards the naming rights for any School of Design space will go directly to George Brown College. You can be assured that, as part of this partnership agreement, funds derived from the purchase of naming rights of these spaces will be restricted to capital improvements to the new School of Design.

In recognition of your investment in the new School of Design, and in addition to a tax benefit, you can expect significant opportunities for visibility.

RECOGNITION & VISIBILITY

SIGNING CEREMONY

George Brown College will arrange a cheque handover ceremony to announce our partnership with you in this venture. This event will provide an ideal platform to engage your stakeholders and highlight your investment in the College.

The location of the ceremony will be agreed upon by you, the School of Design and the George Brown College Foundation.

ONLINE VISIBILITY

A web announcement detailing your partnership with the new School of Design will be listed on the George Brown College website. During 2017, this website recorded 6,864,810 visits from 2,820,877 visitors, as well as 17,949,967 page views.

The announcement will also be listed on the George Brown College Foundation's corporate website and shared across George Brown College's social media platforms, inclusive of the College's LinkedIn page that boasts 135,560 followers and George Brown College's Twitter page that has 16,900 followers.

PRINT VISIBILITY

The Foundation will highlight your gift in the George Brown College Foundation's Annual Report. Where appropriate, the donation will also be cited in other Foundation printed material.

FURTHER OPPORTUNITIES FOR VISIBILITY

The School of Design and the George Brown College Foundation are also willing to meet and discuss other avenues by which you can receive positive visibility arising out of the proposed donation to George Brown College.



DIAMOND DONOR



THE NEW SCHOOL OF DESIGN

\$4 Million

George Brown College's new School of Design is designed to be a research hub and living lab where industry and students can bring ideas to life. The facility will boast an auditorium, virtual reality and augmented reality design labs, student galleries and a student lounge. Approximately 1,800 students are expected to use this facility each year. With the ongoing expansion of the east waterfront, the new School of Design is destined to become an iconic landmark entrenched in Toronto's landscape for generations to come.

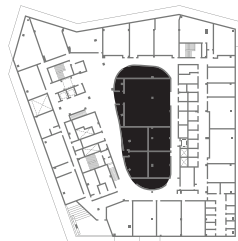
PLATINUM DONOR



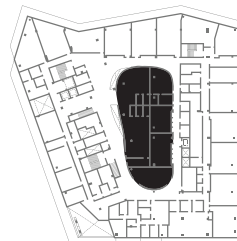
INNOVATION EXCHANGE

\$1 Million

The Innovation Exchange (IX) is a specialized research and training centre that will offer programs and spaces intended to equip students with industry-relevant specialized skills to meet the demands of the workforce. Additionally, the Innovation Exchange is designed to provide industry partners with research and innovation support to help scale-up and commercialize new products and services. The IX is certain to become a mainstay of Toronto's design industry. With its focus on research and innovation support, it is guaranteed to be at the forefront of the industry, eliciting high visibility.



LEVEL 2



LEVEL 3



GOLD DONOR



FUTURE WAYS OF LIVING (FWOL) LAB

\$500,000
860 sq. ft.



LEVEL 3

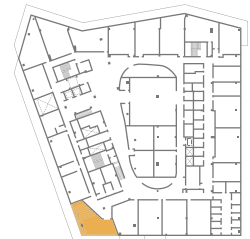
The Future Ways of Living Lab will focus on sector-specific industry research using digital technology and information technology trends. Research will be collaborative in nature, jointly carried out by students, faculty and industry partners.

Investment partners will be part of a consortium of industry sector representatives that will identify areas of focus and set priorities for the School of Design.



THE ORCHID

\$250,000
1,040 sq. ft.



LEVEL 2

Affectionately called the Orchid due to its organic shape, this outdoor space will be prominently featured on the south-west corner of the building facing Queens Quay and Sugar Beach. The new School of Design will host an annual project in which students and faculty create an outdoor sculpture to be placed on the Orchid.

GOLD DONOR

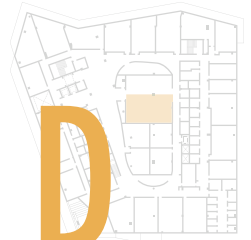


AUDITORIUM

\$250,000
1,540 sq. ft.

NAMED

by the Daniels Corporation



LEVEL 2

Intended to be a critical hub for Toronto's design community, the auditorium lecture space will support programming at the School of Design. The auditorium will be used to host special events, such as Digifest, and charrette kick-off activities.



IDEATION CENTRE

\$250,000
1,100 sq. ft.

NAMED

by the Daniels Corporation



LEVEL 2

In keeping with the new School of Design's philosophy of collaboration, the Ideation Centre will provide designated spaces for charrettes – meetings where a group collaborates to achieve a particular goal. The Ideation Centre therefore will support collaborative working sessions with industry partners to facilitate design processes such as, Human Centre Design, systems thinking and design workshops that engage multi-disciplinary teams.



GOLD DONOR



DESIGN LIBRARY

\$250,000

1,165 sq. ft.



LEVEL 3

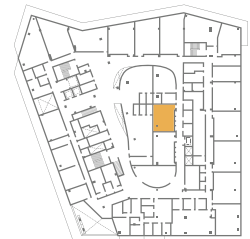
The Design Library will feature library support services for design students, as well as text and multimedia collections. The Design Library will house digital media collections and archives to support design students' research and learning. The facility will also feature a study area with a help desk.



INDUSTRY VIRTUAL & AUGMENTED REALITY LAB

\$250,000

700 sq. ft.



LEVEL 3

Preparing students to take advantage of emerging industry trends, the Industry Virtual and Augmented Reality Lab will support projects involving VR and AR, motion capture and visual effects to support the design and development of interactive digital media content and new emerging interfaces.

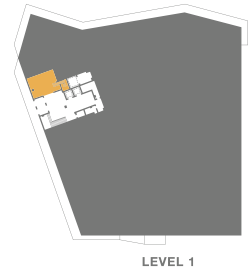
GOLD DONOR



STUDENT STORE

\$250,000

830 sq. ft.



LEVEL 1

Located on the ground floor of the new School of Design and facing scenic Sugar Beach, the Student Store is intended to sell products designed and developed by students. The revenues from the store will fund student scholarships. The Student Store will also feature an in-house student-run design studio for product development, which will be used to foster design entrepreneurship.



TESTING & USABILITY LAB

\$250,000

930 sq. ft.



LEVEL 3

The new School of Design's Testing and Usability Lab will be used to test device interfaces, to develop new design standards in alignment with user preferences, identify errors in design, and improve product design, services and systems for Industry 4.0.

The Testing and Usability Lab will include an integrated behavioral observation suite that will include eye-tracking systems and audio-video recording capability to capture, record and analyze user behaviour.



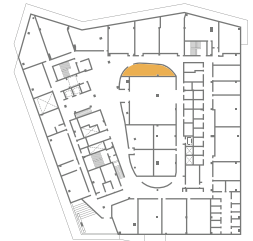
GOLD DONOR



STUDENT GALLERIES

\$250,000

640 sq. ft.



LEVEL 3

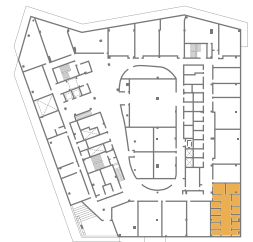
Adjacent to the Ideation Centre, this space will be reserved for showcasing curated student work on a rotating basis.



DIGITAL INCUBATOR

\$250,000

1,820 sq. ft.



LEVEL 2

The Digital Incubator is intended to support and encourage industry-mentored start-ups to create new products and services that are driven by design thinking and digital innovation.

Investment in the Digital Incubator will go towards lead sponsorship of Digifest, Canada's annual festival of digital creativity, which is run by the Digital Incubators organizational team.

GOLD DONOR



GAME GALLERY

\$250,000

600 sq. ft.



LEVEL 2

This area will be reserved for the demonstration of students' work on game design, with opportunities to explore and play games. The Game Gallery will be outfitted with consoles and state-of-the-art gaming hardware.



MAKER SPACE

\$250,000

956 sq. ft.



LEVEL 3

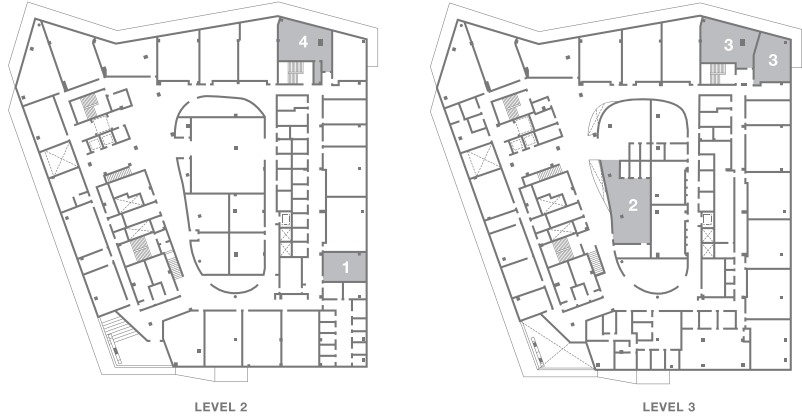
This workspace is intended for use by students that require areas to build, cut, glue, spray paint and spray glue in the development of their projects. The space will contain partitioned work areas to facilitate work on multiple projects in tandem and will support advanced rapid prototyping for immersive environments and interactive products in support of student and industry research projects.

Investment in the Maker Space will support staffing, equipment and training, as well as an annual Smart Products Competition.



SILVER DONOR

- 1. DIGITAL SANDBOX
- 2. PEER TUTOR LAB
- 3. PHOTO LABS
- 4. DRAWING LAB



DIGITAL SANDBOX

\$100,000

500 sq. ft.

The Digital Sandbox is a space specifically reserved for student-focused research to develop concepts and proposals into prototypes.

PEER TUTOR LAB

\$100,000

1,740 sq. ft.

The Peer Tutor Lab will be a dedicated open access space for peer-to-peer tutoring and collaboration. The lab will feature 50 computer stations and three (3) printing stations.

PHOTO LABS

\$100,000

742 sq. ft. and 1,009 sq. ft.

The new School of Design will feature two (2) photo labs. Each photo lab will be equipped with studio lighting, as well as, several backdrops.

DRAWING LAB

\$100,000

980 sq. ft.

The Drawing Lab will consist of a live model and object sketching classroom with 40 art easels facing a stage. The Lab's wall will be outfitted with a tack board to display student's work.

BRONZE DONOR



- 5. PROJECT ROOMS
- 6. QUIET STUDY ROOMS



PROJECT ROOMS

\$25,000

95-180 sq. ft. (each)

The new School of Design will boast ten (10) dedicated project rooms for use by students, faculty and industry partners for the purpose of collaboration on research projects.

QUIET STUDY ROOMS

\$25,000

80 sq. ft. (each)

Contained within the Peer Tutor Lab and Design Library the Quiet Study Rooms are four (4) rooms reserved for use for quiet study and meetings.

PROGRAMMING OPPORTUNITIES

DIGITAL DISRUPTION RESEARCH CHAIR

Proposed level of investment:
To be determined

The Digital Disruption Research Chair will lead industry-based and academic research projects related to digital disruption to guide the School of Design. Investment in this position will go towards hiring a suitably qualified person.



BENEFITS BY DONATION LEVEL

DIAMOND

The New School of Design - \$4 Million

PLATINUM

Innovation Exchange - \$1 Million

GOLD

- Future Ways of Living (FWOL) Lab - \$500,000
- Auditorium - \$250,000
- Ideation Centre - \$250,000
- The Orchid - \$250,000
- Design Library - \$250,000
- Industry Virtual & Augmented Reality Lab - \$250,000
- Student Store - \$250,000
- Testing & Usability Lab - \$250,000
- Student Galleries - \$250,000
- Digital Incubator - \$250,000
- Game Gallery - \$250,000
- Maker Space - \$250,000

SILVER

- Digital Sandbox - \$100,000
- Peer Tutor Lab - \$100,000
- Photo Labs - \$100,000 (each)
- Drawing Lab - \$100,000

BRONZE

- Project Rooms - \$25,000 (each)
- Quiet Study Rooms - \$25,000 (each)

PROGRAMMING

- Digital Disruption Research Chair



DIAMOND BENEFITS

- Naming of the School of Design
- Commissioning ceremony for the renamed School of Design, including:
 - Opportunity to deliver event's feature address
 - Ribbon cutting/plaque unveiling photo-op
 - Inclusion of donor's signage at event
 - Commissioning ceremony-specific web announcement posted on George Brown College website
 - Commissioning ceremony-specific posts on George Brown College Foundation social media
- Place as an Honorary Guest in George Brown College's Annual Convocation Platform Party
- Creation of a one-time student scholarship award at \$2,500 to present in person at the annual Student Awards Ceremony. Awards to be named by donor.
- Use of the state-of-the-art 200-seat new School of Design Auditorium twice a year. Dates and times for use of this event and lecture space in the heart of Toronto's Waterfront to be agreed on by the School of Design and the donor.
- Access to the Smart Boardroom 3 times a year by the donor. Dates and times of use of Smart Boardroom to be agreed on by the School of Design and the donor.
- A one-hour guided tour of the new School of Design for the donor and guests. Date, time and number of touring party to be agreed on by the School of Design and the donor.
- 10 VIP tickets each to the following:
 - Annual Digifest 3-Day Tech Festival and Startup Event
 - Institute without Boundaries End of Year Student Exhibition
 - End of Year Capstone Presentations
- Identification as a Diamond Donor on the new School of Design Donor Wall
- Dedication to donor of one piece of artwork installed throughout the new School of Design



PLATINUM BENEFITS

- Naming of the Innovation Exchange
- Plaque unveiling ceremony/photo-op
 - Opportunity to deliver event's feature address
 - Inclusion of donor's signage at event
 - Commissioning ceremony-specific web announcement posted on George Brown College website
 - Commissioning ceremony-specific posts on George Brown College Foundation social media
- Creation of a one-time student scholarship award at \$1,000 to present in person at the annual Student Awards Ceremony. Awards to be named by donor.
- Access to the Smart Boardroom 3 times a year by donor. Dates and times of use of Smart Boardroom to be agreed on by the School of Design and the donor.
- A one-hour guided tour of the new School of Design for donor and guests. Date, time and number of touring party to be agreed upon by the School of Design and the donor.
- 5 VIP tickets each to the following:
 - Annual Digifest 3-Day Tech Festival and Startup Event
 - Institute without Boundaries End of Year Student Exhibition
 - End of Year Capstone Presentations
- Identification as a Platinum Donor on new School of Design Donor Wall
- Dedication of one piece of artwork installed throughout the new School of Design to donor



GOLD BENEFITS

- Naming of a School of Design workspace
- Plaque unveiling ceremony/photo-op
 - Opportunity to deliver event's feature address
 - Inclusion of donor's signage at event
 - Commissioning ceremony-specific web announcement posted on George Brown College website
 - Commissioning ceremony-specific posts on George Brown College Foundation social media
- Creation of a one-time student scholarship award at \$500 to present in person at the annual Student Awards Ceremony. Awards to be named by donor.
- Access to the Smart Boardroom once a year by donor. Dates and times of use of Smart Boardroom to be agreed on by the School of Design and the donor
- 5 VIP tickets each to the following:
 - Annual Digifest 3-Day Tech Festival and Startup Event
 - Institute without Boundaries End of Year Student Exhibition
 - End of Year Capstone Presentations
- A one-hour guided tour of the new School of Design for donor and guests. Date, time and number of touring party to be agreed on by the School of Design and the donor.
- Identification as a Gold Donor on new School of Design Donor Wall



SILVER BENEFITS

- Naming of a School of Design workspace
- Plaque unveiling ceremony/photo-op
 - Opportunity to deliver event's feature address
 - Inclusion of donor's signage at event
 - Commissioning ceremony-specific web announcement posted on George Brown College website
- - Commissioning ceremony-specific posts on George Brown College Foundation social media
- Creation of a one-time student scholarship award @ \$500 to present in person at the annual Student Awards Ceremony. Award to be named by donor.
- A one-hour guided tour of the new School of Design for donor and guests. Date, time and number of touring party to be agreed on by the School of Design and the donor.
- Identification as a Silver Donor on new School of Design Donor Wall





BRONZE BENEFITS

- Naming of a School of Design space
- Plaque unveiling ceremony/photo-op
 - Opportunity to deliver event's feature address
 - Inclusion of donor's signage at event
 - Commissioning ceremony-specific web announcement posted on George Brown College website
- - Commissioning ceremony-specific posts on George Brown College Foundation social media
- Identification as a Bronze Donor on new School of Design Donor Wall



CONTACT US

Should you desire any additional information please contact:

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PREPARED BY THE GBC ACADEMIC
PLANNING & DESIGN TEAM
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