

SKETCHBATTLE™

THE FIGHT CLUB OF DESIGN

LIVE
DESIGN
SKETCHING
CONTESTS

MOBILITY DESIGN 
SNEAKER CULTURE 

"I love coming to Detroit, and the highlight is always Sketchbattle. The vibe is pure Detroit — raw, uncut design like nothing else."

James McLachlan, Editor-in-Chief
Car Design News

 car design news

2024, Newlab, Detroit

2025 PARTNERS:



Ford Design



VIZCOM



COLLEGE for CREATIVE STUDIES



ABOUT

All images Middlecott Sketchbattle ©2026



THE BEST SKETCH,
WINS!



WHAT IS SKETCHBATTLE?

MISSION STATEMENT

Sketchbattle is a DESIGN ecosystem: discover, develop, celebrate, and connect the next generation of mobility designers through competition, education, entertainment, and direct industry access.

- **TALENT DISCOVERY** - in real time
- **COMPETITION** - head-to-head energy
- **COMMUNITY** - networking OEM professionals, students, and schools
- **ENTERTAINMENT** - competition, art, music, and nightlife
- **ACCESSIBILITY** - showcasing the design process to a wider audience
- **EDUCATION** - kids and parents discover design ↔ OEMS discover talented students

I'm always looking for the unicorns 🦄, the crazy talented kids. I might not hire them today, but I'll remember them and say: I saw you at Sketchbattle."

Ralph Gilles, Chief Design Officer, Stellantis

STELLANTIS



2024, Nicholas Pyle, Peoples Choice Winner, Newlab, Detroit.



WHICH SKETCHBATTLE IS RIGHT FOR YOUR BRAND?

FIVE FORMATS. DIFFERENT AUDIENCES. ONE TALENT ECOSYSTEM.

“Where every aspiring transportation designer knows they can learn, compete, be discovered, and build a career.”

	PRO	VIRTUAL	JR	SNKR	TEAMS
					
WHAT	Flagship live competition	The Global Feeder	The education pipeline	Sneaker Design competition	College vs. college design league.
BEST FOR	Talent discovery + recruiting HR · DESIGN · PR	Global talent discovery HR · DESIGN · RECRUITING	Education + community impact PR · CSR · EDUCATION	Youth culture + footwear talent MARKETING · DESIGN · PR	College design programs HR · DESIGN · UNI RELATIONS
WHO	Students, recent grads + emerging professionals	Emerging designers worldwide	Middle/high school students + parents	Students, recent grads + sneaker designers	College Students
EXPERIENCE	Live head-to-head mobility design battle	Live online design competition	Hands-on design introduction + mini competition	Live head-to-head sneaker design battle	College vs. college design competition rivalry for design schools
SPONSOR	See talent perform under pressure. Meet candidates directly.	Undiscovered global design talent	Introduce young people to design careers and STEAM.	Connect your brand with emerging footwear culture.	Build relationships with schools and identify student talent.
WHERE	Detroit California	Worldwide / Online	Michigan and California	Detroit Rotating locations	College campuses + online
WHEN	2x yearly	Monthly	2x yearly	1-2x yearly	Seasonal / TBD

SKETCHBATTLE™



SEMA. LV

"Art will always be the beating heart of automotive design. A transportation designer must learn to draw first." **Paul Snyder**,
Chairperson, Transportation Design, CCS

COLLEGE of Creative STUDIES



JALOPNIK HQ, Fashion Week, NYC



Petersen Automotive Museum, LA AutoMobility



Detroit Month of Design, Detroit.

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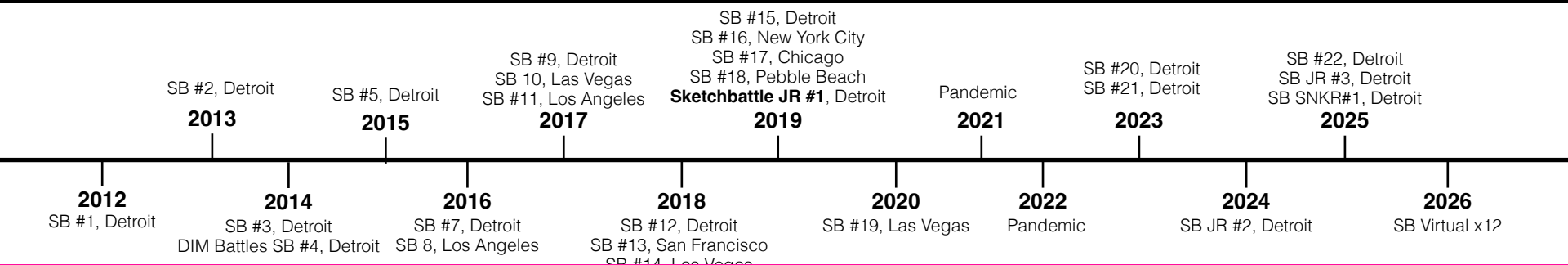
2012 – 2026

7 CITIES

26 EVENTS

DETROIT
CHICAGO
LAS VEGAS
MONTEREY
LOS ANGELES
NEW YORK CITY
SAN FRANCISCO

10,000+ Attendees
2000+ Applicants
300+ Contestants
70+ High-Level Judges





IN THE MEDIA

+5000

SM Followers 2023

on Facebook, Instagram, Youtube and LinkedIn



+50

Articles / interviews / videos

MEDIA PARTNERS



car design news



Michael DiTullo



Public Broadcasting



Sketch-A-Day: Spencer Nugent

RECENT ARTICLES



[Sketchbattle turns to sneaker design this month](#)



car design news

[Watch: Brook Banham, co-founder of Middlecott Sketchbattle](#)



car design news

[The Fight Club of Design](#)



[The 'Fight Club of Design' is coming for young Detroit Artists](#)



[Sketchbattle: "The Fight Club of Design"](#)



[Middlecott Sketchbattle 2023](#)



"There was really good energy and the talent was outstanding" **Dr. D'Wayne Edwards**,
President, PLC Detroit



2016 Petersen Auto Museum, LA.



SKETCHBATTLE FOUNDER'S STORY

Brook

My name is Brook Banham, and I am a designer, artist, educator, and the creator of Sketchbattle™.

Born in Texas and raised in the U.K.

2001 - 2004: I worked in Venice, Italy, for Fila Sport SpA, in Austria on projects for Adidas and BMW, and in Germany for Puma as a sneaker designer.

2004 - 2010: I moved to San Francisco, worked on projects with Hot Wheels, VW, and Sony Entertainment.

2010 - present: Moved to Detroit and worked with Hasbro/Transformers, Mercedes-Benz, Ford, GM, Ram, and Delta Airlines.

I am a partner at Detroit-based studio, [Middlecott Design](#), alongside my wife, Judith, specializing in branding, industrial, and graphic design.

Adjunct Professor for design sketching at the [College for Creative Studies](#) and I'm known for my automotive art, [BrookBanham-Art](#).

In 2012, I came up with SKETCHBATTLE, a concept of a live automotive design contest celebrating designers as athletes and the competitive nature of design through sketching. Sketchbattle has developed to shake up design recruiting and education, and give designers a platform to get noticed.

"More than just Detroit's OG design party, it's a battle where designers are athletes — competing, head-to-head, for greater opportunities."

— Brook Banham, Sketchbattle Founder





More than 80% of past Sketchbattle finalists now work at major OEMs.

WHY SPONSOR?

ROI across multiple departments
NOT JUST DESIGN/ R&D!



- Discover fresh design talent 🦄
- Faster hiring > lower cost > less red tape
- In-person - directly meet the designers
- Supplier ↔ OEM networking
- High-impact buzz & media exposure
- OG media content
- 501C3 Supporting charitable causes
- Dedication to art & design education (STEAM)
- Support creative diversity

Design / R&D	Human Resources	Public Relations	Marketing / Brand



More than 80% of past Sketchbattle winners now work at major OEMs.

WHERE ARE THEY NOW?

Sketchbattle alumni have gone on to careers at leading automotive OEMs.

Yung-cheng Huang



2012 - Winner
2012 - CCS
Hyundai Motor Group
Interior Design Director

Stephen Leu



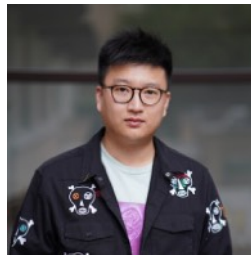
2014 - Winner
2016 - LTU
Slate
Designer

Darby Barber



2015 - Winner
2015 CCS
2023 Sketchbattle Judge
Darby Jean Award named
in her honor
General Motors
Senior Designer

Xander Wang



2017 - Winner
2021 - Art Center
BYD
Senior Automotive Designer

Siddhartha Dutt



2023 - Winner
2025 - CCS
Cally / Toyota
Designer

Nicholas Pyle



2023 - Winner
2024 - CCS
Ford Motor Company
Designer

Vincent Piaskowski



2019 Sketchbattle JR
2023 Sketchbattle Winner
2024 CCS
General Motors
Automotive Designer

MORE WINNING SKETCHBATTLE ALUMNI AT GM

Casey Swanseger - 2017
Sung Kwon Go - 2019
Jess Petrach - 2019



NOTABLE PAST JUDGES

Ralph Gilles
Stellantis



2016 — Detroit
Then: Head of Design, FCA Global
Now: Chief Design Officer, Stellantis

Chris Benjamin
Scout Motors



2016 — Los Angeles
Then: Head of Interior Design, FCA North America
Now: Chief Design Officer, Scout Motors

Helen Emsley
GM



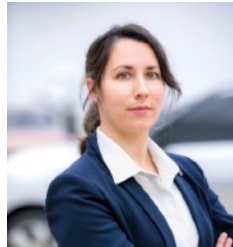
2019 — Detroit
Then: Executive Director, Global Buick & GMC Design, GM
Now: General Motors Design

Jeff Hammoud
Rivian



2019 — Detroit
Then: VP Design, Rivian
Now: Chief Design Officer, Rivian

Magalie Debellis



Then: GM / Cadillac Design Leadership
Now: Design Director, Corvette & Performance, Chevrolet

Randy Rodriguez



2017 — Los Angeles
Then: Creative Manager, Design & Styling, Tesla
Now: Director of Vehicle Design, Lunar Outpost

Mark Trostle



2018 — Detroit
Then: Head of Exterior Design, FCA
Now: VP, Ram/ SRT Mopar Exterior Design, Stellantis

SELECT SPONSORS CAN JOIN THE JUDGING PANEL ALONGSIDE SENIOR OEM DESIGN LEADERS.



SEE WHAT'S NEW FOR 2027

	January	April	May	August	August	Monthly/ Year Round
REGION/ CITY	EAST COAST Detroit, MI	EAST COAST, New Baltimore, MI	EAST COAST Detroit, MI	West Coast Monterey, CA	East Coast, Pontiac, MI	International World Wide
EVENT TIE-IN			CCS SEO/ Industry Day			
VENUE	Designers Night The Bankle,					ONLINE
THEME	Mobility	Mobility/ Automotive	Sneakers	Automotive	Mobility/ Automotive	Mobility/ Automotive
SCHOOL/ UNI						
TITLE SPONSOR	\$40k	\$15k	\$30k	\$50k	\$15k	\$15k
PRESENTING	\$25k	\$7.5k	\$20k	\$25k	\$7.5k	\$7.5k
CORE PARTNER	\$15k	\$5k	\$12k	\$17.5k	\$5k	\$5k
SUPPORT	\$5k	\$2k	\$5k	\$5k	\$2k	\$2k



SPONSORSHIP LEVELS

FLEXIBLE PACKAGES—customized to your needs, goals, and budget

BENEFIT	TITLE 1 Available / event	PRESENTING 1 available / event	CORE	SUPPORT
Step & Repeat	Your Company + Sketchbattle			
Contest theme input	Yes	Limited	Limited	
Sketchbattle Virtual * TBD for specific months and options	Your company can direct themes on events and have access to contestants and sketches	Yes	Yes	
On-site booth / display	Premium placement	Standard placement	Shared table	
501C3 Charity contribution	Yes	Yes	Yes	Yes
Sketchbattle Virtual 	Featured sponsor + help select theme + be an active part of SB Virtual - Online + access to all the contestant sketches + select who goes to the live event, host event(s) at your HQ	Logo placement + say select theme + access to all the contestant sketches + host an event at your HQ	Logo placement	Logo placement
Mentions during event	Introduction, multiple times per round	Once per round	Once	Shared shoutout
Press / media mentions	Guaranteed feature mention	Included in press pack	Included if relevant	Mentioned online
Social media posts	Dedicated campaign + recap feature + multiple custom posts before, during, after the event, and between events + reshare ALL your posts mentioning Sketchbattle	Dedicated post + recap mention + 3 posts before and 3 after the event + reshare ALL your posts mentioning the event	Shared recap post +2 posts before and 2 after the event + reshare one of your posts before and one after the event	1 post before and 1 after the event OR reshare one of your posts before and one after the event
Video projection exposure	Logo on permanently + play your company promo segments during the event	Logo 6 times + credits	Logo 3 times + credits	credits
Title recognition	Your logo integrated into the title	<i>"Presented by..."</i> with logo in the title	Mention on collateral	Listed as supporter
Logo placement	<u>Level 1 Prominence</u> Website + online round + video projection + event dedicated banner + step & repeat + posters	<u>Level 2 Prominence</u> Website + online round + video projection + event banners + step & repeat + posters	<u>Level 3 Prominence</u> Website + online round + video projection + event banners + posters	<u>Level 4 Prominence</u> Website + video projection + posters
VIP passes	20	15	10	5



CONTACT

Reach out for more details:

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or

Brook Banham, founder:

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#SKETCHBATTLES

