

SKETCHBATTLE™

THE FIGHT CLUB OF DESIGN

LIVE
DESIGN
SKETCHING
CONTESTS

AUTOMOTIVE 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



2024, Newlab, Detroit

2025 PARTNERS:



Ford Design



VIZCOM



COLLEGE for CREATIVE STUDIES

PLC DETROIT
EST. 1928

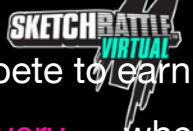
#SKETCHBATTLES

All images Middlecott Sketchbattle ©2025



WHAT IS SKETCHBATTLE?



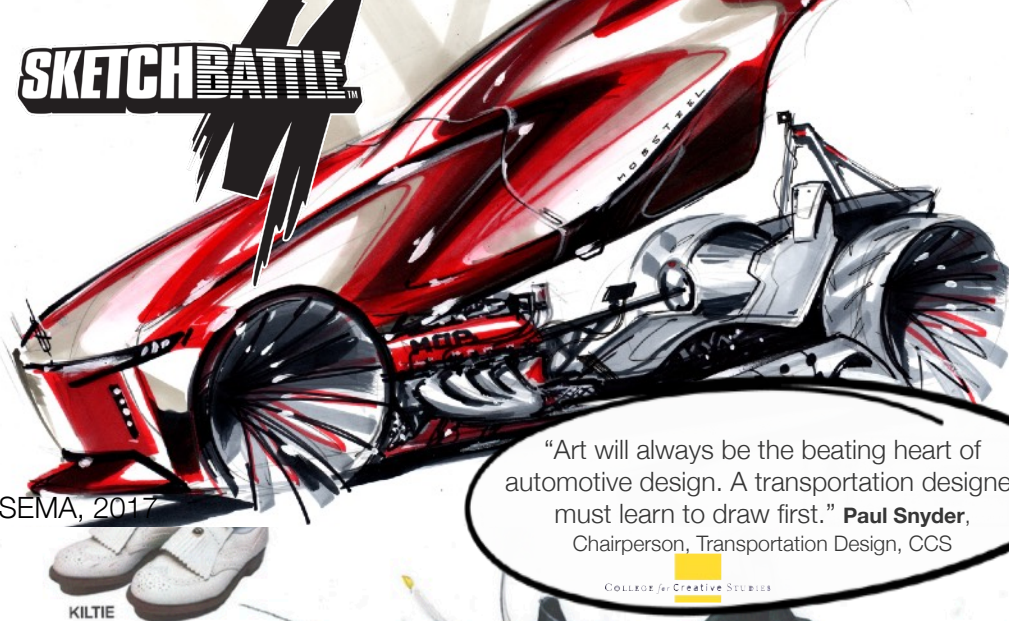
- Live, high-energy, head-to-head sketch battle — design at its rawest and most exciting.
- Online, global feeder round  international designers compete to earn their spot.
- Networking and talent discovery — where brands meet real creative firepower.
- Unfiltered human creativity, in real-time — spontaneous and competitive.
- Rooted in Detroit's auto design scene — where sketching is king.



"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


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

SKETCHBATTLE



"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 for Creative STUDIES



Black Footwear Forum, Detroit, 2025



Sander Bulldog, Petersen Automotive Museum, LA

Sander Bulldog
ALD
DESIGN/CONCEPT

Black Footwear Forum, Detroit, 2025

#SKETCHBATTLES



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

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

WHY SPONSOR?

ROI across multiple departments — NOT JUST DESIGN



- Discover fresh design talent 🦄
- Faster hiring > less red tape
- In-person immersive experience
- Supplier ↔ OEM networking
- High-impact buzz & media exposure
- Original media content
- Support charitable causes
- Dedication to art & design education (STEAM)
- Support creativity & diversity (DEI)

Design / R&D

Human Resources

Public Relations

Marketing / Brand





**3 EVENTS
IN 2026/ 27:**

2026
August 16:



2027
January :



March :

SXSW

HOW CAN YOU **PARTNER?**

TITLE SPONSOR - \$100,000 ^{1 available per event}

PRESENTING PARTNER - \$40,000 ^{1 available per event}

CORE SPONSOR - \$25,000

SUPPORT SPONSOR - \$10,000

Details on page 10





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





IN THE MEDIA

+50

Articles / interviews / videos

+5000

SM Followers 2023
on Facebook and Instagram

MEDIA PARTNERS



car design news



mobsteel



American Muscle



Michael DiTullo



Public Broadcasting



Sketch-A-Day: Spencer Nugent

RECENT ARTICLES



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



car design news

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



car design news

[The Fight Club of Design](#)



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

Core77

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

DBUSINESS

[Middlecott Sketchbattles 2023](#)



2016 Petersen Auto Museum, LA

#SKETCHBATTLES



2012 – 2026

7 CITIES 26 EVENTS



SB #2, Detroit

2013



SB #5, Detroit

2015



SB #9, Detroit
SB #10, Las Vegas
SB #11, Los Angeles

2017



2019



SB #15, Detroit
SB #16, New York City
SB #17, Chicago
SB #18, Pebble Beach
Sketchbattle JR #1, Detroit

2021



SB #20, Detroit
SB #21, Detroit

2023



SB #22, Detroit
SB JR #3, Detroit
SB SNKR #1, Detroit

2025



DETROIT X14
LAS VEGAS X3
LOS ANGELES X2
SAN FRANCISCO X1
PEBBLE BEACH X1
CHICAGO X1
NYC X1

>10k Attendees
>2k Applicants
>300 Contestants
>70 Judges
23 Champions

Pandemic

2022
Pandemic

2024
SB JR #2, Detroit

2026
SB #23, Detroit, Autoshow
SB #25, Pebble Beach
SB SNKR #2, Detroit,
SB JR #3

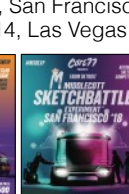
2012
SB #1, Detroit

2014
SB #3, Detroit
DIM Battles SB #4, Detroit

2016
SB #7, Detroit
SB #8, Los Angeles

2018
SB #12, Detroit
SB #13, San Francisco
SB #14, Las Vegas

2020
SB #19, Las Vegas





Date based off average online ticket sales data, not including walk-ins from event in 2023 - 2025

*Average attendees data from online ticket sales

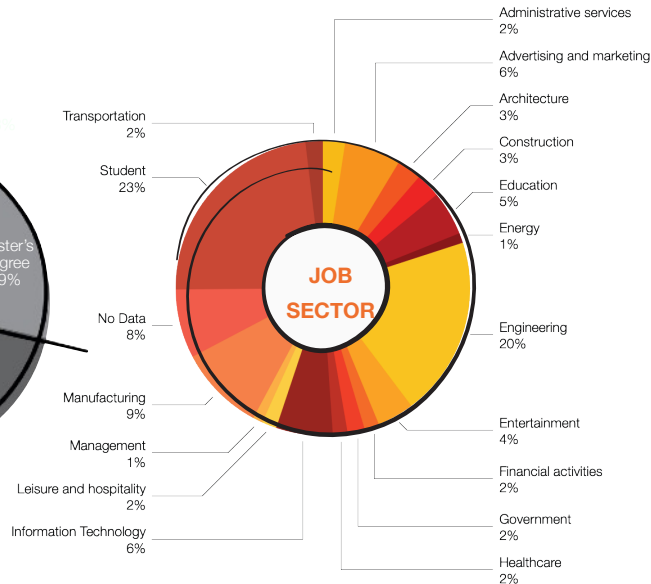
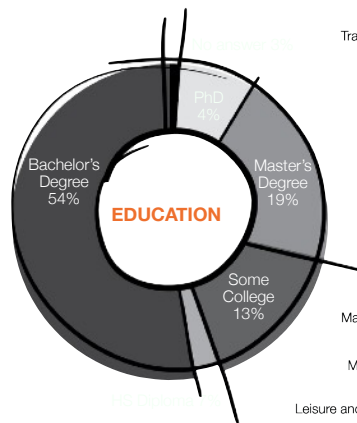
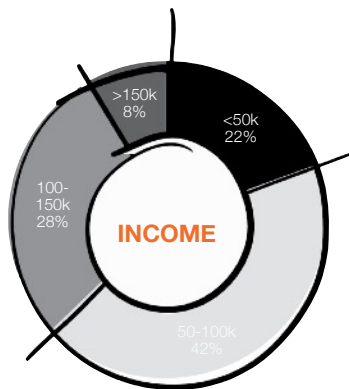
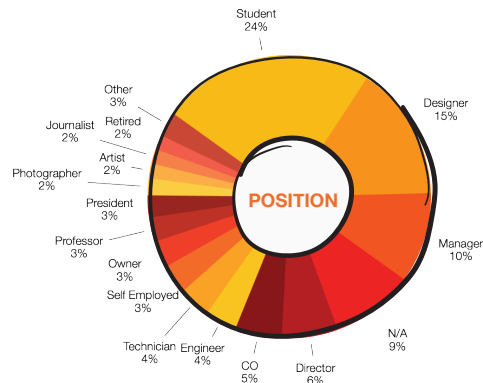
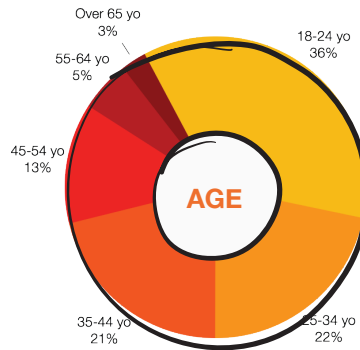
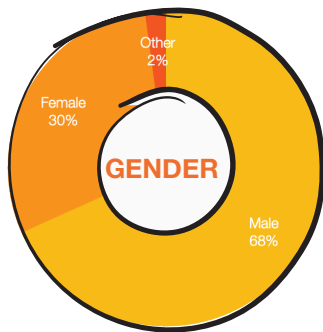
12,000 +

Attendees in 8 years

300 +

Contestants in 8 years

**DETROIT
CHICAGO
LAS VEGAS
MONTERAY
LOS ANGELES
NEW YORK CITY
SAN FRANCISCO**





SPONSORSHIP LEVELS



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

*excluding title sponsor

BENEFIT	TITLE \$120,000 1 Available / event	PRESENTING \$40,000 1 available / event	CORE \$27,500	SUPPORT \$10,000	TOKEN \$5,000	BE A PART \$1,000	FRIEND \$500
Step & Repeat	Your Company + Sketchbattle						
Contest theme input	Input naming rights and theme direction	Yes	Yes				
Sketchbattle Virtual * TBD for specific months and options	Your company can direct themes on some events Access to contestants and sketches	Yes	Yes				
On-site booth / display	Premium placement	Standard placement	Shared table				
Charity collaboration option	Choose nonprofit recipient	Joint contribution	Contributes to event fund				
Online feeder round	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	Logo placement + help select theme + access to all the contestant sketches	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	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	1 post before and 1 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	credits		
Title recognition	Your logo integrated into the title	"Presented by..." with logo in the title	Mention on collateral	Listed as supporter	Listed as supporter	Listed as supporter	
Logo placement	Level 1 Prominence Website + online round + video projection + event dedicated banner + step & repeat + posters	Level 2 Prominence Website + online round + video projection + event banners + step & repeat + posters	Level 3 Prominence Website + online round + video projection + event banners + posters	Level 4 Prominence Website + video projection + posters	Level 5	Level 6	Level 7
VIP/ balcony passes	20	15	10	5	2	2	1



CONTACT US

For more details, reach out to Amy Powers to secure your sponsorship and be part of the most exciting design event in the industry!

Email: amy@sketchbattles.com

Phone: 734 787 2021

Website: sketchbattles.com

#SKETCHBATTLES





WHY SPONSOR?



- Discover talent before the competition
- Find and Hire designers faster , cut the red tape
- **CUTTING EDGE OF INNOVATION & DESIGN**
- In person immersive experience immersive experiences for designer and hiring bodies
- **SUPPLIER → OEM NETWORKING**
- **DEDICATION TO ARTS** & support the next generation of designers PR, R&D, Marketing
- Get **HIGH IMPACT BUZZ** around your brand
- Benefit **MULTIPLE DEPARTMENTS** across your company



BENEFIT MULTIPLE COMPANY DEPARTMENTS

**ORIGINAL,
HIGH-IMPACT
BUZZ FOR
YOUR BRAND**

Feed your socials with the cutting edge of underground design culture delivering **INSTANT VISUAL GOLD** you can't find anywhere else.

- **HUMAN RESOURCES:** Save \$\$\$\$\$ & time with our powerful international recruitment competition.
- **PUBLIC RELATIONS:** Highlight your company's commitment to education, emerging talent, design leadership, and community engagement.
- **MARKETING:** Leverage the event for brand storytelling, product integration, supporting design talent. Take advantage of **direct audience and design talent interaction** like nothing else.
- **DESIGN & R&D:** Gain insights and inspiration from emerging talent, explore new creative directions, and build relationships with the next wave of industry leaders. Watch it unfold as designers meet deadlines. Witness first-hand creative problem solving, performance under pressure, and creativity in real time. Gain insight into designers' methods and personalities within a project environment.