

ASID SAN DIEGO 2020-21 SPONSORSHIP OPPORTUNITIES



Hello Industry Partners and thank you for your unwavering support of our ASID San Diego chapter of Interior Designers. We are committed more than ever to foster connections between IPs, Designers & Students, particularly considering the challenges we have all faced this year.

How is ASID giving back to our community? New this year is our partnership with **Humble Design**, a local non-profit dedicated to furnishing homes for previously homeless families and Veterans. Let us come together and support a common goal of providing dignity to local families. If you are interested in learning more, please email us at administrator@casd.asid.org.

We are working hard to ensure our beloved annual events continue, along with some new ideas to keep us all connected:

“Design Excellence Awards” on December 4th – A chance to see “the best of the best.”

“Mood Board Competition” launches in January, where members create digital mood boards showcasing an Industry Partner’s product line. Three entries in each category will win prizes and be spotlighted along with lots of social media visibility for all who participate.

“IP Expo & Career Day” in March is looking to be something quite extraordinary, so stay tuned for more details. Please click [here](#) for a complete list of future events.

At ASID, we are here to support your businesses and invite you to review the new and improved Sponsorship opportunities. We are prioritizing our online campaigns, and our current reach is as follows:

Facebook: 1129 followers, Instagram: 1214 followers; Students: 403 followers

Emails 706 subscribers with a 30% average open rate

LinkedIn is new and is standing at 42 connections

If you are interested in learning more, please email: Edwin Clement, our Director at Large at At-large@casd.asid.org or Suzi O’Brien, President at President@casd.asid.org

As volunteers, the 2020-2021 Board is genuinely excited to work with you in building a successful campaign of involvement and inclusion. We are grateful for your continued support and invite you to let us know how we can serve you best.

Warm Regards,












Suzi O’Brien

President, ASID San Diego 2020-2021. www.casd.asid.org

Monthly Meetings

	DATE	SPONSORSHIP
CHAPTER MEETING: Commercial	Nov 18	ZOOM \$500 or 2 at \$250
DESIGN AWARDS AND HOLIDAY GALA	Dec 4	ZOOM \$2,000 2 Available & \$600 4 Available
CHAPTER MEETING: Kick-off Event Humble Design	Jan 20	ZOOM \$500 or in person catering/drinks & \$350
CHAPTER MEETING: Mood Board Competition	Feb 17	Please Inquire
CHAPTER MEETING: IP Expo Meets Market	Mar 17	Options \$500 to \$1,350 Please Inquire
CHAPTER MEETING : Showroom Crawl Morena	Apr 21	available- Inquire Please
CHAPTER MEETING : Commercial Design Event	May 19	\$350 & catering
CHAPTER MEETING : Showroom Crawl Cedros	Jun 16	\$300 & light catering, 5 available
CHAPTER MEETING : Humble Design- Do A Home	Jul 21	Need \$3,000 total. Many options
CHAPTER MEETING: Summer Social	Aug 18	\$500 & catering/drinks
CHAPTER MEETING: Installation of New Board	Sept 15	Catering, Venue & \$350
CHAPTER MEETING: Color Mix	Oct	\$500 & catering/drinks 5 available
COMMUNITY CIRCLES	MONTHLY	Free

OPTIONS	DETAILS	SPONSORSHIP
FEATURED INDUSTRY PARTNER OF THE MONTH	Available Monthly <ul style="list-style-type: none"> Promotes your <u>non-ASID event in our weekly newsletter</u> Promote your next event in our newsletter for 2 weeks before the event Includes one dedicated e-blast to our members via Social Media 	\$500 or \$250 if local IP
PRIZES FOR CHAPTER MEETING	Available Monthly <ul style="list-style-type: none"> Logo used during meeting Mention of prize sponsor in our newsletter prior to the event Thank you sent, plus mention in recap of meeting in the newsletter 	1-2 Prizes
CHAPTER STORAGE SPONSOR	In exchange for storage, name and logo will appear in our newsletter	Dedicated Storage Space
MOOD BOARD COMPETITION SPONSOR	<ul style="list-style-type: none"> Advertising in weekly newsletter Posts of boards in IG and shared on FB Recognition in our magazine (to IP, ID & Student members of San Diego) Featured on IG and FB throughout competition timeline Thank you sent, plus mention in recap of meeting in the newsletter Sponsors to select the winners together with 2 ASID Board members Special mention at ASID EXPO - when winners will be announced Access to the mood boards made for future promos 	\$2000 3 available & 3 prizes each
HUMBLE DESIGN NON-PROFIT HOMES FOR PREVIOUSLY HOMELESS FAMILIES & VETERANS	<ul style="list-style-type: none"> Recognition in our magazine (to ID, IP & Students San Diego) Promo in weekly newsletter leading up to the event Promo on Social Media Dedicated e-Blast 3 x leading up to the event Humble Design to cross promote Donations will go directly to Humble Design Thank you after the event with mention on recap of the event 	Need \$3000 total, many options available, please inquire

	PREMIER \$6500	PLATINUM \$5500	GOLD \$4500
TOP BRANDING AT ALL SIGNATURE EVENTS			
LOGO ON EVENTS PAGE OF WEBSITE (HIGH VISIBILITY)			
DEDICATED EMAIL BLAST	Four (quarterly)	Three (every four months)	Two (every 6 months)
NEWSLETTER SPOTLIGHT	4x	3x	2x
NEWSLETTER FOOTER WITH LOGO	1/month	1/month	1/month
SOCIAL MEDIA POSTS ON FB & IG			
RECOGNITION AT ALL SIGNATURE & PROGRAM EVENTS	Yes	Yes	Yes
MOOD BOARD SPONSOR	Yes	No	No
\$750 OF YOUR SPONSORSHIP FEE TO BE DONATED TO HUMBLE DESIGN	Yes	Yes	Yes
OPTION TO HOST ONE CHAPTER MEETING (FIRST COME FIRST OPTION)	Yes	Yes	Yes
OPTION TO PROVIDE APPROVED SPEAKER AT CHAPTER MEETING			
Booth at IP EXPO	With Premier Location & Maximum Booth Size	With Preferred Location	With Preferred Location

SIGNATURE EVENTS	DATE	SPONSORSHIP
DESIGN AWARDS AND HOLIDAY GALA	Dec 4	ZOOM \$1,000 2 Available & \$600 4 Available
COMMUNITY CIRCLES	Monthly	Free
MOOD BOARD COMPETITION		\$2,000 3 available & 3 prizes each
IP EXPO MEETS MARKET	Mar 18	Options \$500 to \$1,350 Please Inquire
STUDENT CAREER DAY AT IP EXP	Mar 18	\$350, 2 available
SHOWROOM CRAWL: MORENA	Apr 21	5 available, \$300, light catering & Swag
COMMERCIAL DESIGN EVENT	May 19	\$250, 2 available or \$250 & catering
SHOWROOM CRAWL: CEDROS	Jun 16	5 available, \$300, light catering & Swag
CHAPTER SUMMER SOCIAL	Aug 18	\$400, 2 available & catering
INSTALATION OF NEW BOARD	Sep 15	\$300 5 available & catering

EVENT DETAILS & REQUIREMENTS

Chapter Meetings—5:30P to 8:00P

A monthly membership meeting—topics vary

Benefits

- 2-3 minutes of presentation at meeting
- Recognition and promotion on all social media platforms and in our weekly E-blast 4 weeks leading up to event
 - Requirements
 - Accommodate 60-100 guests
 - Provide Food & Drink (heavy appetizers, dessert, wine, soft drinks, water)
- Possible AV Equipment
- Provide adequate seating for presentation

Design Excellence Awards Holiday Gala

An event celebrating the best in design with awards & recognition. Design competition winners announced in addition to the Ethel Siegelman, Don Merrell & Deborah Thomas recipients.

Community Circles Monthly meetings of Designers, Industry Partners & Students in 5 locations spread out in our county. Attendees select their location. Meetings are opportunities for members to get to know and learn from one another in a relaxed and personal setting. Hosted by Designer or by an Industry Partner.

Mood Board Competition New this year, we'll be partnering with IP sponsors to invite our members to submit creative mood boards that reflect their designs using products and materials supplied by our sponsors.

IP EXP— Industry Partner Experience

An annual tabletop exposition designed for optimal designer/industry partner interaction. 75-100 designer attendees.

Student Career Day

An annual event for students and emerging professionals focused on career development. This year it will be held in conjunction with IP EXP to expose students to how the pros operate.

Show Room Crawl We plan to have two of these fun events. One on Morena Blvd with our Industry Partners and one on Cedros with IPs.

Partnership with Humble Design New this year, we will be working with this non-profit to design and furnish one or more homes for families/veterans coming out of homelessness. Its an opportunity for our members to work together and contribute to our community.

Celebration; Leadership, Volunteering, & Legacy

An annual event held in September to introduce & swear in the new board, recognize our legacy members, and thank our volunteers for their support.

ASID San Diego 2020-2021

October 21 CHAPTER MEETING Color Mix w/ Sherwin Williams

(virtual) kick off Community Circles, do sign ups

November 18th CHAPTER MEETING TBD (virtual)

December 4th CHAPTER MEETING Design Awards & Holiday Gala (virtual)

Community Circles, Happening Throughout County

-----**2021**-----

Early January - Kickoff Mood Board Competition via our website with education mod or CEU on how to make boards

January 20th – CHAPTER MEETING Kick off at HUMBLE DESIGN Warehouse

Video, stories & New Year Fix Up to raise money for chapter & bring Designers LEADS

February 17th CHAPTER MEETING Modernism Week in Palm Springs

Community Circles, Happening Throughout County

March 17th CHAPTER MEETING IP EXPO & CAREER DAY & MOOD BOARD Winners Announced

Launch Humble Design Competition for Students

April early in month – Design Competition WORK DAY or ongoing at schools for Humble Design, Community Circles & Spring Spruce Up to raise money for chapter and bring LEADS to Designers

April 21 CHAPTER MEETING Show Room Crawl on Morena

May early in Month do a Humble Design Home or wait till August

May 19 CHAPTER MEETING Commercial Hospitality Tour OR Advocacy Co-Event with AIA, Strategic Planning Meeting

June 16th CHAPTER MEETING Show Room Crawl on Cedros in Solana Beach

Community Circles, Happening Throughout County

July 21 CHAPTER MEETING Humble Design – DO A HOME

August 18 CHAPTER MEETING SUMMER SOCIAL

September 15th Installation of New Board and Celebration of Leadership & Volunteering

October – Color Mix with Sherwin Williams

November – Chapter Meeting

December – Holiday Party