



Greetings Industry Partners of ASID San Diego,

We are so looking forward to what we are calling the “Covid Comeback” year and hope you are ready to ride the journey with our energized new Board of Directors. Please join us in planning memorable and fulfilling experiences for the coming year for your team and our ASID Community.

The ASID San Diego Chapter has been proven to be one of the strongest in the nation with our record number attendance and participation through Covid. Even in masks, we seem to be a collective group who’s confident in social distancing as well an excited group of Student members who are eager to get exposure to missed opportunities. The ASID San Diego Board has been busy planning our calendar of events, but just know, we’re developing some new initiatives you may find exciting. With your support, we can grow even stronger than we were before. Please take the time to review the enclosed sections of this Sponsorship package:

- Page 2: 5 pillars of our Chapters focus for the coming year
- Page 3: Key Event Details
- Page 4: Calendar of Events / sign up to sponsor a Chapter Meeting (first come first serve)
- Page 5: Chapter meeting sponsorships in more detail
- Page 6: Want to be a Premier, Platinum or Gold Sponsor for the year? Let’s talk and we’ll cater to your needs.

Thank you so much for this opportunity to serve your businesses and foster ways to engage our members in more meaningful experiences along with building the public awareness to why ASID is so important to the health and wellbeing of our built environments. I look forward to working with you and hope this will be one super fabulous year for us all.

Your partner in success,



Shannon Rice, ASID

[President@casd.asid.org](mailto:President@casd.asid.org)

President, ASID San Diego 2021-2022 and professional member since 2009

## ASID SAN DIEGO 2021-2022 FIVE PILLARS TO SUCCESS



National Council for  
Interior Design Qualification



Provide learning platforms for  
WELL & Sustainability and NCIDQ  
Prep / Exam Awareness



Fostering mentorship opportunities  
to our emerging professionals  
having just gone through 3  
semesters of online learning



Rising-up to “Cultivate Compassion”  
by intentionally recognizing,  
including and conversing with  
aspects of our industry that has  
gone overlooked and  
underrepresented



Industry Partners and Designers  
community togetherness by  
lifting-up and supporting where  
it's needed



Working to provide opportunities  
for members to have a platform to  
help stop the homelessness crisis  
in our community

## KEY ASPECTS OF WHO, WHAT, WHEN, WHERE & WHY: 2021-2022

### 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
- Provide CEU if possible

### Mood Board Competition

Our second year running, 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 followed by, a 30 day scavenger hunt and selection of winners + prizes.

### IP EXPO— Industry Partner Experience

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

### Emerging Professionals Council

A group of Interior Designers emerging into the career post college graduation and interested in learning hands on experiences from the professionals by way of monthly lunch & learns. Sponsor a meeting at your showroom and gain some new clients.

### Student Career Day - Commercial Vendor Trade Show / Hotel Tour

An annual event for students and emerging professionals focused on career development. This year we'll explore the interest many students have of the Hospitality Industry.

### Partnership with Humble Design

Our second year running, we will be further diving into how we can support this non-profit to design and furnish homes for previously homeless families and veterans coming out of homelessness. It's 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.












### Holiday Gala – Design Excellence Awards

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.

## CALENDER OF EVENTS & SPONSORSHIP OPPERTUNITIES

HOST A MEETING	DATE	SPONSORSHIP
<b>CHAPTER MEETING-</b> Color Mix	<b>Oct 21</b>	No Option / Month Off Fundraising - FREE Member Event
<b>CHAPTER MEETING:</b> New Member Mixer	<b>Nov 17</b>	PIRCH / Signature Kitchen Suites - FREE Member Event, \$ Paid Non-Member
<b>CHAPTER MEETING:</b> Holiday Gala	<b>Dec 19</b>	HOME DEPOT DESIGN CENTER - \$\$ PAID Event Humble Design Fundraiser
<b>CHAPTER MEETING:</b> Marketing & Technology (+CEU Possibly on similar topic)	<b>Jan 19</b>	BANG & OLUFSEN FREE Member Event, \$ Paid Non-Member
<b>CHAPTER MEETING:</b> Product of Business CEU Announce Winners of Mood Board Competition	<b>Feb 16</b>	TBD
<b>CHAPTER MEETING:</b> Humble Design Humble Design Event w/ Treger Strasberg, Documentary Viewing & Voices of Our City Choir + CEU on Homelessness	<b>Mar 16</b>	\$2,500 Sponsorship \$1,500 Sponsorship x2 \$500 Sponsorships \$\$ PAID Event (fundraiser)
<b>CHAPTER MEETING:</b> IP Expo + CEU (business focus) Prizes & raffle	<b>Apr 20</b>	Options \$500 to \$1,350 Please Inquire - FREE Member Event, \$ Non-Members
<b>CHAPTER MEETING:</b> Career Day – Commercial CEU – Commercial Expo - Mixer	<b>May 18</b>	\$500 to \$1,000 Please Inquire - FREE Member Event, \$ Non-Members
<b>CHAPTER MEETING:</b> WELL & Sustainability	<b>Jun 15</b>	\$300 & light catering, 5 available
<b>CHAPTER MEETING:</b> Humble Design Installation	<b>Jul 20</b>	Volunteer Heavy Event
<b>CHAPTER MEETING:</b> Summer Social with AIA or other Industry Organization	<b>Aug 17</b>	\$500 & catering/drinks
<b>CHAPTER MEETING:</b> Installation of New Board & Appreciation Event Scholarship Award Winner Announced	<b>Sept 21</b>	EVENT SPONSOR NEEDED \$3,000 \$1,500 Sponsorship x2, \$500 Sponsorships Catering, Venue & \$350
<b>CHAPTER MEETING:</b> Color Mix	<b>Oct 19</b>	\$500 & catering/drinks FREE Member, \$ Paid Non-Members
<b>NOVEMBER MEETING:</b> New Member Mixer	<b>Nov 16</b>	\$500 & catering/drinks FREE Member Event, \$ Non-Members
<b>DECEMBER MEETING:</b> Design Excellences Awards + Holiday Gala	<b>FRIDAY Dec 16</b>	PACIFIC SALES PREMIER SPONSOR: \$3,000 \$1,500 Sponsorship x2, \$500 Sponsorships \$\$ PAID Event

## CHAPTER PREMIER, PLATINUM & GOLD SPONSORSHIP OPPERTUNITIES

	PREMIER \$7500	PLATINUM \$6500	GOLD \$5500
<b>TOP BRANDING AT ALL SIGNATURE EVENTS</b>			
<b>LOGO ON EVENTS PAGE OF WEBSITE (HIGH VISIBILITY)</b>			
<b>DEDICATED EMAIL BLAST</b>	<b>Four (quarterly)</b>	<b>Three (every four months)</b>	<b>Two (every 6 months)</b>
<b>NEWSLETTER SPOTLIGHT</b>	4x	3x	2x
<b>NEWSLETTER FOOTER WITH LOGO</b>	1/month	1/month	1/month
<b>SOCIAL MEDIA POSTS ON FB &amp; IG</b>			
<b>RECOGNITION AT ALL SIGNATURE &amp; PROGRAM EVENTS</b>	Yes	Yes	Yes
<b>MOOD BOARD SPONSOR</b>	Yes	No	No
<b>\$1,000 OF YOUR SPONSORSHIP FEE TO BE DONATED TO HUMBLE DESIGN OR, PR 3-YEAR CAMPAIGN</b>	Yes	Yes	Yes
<b>OPTION TO HOST ONE CHAPTER MEETING (FIRST COME FIRST OPTION)</b> Exclusions: Humble Design, Installation Event & Holiday Gala/DEA	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>OPTION TO PROVIDE APPROVED SPEAKER AT CHAPTER MEETING</b>			
<b>Booth at IP EXPO</b>	<b>With Premier Location &amp; Maximum Booth Size</b>	<b>With Preferred Location</b>	<b>With Preferred Location</b>

## CHAPTER SPONSORSHIPS A LA CARTE

OPTIONS	DETAILS	SPONSORSHIP
<b>FEATURED INDUSTRY PARTNER OF THE MONTH</b>	<b>Available Monthly</b> <ul style="list-style-type: none"> <li>• Promotes your <u>non-ASID event in our weekly newsletter</u></li> <li>• Promote your next event in our newsletter for 2 weeks before the event</li> <li>• Includes one dedicated e-blast to our members via Social Media</li> </ul>	\$500 or \$250 if local IP
<b>PRIZES FOR CHAPTER MEETING</b>	<b>Available Monthly</b> <ul style="list-style-type: none"> <li>• Logo used during meeting</li> <li>• Mention of prize sponsor in our newsletter prior to the event</li> <li>• Thank you sent, plus mention in recap of meeting in the newsletter</li> </ul>	1-2 Prizes
<b>CHAPTER STORAGE SPONSOR</b>	In exchange for storage, name and logo will appear in our newsletter	Currently Covered by BringPro starting 2021
<b>MOOD BOARD COMPETITION SPONSOR</b>	<ul style="list-style-type: none"> <li>• Advertising in weekly newsletter for entire month of January and February (2 months' worth of press by ASID)</li> <li>• Instructions available online January 1<sup>st</sup> with instructions for members to visit participating showrooms through the month of January.</li> <li>• Posts of boards in IG and shared on FB starting Feb. 1<sup>st</sup> for three weeks up to event on Feb. 16<sup>th</sup> on FB and IG throughout competition timeline.</li> <li>• Winners of Mood Board announced at Feb. 16<sup>th</sup> Event</li> <li>• Recognition in our magazine (to IP, ID &amp; Student members of San Diego)</li> <li>• Thank you sent, plus mention in recap of meeting in the newsletter</li> <li>• Sponsors to select the winners together with 2 ASID Board members between 02/01-02/14</li> <li>• Access to the mood boards made for future promos</li> </ul>	\$4,500 available to Event Sponsor  \$2,000 x2 Secondary Retailers – non competing  (3) 3 prizes each
<b>HUMBLE DESIGN NON-PROFIT HOMES FOR PREVIOUSLY HOMELESS FAMILIES &amp; VETERANS</b>	<ul style="list-style-type: none"> <li>• Recognition in our magazine (to ID, IP &amp; Students San Diego)</li> <li>• Promo in weekly newsletter leading up to the event</li> <li>• Promo on Social Media</li> <li>• Dedicated e-Blast 3 x leading up to the event</li> <li>• Humble Design to cross promote</li> <li>• Donations will go directly to Humble Design</li> <li>• Thank you after the event with mention on recap of the event</li> </ul>	\$2,500 Premier Sponsor, \$1,500 (x2), \$500 options