

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



# 2024 ANNUAL

# SPONSORSHIP BENEFIT PACKAGE

DESIGN IMPACTS LIVES



## YOU BELONG HERE

Greetings Industry Partner,

As your new 2023-2024 Chapter President, I am very much looking forward to a year of education, collaboration, and bringing unique and valuable experiences to our designers and partners alike. Our chapter and chapter members could not flourish without the support and partnership of supporters like you.

Enclosed you will find new and improved sponsorship opportunities that we not only feel will benefit partners like you, but bring additional value to our student, educator, and designer members, and strengthen the relationship between designers and industry partners. As a chapter we aim to bring the most value to all of our members.

The new 2023-2024 Board of Directors welcomes you to the San Diego Chapter and asks for your sponsorship in order to continue the success of our chapter and achieve a year of enrichment, partnership, and continued elevation of our industry.

With gratitude,

Jennifer Beckley Sides, ASID ALLIED  
California Dan Diego Chapter President 2023-2024

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ASID Allied

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**AT-LARGE**

Stephanie Moates,  
ASID Allied

## CALENDAR

Sponsorships run on a calendar year, beginning in January and concluding in December. Sponsorship commitments are now being offered from October 1 - December 31, 2023.\*

### Q1 Building Community

#### October

- Quarterly Student Mixer: Career Day
- Quarterly EPC Meeting
- Monthly Chapter Meeting
- Designer Experience
- Follow-Up Friday

#### November

- Humble Day of Service
- IP Social
- Monthly Chapter Meeting
- Designer Experience
- Follow-Up Friday

#### December

- Legacy Luncheon
- Holiday Gala
- Designer Experience

### Q2 Building Your Team

#### January

- Quarterly Student Mixer
- Quarterly EPC Meeting
- Designer Co-LAB
- Designer Experience
- Follow-Up Friday

#### February

- Monthly Chapter Meeting
- Designer Experience
- Follow-Up Friday

#### March

- Wiser Than Me Tea
- New Member Mixer
- Monthly Chapter Meeting
- Designer Experience
- Follow-Up Friday

### Q3 Grow Your Business

#### April

- Quarterly Student Mixer
- Quarterly EPC Meeting
- IP Expo
- Designer Experience
- Follow-Up Friday

#### May

- Home Tour
- Monthly Chapter Meeting
- Designer Experience
- Follow-Up Friday

#### June

- Legacy Luncheon
- Monthly Chapter Meeting
- Designer Experience
- Fourth Friday

### Q4 Grow Your Product Knowledge

#### July

- Summer Webinar Series

#### August

- Client Appreciation + Summer Social
- Monthly Chapter Meeting
- Designer Experience
- Fourth Friday

#### September

- Quarterly Student Mixer
- Wiser Than Me Tea
- Volunteer Appreciation + Installation
- Designer Experience

## EVENTS + PROGRAMS

Throughout the year, our chapter members meet to engage in meaningful interactions - from building relationships among our Industry Partners and collaborating with fellow designers, to building business acumen and gaining product knowledge.

Hosting opportunities allow Industry Partners direct interaction with our members and are available at every size and budget. Chapter Leadership is here to help shape events that maximize your hosting investment.

### SIGNATURE EVENTS

Our Signature Events are larger events that bring our membership together in recognition of the talent and dedication of our membership base, for both designers and partners alike. These events are a time of celebration and acknowledgment.

These upscale events are promoted on our ASID San Diego website, social media channels, Eventbrite, and direct communication with members via weekly newsletters and announcements at in person gatherings.

#### **Volunteer Appreciation + Board Installation**

This annual year-in-review event held in September, recognizing active volunteers and swearing in the new Board of Directors.

#### **Design Excellence Awards**

Held biennially, this event honors the Chapter's best. Top honors are given in categories for Designers, Industry Partners, and Students. Held in Winter of even numbered years.

#### **Holiday Gala**

The last event of the year is for FUN. We enjoy the company of others in celebration and toast to a successful year ahead.

#### **Home Tour**

ASID San Diego hosts an annual home tour throughout San Diego County to showcase the outstanding work of our designer members and Industry Partner product lines.

## PROGRAMS

Our Programs make up the majority of our events throughout the year. Programming consists of networking and educational opportunities, business and relationship building, product knowledge, and a more intimate dive into topics pertaining to the Chapter and Industry.

Programs are promoted on our ASID San Diego website, social media channels, Eventbrite, and direct communication with members via weekly newsletters and announcements at in person gatherings.

### Chapter Meetings

Held monthly on the third Wednesday, Chapter Meetings are designed to bring the chapter together, Designers and Industry Partners alike. Meetings typically begin with networking and socializing, followed by programming such as Sales, Marketing, Business Building, etc. Chapter Meetings are typically held in a Sponsor's showroom or venue suitable for the meeting programming. Showcase

### Follow-Up Fridays

Follow-Up Fridays are held on the third or fourth Friday following Chapter Meetings. These virtual or in-person hour long lunch time sessions are intended for Sponsors to showcase new product, educate designers on existing product, or host a CEU. First option is given to the host of the preceding Chapter Meeting.

### Designer Experience

Many Industry Partners offer hands-on opportunities for designers to receive an in depth product education and hands-on experience. We would like to partner with our IPs to get our designers in front of your products.

### Additional Programming

Our chapter offers a plethora of additional programming that attracts and educates designers at various stages of their careers. We aim to serve all our members with the following programs:

- **Student Mixers + Career Day - Quarterly**
- **Emerging Professionals Council (EPC) - Quarterly**
- **Legacy Luncheons + Wiser Than Me Tea - Quarterly**
- **Designer CO-Lab - January**
- **IP Expo - April**
- **New Member Mixer - Spring**
- **Home Tour - Spring**
- **Spruce - Up - Spring/Summer**

## ANNUAL SIGNATURE SPONSORSHIP LEVELS

Our Signature Sponsorship Levels are designed to maximize the value of your investment and keep you top of mind when it comes to designing for a project. These packages include logo placement, access to exposure and communication reserved for only our Signature Sponsors, unique hosting opportunities, event tickets, and ongoing recognition.\*

DIAMOND  
\$10,000
PLATINUM  
\$7500
GOLD  
\$5000
SILVER  
\$2500

	DIAMOND \$10,000	PLATINUM \$7500	GOLD \$5000	SILVER \$2500
LOGO FEATURED AT ALL MEETINGS + EVENTS	TOP PLACEMENT	SECONDARY PLACEMENT		
LOGO ON WEEKLY NEWSLETTER FOOTER	✓	✓		
ADVERTISEMENT IN DIGITAL CHAPTER DIRECTORY	FULL PAGE	1/2 PAGE		
ADVERTISEMENT IN DIGITAL CHAPTER MAGAZINE	FULL + ARTICLE	FULL	1/2 PAGE	1/4 PAGE
NAME + LOGO ON ASID SD WEBSITE	✓	✓	✓	✓
OPTION TO HOST/SPONSOR CHAPTER MEETING (1)	✓	✓	✓	
OPPORTUNITY TO SPEAK AT HOSTED CHAPTER MEETING	✓	✓		
OPTION TO SPONSOR CHAPTER PROGRAMS/EVENTS (2)	✓	✓	✓	✓
HOST A "LUNCH AND LEARN" VIRTUALLY OR IN-PERSON FOR ASID MEMBERS (3)	UNLIMITED	MONTHLY	QUARTERLY	ANNUALLY
DEDICATED EMAIL BLAST	MONTHLY	BI-MONTHLY	QUARTERLY	BI-ANNUALLY

ANNUAL SIGNATURE SPONSORSHIP LEVELS CONT.

	DIAMOND \$10,000	PLATINUM \$7500	GOLD \$5000	SILVER \$2500
INSTAGRAM TAKEOVER FOR A DAY	4x	2x	1x	
SOCIAL MEDIA SPOTLIGHT (4)	4x	3x	2x	1x
SOCIAL MEDIA STORY PROMOTING YOUR EVENTS	✓	✓	✓	✓
BOOTH AT IP EXPO (5)	Premier Location + 4 Guests	Preferred Location + 2 Guests	Preferred Location	Preferred Location
NAME BADGE W/ COMPANY NAME AND SPONSORSHIP LEVEL (UP TO 2)	✓	✓	✓	
COMPLIMENTARY TICKETS TO SIGNATURE EVENTS	6	4	2	
COMPLIMENTARY TICKETS TO CHAPTER MEETINGS	6	4	2	2
USE OF ASID LOGO ON YOUR WEBSITE (6)	✓	✓	✓	✓
PROVIDE BRANDED PROMOTIONAL ITEMS FOR CHAPTER EVENTS	✓	✓	✓	✓

1. ASID Chapter Meetings are at no cost to members, as it is a perk of membership. Non-members are welcome, but required to pay a nominal amount. We understand that our Sponsors may want to invite valued clients to their hosted events. Diamond Sponsors will receive complimentary ticket codes for up to 20 guests. Platinum and Gold Sponsors up to 10 guests. Email list of attendees will be provided to hosting sponsor.
2. Please see Chapter Event + Programs page for à la carte sponsorship opportunities and benefits.
3. ASID SD will aid sponsors in promoting an educational opportunity to learn about sponsor’s services or products through email and social media promotion. This is in addition to allotted number of email blasts and any other event sponsor is hosting outside of ASID.
4. Can be in conjunction with email blast or at a different time. May be utilized to promote product, new location, introduce reps, etc.
5. In addition to contracted representatives, sponsors will be given complimentary passes to invite additional company or non-IP guests.
6. Must adhere to ASID National Brand Standards and Guidelines.

\*Sponsorship opportunities are first come, first served. Reserve your commitment in the calendar by submitting your sponsorship form and payment today. Payment must be made in full by December 31 for sponsorship to commence January 1 and run for the entirety of 2024.



## MEETING DETAILS + REQUIREMENTS

Chapter Meetings - 5:30PM to 7:30PM on the third Wednesday Monthly

### Benefits

- 3-5 minutes of presentation at meeting (Diamond + Platinum Sponsors)
- Recognition and promotion on all social media platforms and in our weekly E-blast 4 weeks leading up to event
- Access to all ASID member and non-member attendees
- Sharing product, services, and trade programs available to designers

### Requirements

- Accommodate 45-100 guests
- Provide Food + Drink (heavy appetizers, dessert, wine, soft drinks, water)
- Possible AV Equipment (if none available, ASID may be able to provide)
- Provide adequate space and seating for presentation
- Place for a check-in table

### Sample Agenda

4:30 - 5:30 Set-up

5:30 - 6:00 Check-in and mingle

6:00 - 6:15 President Message and Sponsor speaking opportunity

6:15 - 7:30 Programing

7:30 - 8:00 Clean up

## Host a Meeting - 2024\*

**January 17: Designer CO-Lab**

**February 13: Town Hall with ASID CEO Khoi Vo and BOD Chair John Cialone**

**March 20: Working with Contractors**

**May 15: Vacation Rental + Hospitality Design**

**June 19: Health, Wellness, and Sustainability**

**July: Weekly Summer Webinar Series x 4 (Open to all IPs)**

**August 21: Showroom Crawl at UTC**

**November 2024: TBD**

\*Topics and dates are subject to change. Hosting opportunities are open to Diamond, Platinum, and Gold sponsors only, with the exception of the Summer Webinar Series. Chapter Meeting sponsorships are first come, first served.



## À LA CARTE SPONSORSHIPS

An à la carte sponsorship is open to all Industry Partners (IP). An event or program sponsorship includes the following:

- Logo included on all collateral (weekly newsletter, event email blast, Eventbrite banner, social media promotion, etc.) four weeks leading up to the event, recognition on the day of event, and signs signifying sponsorship when applicable.
- Complimentary tickets to sponsored event when applicable:
  - Up to \$500 = 1 ticket
  - \$501 - \$1999 = 2 tickets
  - \$2000 + = 4 tickets

### Humble Day of Joy

Two (2) x \$250 lunch sponsorships available. Includes one participation spot each.

### Holiday Gala + Design Excellence Awards

Catering: Four (4) x \$1750  
 Bar: One (1) x \$1000  
 Décor: One (1) x \$1500  
 Venue: Two (2) x \$2000

### Las Vegas Market (LVMKT)

Please inquire about hosting a happy hour or sponsoring a student.

### Unique Home Tour

OPEN

### Summer Webinar Series

Four (4) available: Present a CEU or product knowledge virtual session. Sponsor provides food delivery code for a minimum of first 15 sign ups.

### Volunteer Appreciation + Board Installation

Catering: Four (4) x \$1750  
 Bar: One (1) x \$1000  
 Décor: One (1) x \$1500  
 Venue: Two (2) x \$2000

### IP Expo Early Bird Booth

Open to all Industry Partners: \$500  
 Available for a limited time. (\$100 savings)

### Branded promotional items (swag)

Promotional items will be used in conjunction with event or program sponsorship and used at the chapter's discretion to provide items for opportunity drawings and special events.

### Please inquire about sponsorship opportunities for the following programs:

- Student Mixers + Career Day
- Emerging Professionals Council (EPC)
- Legacy Luncheons + Wiser Than Me Tea
- Modernism Week
- Spruce - Up
- New Member Mixer
- Client Appreciation

**We are always looking for ways to support our Chapter Members. If you have a unique sponsorship opportunity to present, please contact:**

**Jennifer at [president@casd.asid.org](mailto:president@casd.asid.org)**

SPONSORSHIP COMMITMENT

Diamond: \$10,000

Gold: \$5000

À LA CARTE

Platinum: \$7500

Silver: \$2500

Contact Name (Print) \_\_\_\_\_

Company \_\_\_\_\_

(As you would like it to appear on marketing)

Company Address \_\_\_\_\_

Main Contact Email \_\_\_\_\_

ASID Member # \_\_\_\_\_ Phone \_\_\_\_\_

Requested Meeting Month #1 \_\_\_\_\_ Requested Meeting Month #2 \_\_\_\_\_

Requested À la carte Option \_\_\_\_\_

Accounts Payable Contact \_\_\_\_\_ Email \_\_\_\_\_

Billing Address \_\_\_\_\_

***This document is a legally binding sponsorship agreement between the above-listed party and the CA San Diego chapter of ASID.***

*I have read and understand the Chapter Sponsorship benefits at the level for which I am signing up and further understand I am responsible for additional costs for hosting an event.*

*The sponsor agrees to provide all company logos to the chapter for use in marketing and promotional activities. The sponsor grants the promotor the right to use their logo in promoting the event.*

*The purchased sponsorship package is not transferrable for any reason. If the sponsor cannot meet the financial requirements of this agreement, the sponsor agrees to provide written notifications to the chapter promptly so the chapter may find another suitable sponsor.*

*The chapter and sponsor hereby agree to enter this sponsorship agreement by affixing their respective signatures below.*

Sponsor Signature \_\_\_\_\_

Date of Signature \_\_\_\_\_

Chapter Signature \_\_\_\_\_

Date of Signature \_\_\_\_\_

**More Information :**

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

🌐 [CASD.ASID.ORG](http://CASD.ASID.ORG)

**Please return this commitment form to [president@casd.asid.org](mailto:president@casd.asid.org).** Upon receipt, an invoice will be issued.

Invoice payments can be made by check or credit card and will be due within 30 days of invoicing. There is a 3.5% service charge for payments made by credit card. **After receipt of full payment, benefits will begin on the first of the following month.**



## TERMS + CONDITIONS

The Chapter will make every reasonable effort to follow through with the commitments made in the 2023-2024 Sponsorship Program and will negotiate a solution in good faith on behalf of the Chapter, Sponsors, and Members. The 2022-2023 Sponsorship Program will continue to be honored for the duration of the agreement term.

Chapter “Meetings” are defined as the monthly gathering of ASID San Diego Members typically held on the third Wednesday evening of each calendar month. Chapter “Programs” are defined as gatherings outside of the regularly scheduled meetings to include, but not limited to, CEUs, Lunch and Learns, Committee held special meetings (Emerging Professional Council, NCIDQ Study Group, Health, Wellness and Sustainability, Student Support, etc.), Career Day, and Designer Experiences. Chapter “Signature Events” include, but are not limited to, the Holiday Gala, Design Excellence Awards, Home Tour, and IP Expo. Additional “Events” include, but are not limited to, 1-Day Conferences, Humble Day of Service, and Modernism Week Tour. All meetings, programs, and events are promoted through chapter communications and encouraged to be shared by all chapter sponsors.

The first right to refusal to host events will be given in the following order of sponsorship level: Diamond, Platinum, Gold, Silver, Industry Partner, Designer Member. No guarantee of hosting an in-person event is made at any level. Permission for the use of sponsorship level in PR and use of sponsorship reference, chapter name, and ASID logo is understood and only valid for the duration of sponsorship term, must be in accordance with National ASID Guidelines and Brand Standards, and may be revoked for misuse and at the discretion of the Chapter Board of Directors. Any sponsored promotional items may be in conjunction with additional sponsors’ items and are subject to approval. The Board of Directors will make every effort possible to not include sponsorship items from competing brands.

The sponsorship term begins January 1, 2024 and only if payment has been received. Sponsorship term is for one calendar year. À la carte sponsorships begin no more than four weeks prior to event or program date and commences on completion of event or program.

ASID San Diego thanks you for your sponsorship.