AMERICAN SOCIETY OF INTERIOR DESIGNERS

# 2026-2027 ANNUAL

## SPONSORSHIP OPPORTUNITY PACKAGE

DESIGN **IMPACTS** LIVES

AMERICAN SOCIETY OF INTERIOR DESIGNERS

# Connect. Engage. Impact Our Design Community.

# Explore Our New 2027 ASID San Diego Sponsorship Opportunities.

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## 2026-2027

## To Our Valued Industry Partners,

Hello and welcome to a new year with ASID San Diego.
When I first started my design business in San Diego 18 years ago, I learned first hand the importance of industry partners. Now, after 11 years in San Francisco and Berlin, Germany, I am excited to be back. As I renew former contacts and make new ones, I am again reminded of how much I appreciate Industry Partners and consider them part of my team of reliable sources of information, valuable service and quality products.

I am fortunate to build on the momentum of our outgoing President, Kirsten Recce. Under her leadership, membership grew, student engagement increased and our popular Design Gems program was launched. There is renewed energy in our chapter, making this an exciting time to be part of ASID San Diego.

ASID's focus for 2026–2027 is Educate, Connect, and Inspire, creating opportunities for members to continually learn, build meaningful professional relationships, experience great design, and inspire one another.

Our biennial Design Excellence Awards Gala will be held on the 34th floor of the University Club in downtown San Diego on February 20, 2027. For the first time, the sponsor of each award will present the trophy, and the trophy will be personalized with the sponsor's logo.

The new ASID board also has exciting new events in the early planning stages. Each of these events will continue ASID's vision to bring designers, Industry Partners and the public together to promote and inspire San Diego design.

Your support as an Industry Partner is essential to making these events possible. Each event creates a meaningful opportunity for you to share your expertise, strengthen your visibility and build lasting relationships within San Diego's design community.

We simply could not do what we do without you. Thank you for investing in ASID San Diego and our design community. We look forward to another successful year.

Kristy Kropat
President, ASID San Diego Chapter

**PRESIDENT**
**Kristy Kropat**
ASID Allied

**PRESIDENT-ELECT**
**Mallory Duran**
ASID Affiliate

**COMMUNICATIONS DIRECTOR**
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ASID Allied

**FINANCE DIRECTOR**
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ASID Affiliate

**MEMBERSHIP DIRECTOR**
**Lisa Osborn**
ASID Allied

**PROFESSIONAL DEVELOPMENT DIRECTOR**
**Margya Brand**
ASID Allied

**STUDENT REP TO THE BOARD**
**Rachel Johnson**
ASID Student

**AT-LARGE**
**Heather Ault**
ASID Allied

**CHAPTER ADMINISTRATOR**
**Arnaz Khambatta**
ASID Affiliate

# ASID San Diego 2026-2027 Calendar

## October
Design Gem:
**Graffiti Workshop**

Chapter meeting in **collaboration with Sherwin Williams Color Mix event at Dal Tile.**

## November
Design Gem:
**Mexico City**

Chapter meeting: **"Designing with Light: 10 Things That Matter More Than You Think"**
**by Carla Bukalski-RBLD Studio**
Locaton : **Black Whale Home**

## December
**Holiday Party at Marmol**

## January
Chapter meeting: **TBD**

## February
**Design Excellence Awards**

## March
**IP Expo**

**Spruce-Up**

## April
**Student Career Day**

Chapter meeting:
**Doug Walter-Designing Quality Kitchen Lighting**

## May
Chapter meeting:
**Keith York-San Diego Mid-Century Modern Interiors**

## June
Design Gem: **Berlin, Germany & Copenhagen, Denmark**

Meeting or Workshop: **TBD**

## July
Chapter Meeting: **TBD**

## August
**Golf Tournament TBD**

Chapter meeting: **TBD**

## September
Installation: **Volunteer Appreciation + New Board Installation**

**ASID National GATHER Conference**

**Spruce-Up**

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## ASID San Diego Sponsorship Packages

Our Sponsorship levels maximize your investment while building visibility and connections with San Diego's design community.

### Spirit $1,950

*Increase your visibility and connection to the ASID San Diego Chapter members.*

### Experience $2,950

**Host an ASID event!**
*Introduce your business in person and connect with the San Diego design community at your business.*

### Community $5,000

*A premier package offering ongoing visibility, event participation, and meaningful connections with ASID San Diego designers.*

### Media $7,500

*A stand-alone media partnership with targeted chapter visibility.*

### Impact $10,000

*Our most comprehensive event and engagement partnership.*

*We will accommodate sponsorship requests on a first-come, first-served basis. To reserve your spot, submit your sponsorship form with your top three choices and payment. Each major sponsor can host at least one Chapter meeting or Experience. We will prioritize first choices and revisit options if additional dates are available. Full payment must be made by December 31, 2027 for sponsorship to begin on January 1 and continue through 2027.

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# Spirit Sponsor

## Visibility

**Your logo featured:**

- ASID San Diego meetings & events
- Footer of newsletter
- ASID San Diego website with link

**One dedicated email blast to all ASID San Diego Chapter members.**

**One Social Media spotlight or event promotion**

**One Chapter sponsored name badge**

**Provide branded promotional items for chapter events**

**Use of ASID logo on your website for sponsorship duration**

## Engagement

**One ASID SD chapter membership with all local chapter benefits** ($549 value)

- **One** Complimentary ticket to all chapter meetings. (Only local members & sponsors are guaranteed admission)
- Opportunity to purchase tickets to special events at chapter member prices

**Opportunity to host ASID committee meetings or student events**

## Special Events

**IP Expo Table & Guests:** ($500-$800 value)

- Promote your business at our IP Expo to local ASID designers
- **Ten** complimentary guest tickets for designers to attend

# $1,950

Scan to Select Your Sponsorship Opportunity.

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# Experience Sponsor

## Visibility

**Your logo featured:**

- ASID San Diego meetings & events
- Footer of newsletter
- ASID San Diego website with link

**Two dedicated email blasts to all ASID San Diego Chapter members.**

**Two Social Media spotlights or event promotions**

**Two Chapter sponsored name badges**

**Provide branded promotional items for chapter events**

**Use of ASID logo on your website for sponsorship duration**

## Engagement

**Host one chapter meeting:**

- Promote your business with a brief introduction to attendees at one chapter meeting at your showroom or an installation location.

**Two ASID SD chapter memberships with all local chapter benefits** ($1098 value)

- **Two** Complimentary tickets to all chapter meetings. (Only local members & sponsors are guaranteed admission)
- Opportunity to purchase tickets to special events at chapter member prices

**Opportunity to host ASID committee meetings or student events**

## Special Events

**First opportunity to À La Carte sponsorships at specials events.**

# $2,950

**Scan to Select Your Sponsorship Opportunity.**

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# Community Sponsor

## Visibility

**Your logo featured:**

- ASID San Diego meetings & events
- Footer of weekly newsletter
- ASID San Diego website with link

**Four dedicated email blasts to all ASID San Diego Chapter members**

**Three Podcast commercials**

**Two Social Media spotlights or event promotions**

**One Sponsor Spotlight article in the ASID San Diego newsletter**

**Three Chapter sponsored name badges**

**Provide branded promotional items for chapter events**

**Use of ASID logo on your website for sponsorship duration**

## Engagement

**Host one chapter meeting:**

- Promote your business with a brief introduction to attendees at one chapter meeting at your showroom or an installation location.

**Three ASID SD chapter memberships with all local chapter benefits** ($1647 value)

- **Three** Complimentary tickets to all chapter meetings. (Only local members & sponsors are guaranteed admission)
- Opportunity to purchase tickets to special events at chapter member prices

**Opportunity to host ASID committee meetings or student events.**

## Special Events

**IP Expo Table & Guests:** ($500-$800 value)

- Promote your business at our IP Expo to local ASID designers
- **Ten** complimentary guest tickets for designers to attend
- Preferred table location.

**Design Excellence Awards Category Sponsor - Trophy & Presenter** ($1,000 value)

- Includes your logo on one trophy
- Your company presents the trophy to the winner at the gala.
- **Two** complimentary tickets to the Design Awards Gala ($250 value)

# $5,000

Scan to Select Your Sponsorship Opportunity.

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# Media Sponsor

## Visibility

**Recognized as the 2027 ASID San Diego Media Sponsor**

**In-Kind sponsorship based on shared media exposure and cross-promotion**

**Two dedicated email blasts to all ASID San Diego Chapter members**

**One Sponsor Spotlight article in the ASID San Diego newsletter**

**One complimentary admission to ASID San Diego Chapter meetings and events when providing photography or media coverage for the event**

## Special Events

**IP Expo Table:** ($500-$800 value)

- One complimentary table at the ASID San Diego IP Expo

# $7,500

**Scan to Select Your Sponsorship Opportunity.**

# Impact Sponsor

## Visibility

**Your logo featured:**

- ASID San Diego meetings & events
- Footer of weekly newsletter
- ASID San Diego website with link

**Six dedicated email blast to all ASID San Diego Chapter members**

**Six Social Media spotlights or event promotions**
**Guest on one ASID San Diego Podcast episode**

**Six Chapter sponsored name badge**

**Provide branded promotional items for chapter events**

**Use of ASID logo on your website for sponsorship duration**

## Engagement

**Host one chapter meeting:**

- Promote your business with a brief introduction to attendees at one chapter meeting at your showroom or an installation location

**Six ASID SD chapter memberships with all local chapter benefits** ($3294 value)

- **Six** Complimentary tickets to all chapter meetings. (Only local members & sponsors are guaranteed admission)
- Opportunity to purchase tickets to special events at chapter member prices

**Opportunity to host ASID committee meetings or student events**

## Special Events

**IP Expo table with a Premium Location:** ($500-800 value)

- Promote your business at our IP Expo to local ASID designers
- **20** complimentary guest tickets for designers to attend

**Design Excellence Awards - Trophy & Presenter** ($1,250 value)

- Includes your logo on one trophy and your company presents the trophy to the winner at the gala
- **Four** complimentary tickets to the Design Awards Gala ($500 value)

**Premier sponsor at all special events - new events being planned!**

# $10,000

**Scan to Select Your Sponsorship Opportunity.**

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# À La Carte Sponsorship Opportunities

## Design Excellence Awards

Your company logo on the trophy & your company presents the award.

**$1000**

Select one of our design award categories and your company logo will be placed on the trophy for that award.
*(Award category selection first come first served.)*

NEW Sponsorship Opportunity this year!

Your company will present the award to the winner at the:

Design Excellence Awards Gala
**February 20, 2027**
**University Club, downtown San Diego**

**Two** complimentary tickets to the Design Awards Gala ($250 value)

**Scan to Reserve Your Design Excellence Award Category and Sponsorship Opportunity.**

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# À La Carte Sponsorship Opportunities continued

## Email Blast

**$450 each, maximum 3/year**
Send a dedicated email to all of our 500+ members promoting your business, event, etc.

## Social Media Post

**$350 each, maximum 3/year**
Promote your business, product or event with a LinkedIn post, Instagram post, reel or story.

## Podcast Commercial

**$350 each, maximum 3/year**
Promote your business, product or event on ASID San Diego's Podcast.

## IP Expo Table

**Local Affiliate Members: $500**
**National Industry Partners: $800**
**Non-Members: $800**

## Other Opportunities

We are always open to other sponsorship opportunities. Please reach out if you have other ideas how you would like to support our chapter.

**Please email Kristy Kropat and let's collaborate.**

president@casd.asid.org

**Scan to Select Your Sponsorship Opportunity.**

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# Chapter Meeting Hosting Details + Requirements

Chapter meetings are on the
**3rd Wednesday of the month (usually), 5:30pm - 8:00pm.**

*Note: There is not a chapter meeting every month, see calendar below.*

**Benefits:**

- 5-10 minutes of presentation at the meeting to promote your business.
- Recognition and promotion on all social media platforms and in our newsletter
- E-blast 4 weeks leading up to event
- Connect with all ASID member and non-member attendees
- Share product, services, and trade programs available to designers
- Showroom Tour or New Product Display Encouraged

**Requirements:**

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

**Example Schedule:**

| | |
|---|---|
| 4:30 - 5:30 | Set-up |
| 5:30 - 6:15 | Check-in and mingle |
| 6:15 - 6:30 | Sponsor speaking opportunity |
| 6:30 - 7:45 | Program |
| 7:45 - 8:00 | Clean up |

## 2026-2027 Meeting Available to host at your business
## *(Experience, Community and Impact Sponsors)*

1. **October 21** Sherwin Williams Color Mix event at Dal Tile.
2. **November 18** Chapter Meeting: **Designing with Light: 10 Things That Matter More Than You Think" by Carla Bukalski-RBLD Studio** at Black Whale Home
3. **December 16** Holiday Party at Marmol
4. **January 20** Chapter Meeting TBD
5. **April 21** Chapter Meeting: **"Keith York-SD Mid-Century Modern Interiors"**, Location TBD
6. **May 19** Chapter Meeting: **"Doug Walter-Designing Quality Kitchen Lighting"** Location TBD
7. **June 16** Chapter Meeting TBD
8. **July 23** Chapter Meeting TBD
9. **August 18** Chapter Meeting TBD

*Topics and dates are subject to change.*
*Chapter Meeting hosts are first come, first served.*

**Please email Kristy Kropat to reserve your date to collaborate:**
**president@casd.asid.org**

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# TERMS + CONDITIONS

**Sponsorship Terms & Definitions**
The Chapter will make every reasonable effort to fulfill all commitments outlined in the 2026–2027 Sponsorship Program and will negotiate in good faith if adjustments are needed. The 2026–2027 Sponsorship Program will continue to be honored through 2027.

**Chapter Meetings:** Monthly gatherings of ASID San Diego Members, typically the third Wednesday evening of each month.

**Chapter Programs:** Additional events including CEUs, Lunch & Learns, Committee sessions (Emerging Professionals, NCIDQ, Health & Wellness, Student Support, etc.), Career Day, and Designer Experiences.

**Signature Events:** Larger-scale events such as the Holiday Gala, Design Excellence Awards, Home Tour, and IP Expo (not all held annually).

**Additional Events:** Other special gatherings such as 1-Day Conferences, Humble Day of Service, Modernism Week Tours and local architectural and design related tours.

All meetings, programs, and events are promoted through official Chapter communications and may be co-promoted by Sponsors.

**Event Hosting Priority:**
**The first right of refusal to host events is offered by sponsorship level:**
Impact->Community->Experience->Spirit and then as additional sponsors sign up. Once dates are contracted and chosen, they are no longer available. Hosting and program content are not guaranteed at any level.

**Brand & Promotion Guidelines:**
Sponsors may reference their sponsorship level, Chapter name, and ASID logo only during the sponsorship term and in accordance with ASID National Brand Standards. Misuse may result in revocation at the Board's discretion. Sponsored items require pre-approval and may be combined with other sponsor materials. The Board will make every effort to avoid featuring competing brands within the same event.

**Sponsorship Term & Payment:**
The 2026 Sponsorship Term begins January 1, 2027, once payment is received, and runs for one calendar year.

À la carte sponsorships may begin up to four weeks before the event or program and conclude upon completion.

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# SPONSOR TIP SHEET FOR HOSTING A GREAT EVENT

**OBJECTIVE:** Maximize your engagement and build valuable relationships with designers by hosting a successful event for the San Diego chapter of the American Society of Interior Designers (ASID).

**1. Plan for Success**
**Align with ASID's Goals:**
Understand the event's content planned by ASID and find ways to complement it with your products or services. Coordinate with the chapter early to ensure the event meets both your objectives and the chapter's expectations.
**Create a Welcoming Atmosphere:**
Design your showroom space to encourage exploration, conversation, and networking. Arrange for a guided showroom tour or set up discovery stations highlighting different product areas.

**2. Tell Your Story**
**Maximize Your Presentation Time:**
Use the allowed time to introduce a new product or service in a clear, engaging manner. Keep your presentation concise and relevant to designers' needs, focusing on what sets you apart from competitors. Use visuals, demonstrations, or samples to make your product tangible.
**Leverage Case Studies:**
Share success stories or projects that demonstrate how your products or services have been used effectively in real-world designs.

**3. Encourage Interaction**
**Engage with Designers:**
Ensure your staff is actively mingling during the event, answering questions, and making connections. Rotate team members through different sections of the showroom to facilitate one-on-one discussions. Have knowledgeable experts available to answer technical or detailed questions about your products.
**Facilitate Product Touch Points:**
Allow designers to touch and feel materials, examine finishes, and interact with your products in a hands-on way. Provide take-home samples or product brochures that can remind them of their visit.

# SPONSOR TIP SHEET FOR HOSTING A GREAT EVENT

**4. Theme Your Event**
**Choose a Theme that Resonates:**
A well-chosen theme can make the event more memorable and relevant. It could be related to new product launches, seasonal trends, or even the design aesthetic of the showroom.
Tie the theme into the evening's refreshments, décor, and invitations to create a cohesive experience.

**5. Make It Fun and Worthwhile**
**Value Time and Effort:**
Time is valuable, so make the event enjoyable and informative. Offer insights that designers can apply to their projects and businesses.
Incorporate a balance of learning and entertainment (e.g., giveaways, raffles, or small design challenges).

**6. Strategically Use Your Showroom**
**Encourage Exploration:**
Arrange food, drink, or social areas in different parts of your showroom to encourage designers to move around and explore your space.
Highlight key product displays throughout the event, so there's always something interesting in every corner.

**7. Follow Up After the Event**
**Make Lasting Connections:**
Send a thank-you note or a follow-up email to all attendees with a summary of your offerings or a special promotion for designers who visited.
Provide a call to action, like a showroom consultation or exclusive offer, to encourage future engagement.

**8. Offer Value-Added Resources**
**Provide Learning Opportunities:**
Offer a mini design workshop or seminar on current trends, design challenges, or new technologies related to your product line.
Make your event not just a networking opportunity, but also an educational experience that adds value to the designers' time.

By following this checklist, you can ensure your sponsorship event is successful, builds relationships, and leaves a lasting positive impression on the ASID community.