



2024

CHAPTER SPONSOR OPPORTUNITIES



IIDA New England is a robust network,
supporting the continued advancement of
professional, industry, and student members
throughout their careers.

We *celebrate* the impact of design on the human
experience.

We *advocate* for the legal recognition of the
profession and are committed to developing a
more equitable, diverse, and inclusive industry.

'23-'24 BOARD OF DIRECTORS

Message from the

PRESIDENT

Deepa Venkat, IIDA



Here's to the start of a great season.

I write to you in gratitude. As an IIDA member, I have personally and professionally benefitted from the work of our local chapter. I have seen many colleagues and peers advance their careers with help from the diverse calendar of educational programs and events hosted by IIDA NE year after year, and the diverse and deep network that is built within the chapter. On the Board of Directors, I see firsthand the vital role that financial support from businesses like yours plays in maintaining the health of our shared ecosystem. Designers and Industry professionals depend on these programs to stay current, competitive, and connected; your support makes that possible.

As a sponsor, your contribution is significant to continue the important work we do. Without the generosity of supporters like you, we are unable to succeed to our fullest potential. We also hope the additional exposure you've received with your involvement will translate to considerable new business. In the end, sponsorships should be a beneficial opportunity for everyone! We are always looking for new ways to promote our Sponsors. If you have suggestions, we would appreciate you forwarding them to us.

Thank you for your consideration this year as there are many demands for your time, attention, and financial support. Consider this opportunity to differentiate your firm from your competition with a captive audience who can make an impact. Thank you again for your generous sponsorship. We hope that we will live up to our achievements of previous years.

Visit our website, iidane.org, to learn about future events and more ways for you to get involved. You can also email us at or even give us a call. You're now a part of our IIDA New England family.

I look forward to collaborating with you.

Thank you!

Deepa Venkat, IIDA



President Elect

Colleen E. Wallace, IIDA

Immediate Past President

Lisa Statkiewicz, IIDA

Vice President Of Advocacy

Krista Easterly, IIDA

Vice President Of Chapter Events

Allison Hemeon, Industry IIDA

Vice President Of City Centers

Leah Raabe, Industry IIDA

Vice President Of Communications

Daryl Avery Swanson, Industry IIDA

Vice President Of Community Engagement

Katie Munks, Associate IIDA

Vice President Of Equity, Diversity, and Inclusion

Robina Shepherd, Associate IIDA

Vice President Of Membership

Kalyn Pavlinic, IIDA

Vice President Of Professional Development

Annie Tudryn, Industry IIDA

Vice President Of Sponsorship

Amelia Papadakis, IIDA

Vice President Of Student Engagement

Nicole Ward, IIDA

ANNUAL EVENTS

SIGNATURE EVENTS



Fashion Show

The Fashion Show is an unconventional exhibition of industry talents. For over 25 years, this event has given designers, vendors, and industry partners a chance to collaborate and get creative in a unique way. Teams design and fabricate wearable garments from industry materials and products, and model them in front of peers, clients and admirers. This event is unlike any other and is not to be missed! The show is followed by the iconic "After Party" where guests enjoy socializing and dancing the night away!



Business Leaders Breakfast

The Business Leaders Breakfast is a great opportunity to network with peers, colleagues and clients, honor deserving members of our design community, and get inspired by the keynote speaker all before making it to work in the morning!



Design Awards

The most prominent and celebrated event of the year, the Design Awards honors the incredible spaces completed by firms across New England. This unique event is the 'Oscars' of our industry, shining a spotlight on the multi-faceted teams that make every project a success. All entries are professionally juried by celebrity designers and industry professionals from across the country, with an emphasis on impact on communities and the humanity of design. A Student Awards component highlights the rising stars in our area and are tallied by local firm leaders.



Croquet

This annual event held at the International Tennis Hall of Fame in Newport, Rhode Island, is always dynamic and sells out within weeks (sometimes days!) This event highlights the competitive, yet friendly spirit of our local design community and its myriad of partners. It's always an unforgettable day of Croquet, networking, dining and awards!

ANNUAL EVENTS

NEW ENGLAND PROGRAMS



Ski Trip

The annual ski trip is always an event to look forward to! The trip typically happens in the January of the following calendar year as the benefits roll until January 31st. It is a day on the mountain with food, apres ski and transportation provided



Emerging Leaders Network

The Emerging Leaders Network (ELN) is a way to mentor and provide specific professional development to young design leaders in our chapter. Many graduates of the program have gone on to chair IIDA NE committees, hold seats on our Board of Directors, and – most importantly – to achieve leadership positions on their project teams and within their respective design firms. The impact of this year-long program on firm business and leadership development is well-recognized by principals throughout our design community.

Membership Volunteer Celebration

Join the IIDA NE Chapter to celebrate our Chapter's triumphs from the year past and introduce our freshly imagined future. We review the past year and a look ahead at our forthcoming initiatives. Help us thank and celebrate our outgoing board members who worked graciously for 2 or more years in a key leadership role to our local IIDA Chapter. We will give a warm welcome to our incoming board members and recognize our incredible volunteers. Join us in shaping our future as we reconnect in our rapidly changing industry and world.

Art Uncorked

Art Uncorked is a silent art auction featuring the talent and creativity of many from within our own Architecture and Interior Design community, this year with a focus on highlighting minority artists. This event is being planned in the fall of 2023 and our hope is to continue to host this event in a hybrid manner; giving more folks the opportunity to bid on the amazing pieces even if they are unable to attend the event in person. A portion of the net proceeds from this event will be donated to one of our aligned beneficiaries.



Leadership Exploration & Development Program

The Leadership Exploration & Development (LEAD) program squarely focuses on our chapter's mission to increase the value of our members by supporting continued advancement and development throughout their careers. While our incredibly successful Emerging Leaders Network (ELN) program supports early-career designers, the LEAD offers a "next step" as those designers move into subsequent stages of their careers, including senior leadership positions at their companies.



Professional Development Learning Series

Our new 101 series will provide foundational education and networking opportunities for Junior Designers and Summer Interns. The 101 Series will dive into specific subjects such as Furniture, Lighting, Flooring, Textiles and more! By selecting this opportunity you will host the program in a space that provides hands-on learning demonstration, as well as, collaborate with the Professional Development Committee on developing the curriculum.

Block Party

The purpose of this event is to create a cultural gathering which celebrates minority creatives artists, multi-cultural cuisines, and music, while supporting local minority-owned businesses. In tandem, giving our Chapter Sponsors the opportunity to showcase products manufactured from their lines created by minority designers, and connect with the community.



Beneficiary Celebration

The annual Beneficiary Celebration is an event hosted by the Community Engagement (formerly Philanthropy) Committee that brings all our aligned beneficiaries closer to the members of the design community. This event gives representatives from our beneficiaries the opportunity to directly connect with more folks in our industry, while also giving our community the chance to learn more about the amazing organizations IIDANE is aligned with. This event has turned into a main-stay Cornhole Tournament, hosted annually in the summer since 2021. We plan to continue the tradition of the Cornhole Tournament in the spring of 2024, and are looking forward to this fun networking-focused event where people have the opportunity to mingle and connect with the wonderful beneficiaries we support. A portion of the proceeds from the event will be donated to our aligned beneficiaries.

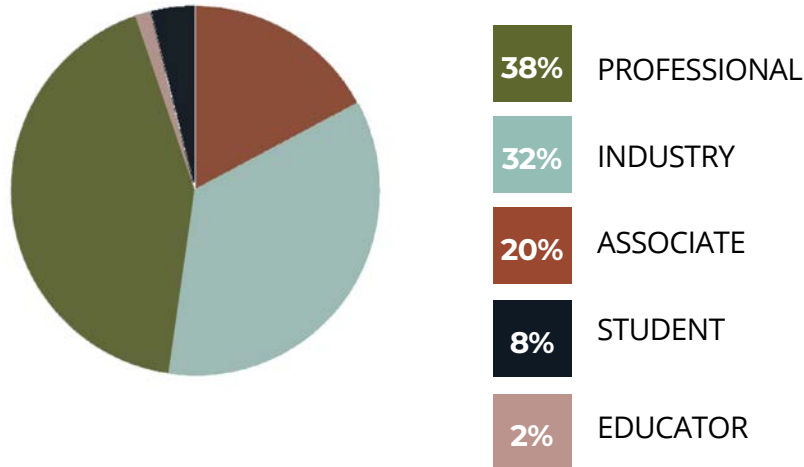
2023 STATISTICS

 **3,021** FOLLOWERS

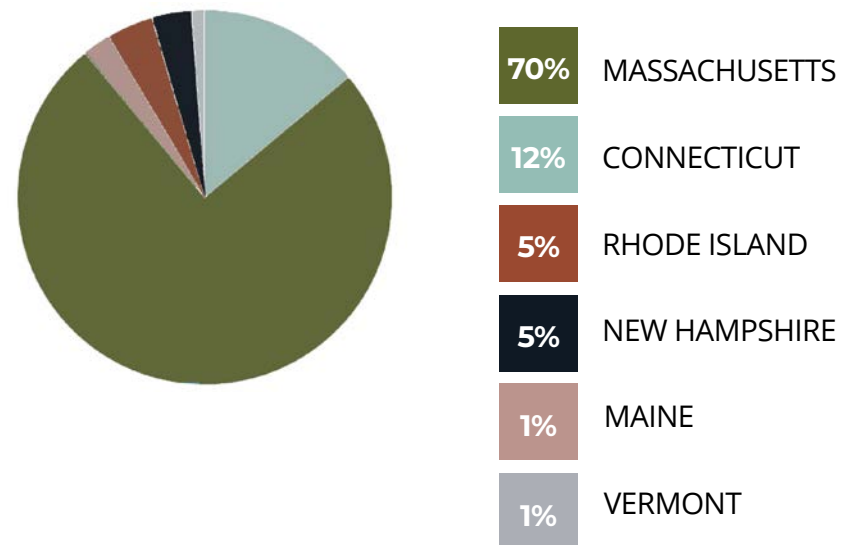
 **2,096** EMAIL SUBSCRIBERS

 **2,967** CONNECTIONS

CHAPTER MEMBERSHIP



MEMBERSHIP BY LOCATION



561

CURRENT IIDA
NEW ENGLAND
MEMBERS

MORE THAN A PARTNERSHIP

The IIDA New England Chapter Sponsorship Program is an amazing opportunity for our supporters and friends to make meaningful annual contributions to the programs and events that the IIDA presents. IIDA New England brings educational, networking, and professional opportunities to our members, sponsors, and the community at large. Your contribution will allow us to continue to provide these special programs, will help provide funding for Chapter operations, and will also support the ongoing efforts to legislate the practice of interior design. Our Sponsorship levels vary by contribution amount and benefits so that you can choose a level which is most comfortable for you and/or your firm. Becoming a sponsor is more than a partnership, it is an opportunity to be a part of something special.

Expect **MORE**.

IIDA advances the profession of interior design through the progressive cultivation of innovative leadership and by constantly advocating for exceptional design.

Know **MORE**.

Education is a life-long pursuit, and does not end when you graduate. IIDA supports your professional development with continuing education programs, providing knowledge and confidence to prosper in today's evolving marketplace.

Learn **MORE**.

Design is an emotional aesthetic and intellectual pursuit. Engage your passion. Satisfy your curiosity. Stay current with the latest discourse in design with news and info updates from IIDA and your chapter.

Practice **MORE**.

IIDA tracks and supports legislation that raises the bar for the profession and protects your right to practice.

Do **MORE**.

IIDA forums offer a venue for discussion with professionals and dissemination of information on trends, problem-solving strategies and perspectives on current or developing areas of design practice within specific markets.

Say **MORE**.

We support, encourage and convene avid, active discourse about the issues and forces that are shaping, changing and pushing the profession.

Grow **MORE**.

IIDA is a catalyst for your professional development.

2024 SPONSORSHIP COMMITTEE

Alinka Amoroso, Industry IIDA



Casey Westerman, IIDA



Chris Dormody, Industry IIDA



Drake Hoffman, Associate IIDA



Jeanine Cosentino, IIDA



Laura Gil Diaz, IIDA



Melissa Cipriano, Associate IIDA



Nancy Snyder, Industry IIDA



Rebecca Farren, Industry IIDA



Stephanie Lowe, Associate IIDA

This talented team is dedicated to making your sponsorship experience as fulfilling and advantageous as possible. Comprised of concierges and liaisons, this committee is here to ensure all of your benefits are utilized and any IIDA questions are answered, an exclusive perk of being a Chapter Sponsor!

2024 CHAPTER SPONSORSHIP LEVEL OPTIONS

\$16,200

TITLE

\$13,700

SUSTAINING

\$11,000

PATRON

\$6,500

DONOR

\$3,750

ADVOCATE

\$2,175

A+D ALLY

Only open to architecture and design firms in New England

\$875

FRIEND

Only open to small businesses, women-owned businesses and minority-owned businesses. See back of brochure for details.

\$875

CITY CENTER

Only open to RI, CT, NH, ME, or VT based companies

\$125

CHAMPION

Open as your only form of sponsorship, or can be added on to another level

2024 BENEFITS OVERVIEW

^ Only open to Small Businesses, Women Owned Businesses, and Minority-Owned Businesses as defined in back of package

+ Only open to Architecture + Design firms

City Center Level & Champion Level are on separate pages

Title	Sustaining	Patron	Donor	Advocate	A&D Ally+	Friend^
\$16,200	\$13,700	\$11,000	\$6,500	\$3,750	\$2,175	\$875
Your company's events posted on IIDA NE website event calendar	x	x	x	x	x	x
Logo displayed on IIDA NE sponsor web page with link to company website	x	x	x	x	x	x
Logo displayed during the slide show of every IIDA NE virtual event	x	x	x	x	x	x
Rolling Pre-Sale Access to Fashion Show and Design Awards	x	x	x	x	x	x
Logo on all digital and printed communications	x	x	x	x	x	x
Member tier pricing at all IIDA NE events	x	x	x	x	x	x
Logo displayed in prominent location at all person events	x	x	x	x	x	x
Verbal recognition at Fashion Show, Design Awards, and Business Leaders Breakfast	x	x	x	x	x	x
Logo displayed at pre-function table center piece at Business Leaders Breakfast	x	x	x	x	x	x
Preferential table placement at Business Leaders Breakfast by level, starting with full tables *NEW*	x	x	x	x	x	x
Opportunity to have an IIDA NE event or program at your facility in person if applicable	x	x	x	x	x	x
One (1) sponsor promotion in Design Awards booklet	x	x	x	x		
One (1) digital slide during Design Awards	x	x	x	x		
One (1) complimentary tradeshow spot at the Block Party	x	x	x	x		
Digital representation at the Fashion Show	x	x	x	x		
One (1) Instagram takeover consisting of three (3) slides prior to Fashion Show on @IIDA NE Fashion Show Account	x	x	x			
Feature link on our Linktree for 1 week *NEW*	x	x	x			
Logo displayed on one (1) court sign at Croquet	x	x				
One (1) sponsor promotion in a Design Leaders Network post-event newsletter	x	x				
15 second spotlight on our IIDA Podcast - read by the host *NEW*	x					
One (1) Instagram story takeover slide prior to Design Awards on @IIDA NE Design Awards account	x					
One (1) Instagram story takeover consisting of (3) slides prior to Business Leaders Breakfast on @IIDA NE_BLB account *NEW*	x					
One (1) sponsor spotlight in an email blast	x					
One (1) sponsor spotlight in an issue of <i>The Wire</i>		x				
One (1) sponsor promotion in an email blast			x			
One (1) sponsor promotion in an issue of <i>The Wire</i>				x		
One (1) sponsor spotlight in the <i>Designer Monologues</i>						x
Option to have a Instagram-featured project interview in "Behind the Design" series. *Project may not be already entered in a Design Awards submission					x	
Two (2) free project submission entries at the Design Awards					x	
Re-share of your LinkedIn post to our IIDA NE LinkedIn Page	3	2	2	1	1	1
Ticket(s) to Chapter Sponsor Ski Trip	2	2	2	1	1	1
Instagram Post or 24-Hour Instagram Story on IIDA NE Account	1 post	5 story slides	3 story slides	2 story slides	1 story slide	
Complimentary 2024 individual membership(s)	2	1				
Complimentary ticket to Business Leaders Breakfast Honoree Reception	1	1				
Complimentary ticket(s) to Design Awards	1	2				
Complimentary tickets to Art Uncorked	2	2				
Complimentary tickets to Fashion Show	2					
Complimentary tickets to Croquet			2			
Complimentary tickets to Beneficiary Celebration				2		
Choice of Premium Signature Visibility Benefit please see next page for more info	1st choice, pick 2	2nd choice, pick 2	3rd choice, pick 1			

PREMIUM VISIBILITY BENEFITS

SIGNATURE*

Options to choose from:

	Qty Available	Notes
Ten (10) GA tickets to your choice of: Design Awards, Business Leaders Breakfast, or Fashion Show *NEW*	1 set of 10	If any event has a cap on tickets you will receive your ten (10) as promised but may not be eligible for any more at time of sale as applicable
Six (6) tickets to Croquet *NEW*	1 set of 6	6 tickets will fall under your company name and therefore make you ineligible for purchasing any more as the limit is 6 per company. If you are splitting a sponsorship you can divvy these up and still buy the remainder to get you to 6 total per company at time
Sponsor the Design Awards Student Entry Winner by hosting winner in your factory or flagship showroom	1	Ticket to event is not included
Present one (1) award on stage at Design Awards	3	Ticket to event is not included
Receive two (2) extra drink tickets at Design Awards *NEW*	3	Ticket to event is not included
Receive one (1) parking voucher for the Design Awards *NEW*	1	Ticket to event is not included
Exclusive Sponsor of the VIP Pre-Party at the Design Awards *NEW*	1	Ticket to event is not included
Sponsor the Post-Party at the Design Awards *NEW*	2	Ticket to event is not included
Be the Photo Opp Sponsor at Design Awards *NEW*	1	Ticket to event is not included
Be the Photo Opp Sponsor at the Fashion Show	1	Ticket to event is not included
Receive two (2) extra drink tickets at Fashion Show	3	Ticket to event is not included
Present one (1) award on stage at Fashion Show	1	Ticket to event is not included
Participate in the evaluation and selection of Student Member of the Year finalists	1	Receive verbal recognition at BLB and introduction to final honoree for further networking opportunity
Present one (1) award on stage at Business Leaders Breakfast	2	Ticket to event is not included
Host a Membership Meet Up in your showroom	2	
Host the annual Volunteer Celebration in your showroom	1	IIDA NE to fund food and beverages. Showroom or Office with room capacity of 50 people in Boston with AV capability required
Participate in the Emerging Leaders Network (ELN) golf lesson	1	Only available to title level, 2 members from company can attend
Guaranteed host of one (1) Emerging Leaders Network (ELN) Session	1	IIDA NE to fund food and beverages. Showroom or Office in Boston with AV capability required
Host a Professional Development 101 Series at your facility with option to participate in presentation	2	IIDA NE to fund food and beverages. Showroom or Office in Boston with AV capability required
Guaranteed host of an EDI open dialogue/panel/info session	1	IIDA NE to fund food and beverages. Showroom or Office with room capacity of 50 people in Boston with AV capability required

**Only open to Title, Sustaining, and Patron levels*

TERMS OF ELIGIBILITY

Priority of selection will be based on the following:

1. Sponsorship must be paid in full before being eligible.
2. We will assign everything on January 31st. Priority will be given to fully paid chapter sponsors based on their level, the date/ time of their sponsorship application and full payment receipt.
3. Anyone signing up after January 31st will be contacted in the order of time and payment received regardless of their level status.
4. **Benefits are available while supplies last.**

2024 CITY CENTER BENEFITS

City Center Level is only open to RI, CT, NH, ME, or VT based companies

	City Center #
	\$875
Your company's events posted on IIDA NE website event calendar	x
Four (4) complimentary tickets to a City Center event of your choosing (Excluding Croquet. May be split up among events as desired)	x
Logo displayed on IIDA NE sponsor web page with link to company website	x
Logo displayed during the slide show of every IIDA NE virtual event	x
Rolling Pre-Sale Access to Fashion Show and Design Awards	x
Logo on all digital and printed communications	x
Member pricing at all IIDA NE events	x
Logo displayed in prominent location at all in-person events in City Centers	x
One (1) targeted email blast to the Hartford or Providence email list (your choice!)	x
Logo displayed on one (1) court sign at Croquet	x
Discount of 10% off at Rhode to NeoCon trade show table and preference of table location	x
Ticket to Chapter Sponsor Ski Trip	1
Re-share of your LinkedIn post to our IIDA NE LinkedIn Page	1
Choice of one (1) Premium City Center Visibility Benefit please see below for more info	1

PREMIUM CITY CENTER VISIBILITY BENEFITS

Options to choose from:

	Qty Available	Notes
Host the Festival of Trees Holiday Party in your showroom/facility	1	Must have capacity to host 100 people with parking
Host a Hartford City Center Member Panel Breakfast Event in your showroom/facility	2	Must have AV capability
Host Baggos and Beneficiaries at your showroom/facility	1	Must have proper outdoor space and parking
Be the Playing Board Sponsor at Hartford City Center Baggos and Beneficiaries	2	Have your company logo printed on the boards used at the Baggos and Beneficiaries Event
Be the Photobooth Sponsor at a Hartford City Center Event	1	
Be the Boxed Breakfast/Lunch Sponsor at the Hartford City Center Community Engagement Farm Volunteer Day	2	

TERMS OF ELIGIBILITY

Priority of selection will be based on the following:

1. Sponsorship must be paid in full before being eligible.
2. We will assign everything on January 31st. Priority will be given to fully paid chapter sponsors based on their level, the date/ time of their sponsorship application and full payment receipt.
3. Anyone signing up after January 31st will be contacted in the order of time and payment received regardless of their level status.
4. **Benefits are available while supplies last.**

2024 CHAMPION BENEFITS

~ Champion Level is open to anyone to purchase as their only form of sponsorship, or can be added onto another level for maximum benefits and support! The money from this level will go directly to our advocacy related efforts.

	Champion
	\$125
Logo displayed on IIDA NE Advocacy web page with link to company website	x
Logo displayed exclusively at Advocacy related events	x
Exclusive verbal recognition at Advocacy related events	x
One (1) feature in a combined Instagram carousel post on the IIDA NE account	x
One (1) feature in the our Advocacy Updates newsletter	x

WHAT IS ADVOCACY?

"IIDA advocates for the advancement in design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of interior design. We are strong advocates for the registration, and/or certification of practicing interior designers who work in a code-impacted environment." - IIDA HQ

In the spirit of IIDA as an international organization, IIDA NE is dedicated to establishing the right for Commercial Interior Designers to practice as licensed professionals in their respective states. Licensing of Commercial Interior Designers is imperative to maintain a baseline standard to protect the **health, safety, and welfare** of the general public who inhabit interior spaces. Professionals who are qualified by education, examination, and experience to practice as licensed professionals should be able to do so to their fullest ability.

By supporting the "Supporter" Level you are supporting Advocacy efforts in **Rhode Island** and **Massachusetts**, states where we have active legislation and/or a grassroots effort taking shape. This financial support will help us continue our outreach to partners, hire a lobbyist, and continue to move forward on our quest for licensure in all New England states.



TITLE BENEFITS \$16,200



INSTAGRAM
1 post on the IIDA NE account



TICKETS
To Fashion Show, Art Uncorked, Design Awards, Block Party, Ski Trip, and BLB Honoree Reception



RECOGNITION
At all events and communications both virtual and in person



MEMBERSHIP
2 Individual complimentary memberships

VISIBILITY

- Logo displayed during the slide show of every IIDA NE virtual event
- Logo displayed on IIDA NE sponsor web page with link to company website
- Logo on all digital and printed communications
- Logo displayed at all in person events
- **1** Sponsor profile in a targeted email blast to IIDA NE distribution list
- **1** post on the IIDA NE Instagram account
- **3** re-shares of your LinkedIn post to our page
- **1** sponsor promotion in a Design Leaders Network post-event newsletter
- **15 second** spotlight on IIDA podcast read by host
- **1 week** feature on our Linktree

HOSPITALITY

- Dedicated concierge
- Events posted on IIDA NE website event calendar
- **2** IIDA Individual Memberships
- Opportunity to have an IIDA NE event or program at your facility if applicable

TICKETS AND DISCOUNTS

- Member pricing on all events
- **2** tickets to Fashion Show
- **1** ticket to the Business Leaders Breakfast Honoree Reception
- **1** ticket to Design Awards
- **2** tickets to Ski Trip
- **2** tickets to Art Uncorked
- **1** complimentary tradeshow spot at the Block Party

BUSINESS LEADERS BREAKFAST

- An Instagram story takeover (3 slides) on the Business Leaders Breakfast Instagram account
- Logo displayed at pre-function table center piece
- Verbal company recognition
- Preferential table placement at event

CROQUET

- Logo on a court sign

DESIGN AWARDS

- Rolling pre-sale access to ticket sales
- **1** Instagram story takeover on the Design Awards Instagram account
- **1** sponsor promotion in booklet
- **1** digital slide
- Verbal individual company recognition

FASHION SHOW

- Rolling pre-sale access to ticket sales
- An Instagram story takeover (3 slides) on the Fashion Show Instagram account
- Digital representation
- Verbal individual company recognition

EXCLUSIVE PERKS

First choice of two **(2)** of the following premiere signature visibility benefits. Selection will be chosen based on time of registration of Chapter Sponsorship while supplies last:

- **Ten (10) GA tickets to your choice of: Design Awards, Business Leaders Breakfast, or Fashion Show**
- **Six (6) tickets to Croquet**
- **Present one (1) award at Design Awards**
- **Receive one (1) parking voucher for the Design Awards**
- **Receive two (2) extra drink tickets at Design Awards**
- **Exclusive Sponsor of the VIP Pre-Party at the Design Awards**
- **Sponsor the Post-Party at the Design Awards**
- **Be the Photo Opp Sponsor at Design Awards**
- **Be the Photo Opp Sponsor at the Fashion Show**
- **Receive two (2) extra drink tickets at Fashion Show**
- **Present one (1) award on stage at Fashion Show**
- **Participate in the evaluation and selection of Student Member of the Year finalists**
- **Present one (1) award at Business Leaders Breakfast**
- **Host a Membership Meet Up in your showroom**
- **Host a volunteer celebration in your showroom**
- **Participate in the Emerging Leaders Network (ELN) golf lesson**
- **Guaranteed host of one (1) Emerging Leaders Network (ELN) Session**
- **Host a Professional Development 101 Series at your facility with option to participate in presentation**
- **Guaranteed host of an EDI open dialogue/panel/info session**



SUSTAINING BENEFITS \$13,700



INSTAGRAM
A 24-hour story on the IIDA NE account with 5 slides



TICKETS
To Design Awards, Ski Trip, Block Party, and BLB Honoree Reception



RECOGNITION
At all events and communications both virtual and in person



MEMBERSHIP
1 Individual complimentary membership

VISIBILITY

- Logo displayed during the slide show of every IIDA NE virtual event
- Logo on all digital and printed communications
- Logo displayed at all in person events
- Logo displayed on IIDA NE sponsor web page with link to company website
- **1** spotlight in an issue of *The Wire*
- **5** slides in a 24 hour Instagram story
- **2** re-shares of your LinkedIn post to our page
- **1** sponsor promotion in a Design Leaders Network post-event newsletter
- **1 week** feature on our Linktree

HOSPITALITY

- Dedicated concierge
- Events posted on IIDA NE website event calendar
- **1** IIDA Individual Membership
- Opportunity to have an IIDA NE event or program at your facility if applicable

TICKETS AND DISCOUNTS

- Member pricing on all events
- **1** ticket to the Business Leaders Breakfast Honoree Reception
- **2** tickets to Design Awards
- **2** tickets to Ski Trip
- **2** tickets to Art Uncorked
- **1** complimentary tradeshow spot at the Block Party

BUSINESS LEADERS BREAKFAST

- Verbal company recognition
- Logo displayed at pre-function table center piece
- Preferential table placement at event

CROQUET

- Logo on a court sign

DESIGN AWARDS

- Rolling pre-sale access to ticket sales
- **1** sponsor promotion in booklet
- **1** digital slide
- Verbal individual company recognition

FASHION SHOW

- Rolling pre-sale access to ticket sales
- An Instagram story takeover (3 slides) on the Fashion Show Instagram account
- Digital representation
- Verbal individual company recognition

EXCLUSIVE PERKS

Second choice of two (**2**) of the following premiere signature visibility benefits. Selection will be chosen based on time of registration of Chapter Sponsorship while supplies last:

- **Ten (10) GA tickets to your choice of: Design Awards, Business Leaders Breakfast, or Fashion Show**
- **Six (6) tickets to Croquet**
- **Present one (1) award at Design Awards**
- **Receive one (1) parking voucher for the Design Awards**
- **Receive two (2) extra drink tickets at Design Awards**
- **Exclusive Sponsor of the VIP Pre-Party at the Design Awards**
- **Sponsor the Post-Party at the Design Awards**
- **Be the Photo Opp Sponsor at Design Awards**
- **Be the Photo Opp Sponsor at the Fashion Show**
- **Receive two (2) extra drink tickets at Fashion Show**
- **Present one (1) award on stage at Fashion Show**
- **Participate in the evaluation and selection of Student Member of the Year finalists**
- **Present one (1) award at Business Leaders Breakfast**
- **Host a Membership Meet Up in your showroom**
- **Host a volunteer celebration in your showroom**
- **Guaranteed host of one (1) Emerging Leaders Network (ELN) Session**
- **Host a Professional Development 101 Series at your facility with option to participate in presentation**
- **Guaranteed host of an EDI open dialogue/panel/info session**



PATRON BENEFITS \$11,000



INSTAGRAM
A 24-hour story on the IIDA NE account with 3 slides



TICKETS
To Croquet, Block Party, and Ski Trip



RECOGNITION
At all events and communications both virtual and in person

VISIBILITY

- Logo displayed during the slide show of every IIDA NE virtual event
- Logo on all digital and printed communications
- Logo displayed at all in person events
- Logo displayed on IIDA NE sponsor web page with link to company website
- **1** sponsor promotion in an email blast
- **3** slides in a 24 hour Instagram story
- **2** re-shares of your LinkedIn post to our page
- **1 week** feature on our Linktree

HOSPITALITY

- Dedicated concierge
- Events posted on IIDA NE website event calendar
- Opportunity to have an IIDA NE event or program at your facility if applicable

TICKETS AND DISCOUNTS

- Member pricing on all events
- **2** tickets to Ski Trip
- **2** tickets to Croquet
- **1** complimentary tradeshow spot at the Block Party

BUSINESS LEADERS BREAKFAST

- Verbal company recognition
- Logo displayed at pre-function table center piece
- Preferential table placement at event

DESIGN AWARDS

- Rolling pre-sale access to ticket sales
- **1** sponsor promotion in booklet
- **1** digital slide
- Verbal individual company recognition

FASHION SHOW

- Rolling pre-sale access to ticket sales
- Digital representation
- Verbal individual company recognition

EXCLUSIVE PERKS

Third choice of one (**1**) of the following premiere signature visibility benefits. Selection will be chosen based on time of registration of Chapter Sponsorship while supplies last:

- **Ten (10) GA tickets to your choice of: Design Awards, Business Leaders Breakfast, or Fashion Show**
- **Six (6) tickets to Croquet**
- **Present one (1) award at Design Awards**
- **Receive one (1) parking voucher for the Design Awards**
- **Receive two (2) extra drink tickets at Design Awards**
- **Exclusive Sponsor of the VIP Pre-Party at the Design Awards**
- **Sponsor the Post-Party at the Design Awards**
- **Be the Photo Opp Sponsor at Design Awards**
- **Be the Photo Opp Sponsor at the Fashion Show**
- **Receive two (2) extra drink tickets at Fashion Show**
- **Present one (1) award on stage at Fashion Show**
- **Participate in the evaluation and selection of Student Member of the Year finalists**
- **Present one (1) award at Business Leaders Breakfast**
- **Host a Membership Meet Up in your showroom**
- **Host a volunteer celebration in your showroom**
- **Guaranteed host of one (1) Emerging Leaders Network (ELN) Session**
- **Host a Professional Development 101 Series at your facility with option to participate in presentation**
- **Guaranteed host of an EDI open dialogue/panel/info session**



DONOR BENEFITS \$6,500



INSTAGRAM
A 24-hour story on the IIDA NE account with 2 slides



TICKETS
To Beneficiary Celebration and Ski Trip



RECOGNITION
At all events and communications both virtual and in person

VISIBILITY

- Logo displayed during the slide show of every IIDA NE virtual event
- Logo on all digital and printed communications
- Logo displayed at all in person events
- Logo displayed on IIDA NE sponsor web page with link to company website
- **2** slides in a 24 hour Instagram story
- **1** re-share of your LinkedIn post to our page
- **1** sponsor promotion in an issue of *The Wire*

HOSPITALITY

- Dedicated concierge
- Events posted on IIDA NE website event calendar
- Opportunity to have an IIDA NE event or program at your facility if applicable

TICKETS AND DISCOUNTS

- Member pricing on all events
- **1** ticket to Ski Trip
- **2** tickets to Beneficiary Celebration
- **1** complimentary tradeshow spot at the Block Party

BUSINESS LEADERS BREAKFAST

- Verbal company recognition
- Logo displayed at pre-function table center piece
- Preferential table placement at event

DESIGN AWARDS

- Rolling pre-sale access to ticket sales
- **1** sponsor promotion in booklet
- **1** digital slide
- Verbal individual company recognition

FASHION SHOW

- Rolling pre-sale access to ticket sales
- Digital representation
- Verbal individual company recognition



ADVOCATE BENEFITS **\$3,750**



INSTAGRAM
A 24-hour story on
the IIDA NE account
with 1 slide



TICKETS
To Ski Trip



RECOGNITION
At all events and
communications both
virtual and in person

VISIBILITY

- Logo displayed during the slide show of every IIDA NE virtual event
- Logo on all digital and printed communications
- Logo displayed at all in person events
- Logo displayed on IIDA NE sponsor web page with link to company website
- **1** slide in a 24 hour Instagram takeover story
- **1** re-share of your LinkedIn post to our page

HOSPITALITY

- Dedicated concierge
- Events posted on IIDA NE website event calendar
- Opportunity to have an IIDA NE event or program at your facility if applicable

TICKETS AND DISCOUNTS

- Member pricing on all events
- **1** ticket to Ski Trip

BUSINESS LEADERS BREAKFAST

- Verbal company recognition
- Logo displayed at pre-function table center piece
- Preferential table placement at event

DESIGN AWARDS

- Rolling pre-sale access to ticket sales
- **1** sponsor promotion in booklet
- **1** digital slide
- Verbal individual company recognition


FASHION SHOW


- Rolling pre-sale access to ticket sales
- Verbal individual company recognition




A+D ALLY BENEFITS \$2,175

THIS LEVEL IS ONLY OPEN TO **ARCHITECTURE AND DESIGN FIRMS** IN NEW ENGLAND


LINKEDIN
1 re-share of your post onto the IIDA NE account


SUBMISSIONS
2 Free project entries to Design Awards


RECOGNITION
At all events and communications both virtual and in person

VISIBILITY

- Logo displayed during the slide show of every IIDA NE virtual event
- Logo on all digital and printed communications
- Logo displayed at all in person events
- Logo displayed on IIDA NE sponsor web page with link to company website
- **1** re-share of your LinkedIn post to our page

HOSPITALITY

- Dedicated concierge
- Events posted on IIDA NE website event calendar
- Opportunity to have an IIDA NE event or program at your facility if applicable

TICKETS AND DISCOUNTS

- Member pricing on all events
- **1** ticket to Ski Trip

BUSINESS LEADERS BREAKFAST

- Verbal company recognition
- Logo displayed at pre-function table center piece
- Preferential table placement at event

DESIGN AWARDS

- Rolling pre-sale access to ticket sales
- **2** complimentary project submission entries
- Verbal individual company recognition
- Option to have a project interview in “Behind the Design” of an entered project for Design Awards

FASHION SHOW

- Rolling pre-sale access to ticket sales
- Verbal individual company recognition



FRIEND BENEFITS \$875

THIS LEVEL IS ONLY OPEN TO **SMALL BUSINESSES, WOMEN-OWNED BUSINESSES AND MINORITY-OWNED BUSINESSES.**
SEE BACK OF BROCHURE FOR DETAILS

LINKEDIN
1 re-share of your post onto the IIDA NE account

TICKETS
To Ski Trip

RECOGNITION
On digital and printed communications

VISIBILITY

- Logo displayed during the slide show of every IIDA NE virtual event
- Logo on all digital and printed communications
- Logo displayed at all in person events
- Logo displayed on IIDA NE sponsor web page with link to company website
- **1** re-share of your LinkedIn post to our page
- **1** sponsor spotlight feature in an issue of the *Designer Monologues*

HOSPITALITY

- Dedicated concierge
- Events posted on IIDA NE website event calendar
- Opportunity to have an IIDA NE event or program at your facility if applicable

TICKETS AND DISCOUNTS

- Member pricing on all events
- **1** ticket to Ski Trip

BUSINESS LEADERS BREAKFAST

- Verbal company recognition
- Logo displayed at pre-function table center piece
- Preferential table placement at event

DESIGN AWARDS

- Rolling pre-sale access to ticket sales
- Verbal individual company recognition


FASHION SHOW


- Rolling pre-sale access to ticket sales
- Verbal individual company recognition




CITY CENTER BENEFITS \$875

THIS LEVEL IS ONLY OPEN TO **RI, CT, NH, ME, OR VT BASED** MANUFACTURER/SALES COMPANIES.
YOU MAY CHOOSE EITHER HARTFORD CITY CENTER OR PROVIDENCE CITY CENTER BENEFITS


EMAIL BLAST
1 Company profile
blast to City Center
members


TICKETS
To Ski Trip and
City Center events


RECOGNITION
On digital and printed
communications

VISIBILITY

- Logo displayed during the slide show of every IIDA NE virtual event
- Logo on all digital and printed communications
- Logo displayed at all in-person City Center Events
- Logo displayed on IIDA NE sponsor web page with link to company website
- **1** email blast to City Center distribution list of your choice
- **1** re-share of your LinkedIn post to our page

HOSPITALITY

- Dedicated concierge
- Events posted on IIDA NE website event calendar

TICKETS AND DISCOUNTS

- Member pricing at all IIDA NE events
- **4** tickets to a City Center event of your choosing. You may split these tickets up amongst City Center events however you'd like. Croquet is excluded.
- **1** ticket to Ski Trip
- Discount of 10% off at Rhode to NeoCon trade show table and preference of table location

CROQUET

- Logo on a court sign

DESIGN AWARDS

- Rolling pre-sale access to ticket sales

FASHION SHOW

- Rolling pre-sale access to ticket sales

EXCLUSIVE PERKS

Choice of one **(1)** of the following City Center Premium Visibility Benefits. Selection will be chosen based on time of registration of Chapter Sponsorship while supplies last:

- **Host the Festival of Trees Holiday Party in your showroom/facility**
- **Host a Hartford City Center Member Panel Breakfast Event in your showroom/facility**
- **Host Baggos and Beneficiaries at your showroom/facility**
- **Be the Playing Board Sponsor at Baggos and Beneficiaries**
- **Be the Photobooth Sponsor at an Hartford City Center Event**
- **Be the Boxed Breakfast/Lunch Sponsor at the Hartford City Center Community Engagement Farm Volunteer Day**



CHAMPION BENEFITS

\$125

THIS LEVEL IS OPEN TO ANYONE TO PURCHASE AS THEIR ONLY FORM OF SPONSORSHIP, OR CAN BE ADDED ONTO ANOTHER LEVEL FOR MAXIMUM BENEFITS AND SUPPORT!



VISIBILITY

- Logo displayed on IIDA NE Advocacy web page with link to company website
- Logo displayed exclusively at Advocacy related events
- Exclusive verbal recognition at Advocacy related events
- **1** post in a carousel feature on the IIDA NE Instagram account
- **1** feature in an issue of the Advocacy Updates portion of the quarterly newsletter

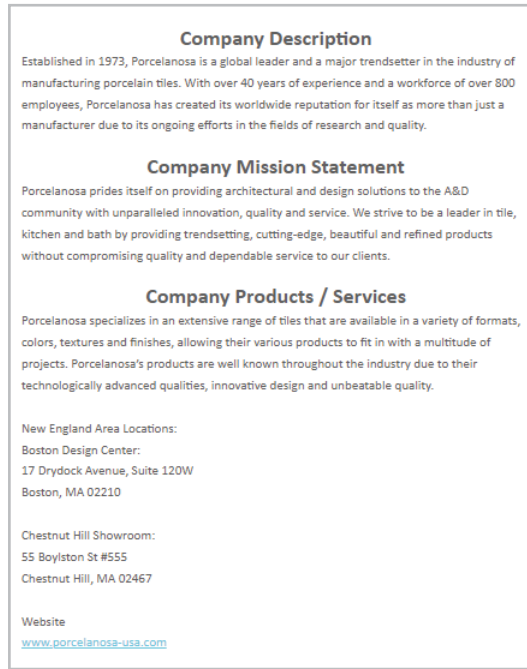
HOSPITALITY

- Dedicated concierge

VISIBILITY EXAMPLES



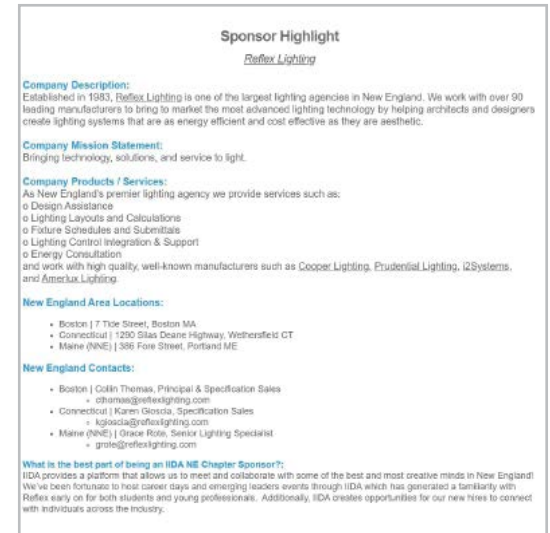
INSTAGRAM STORY



EMAIL SPONSOR SPOTLIGHT



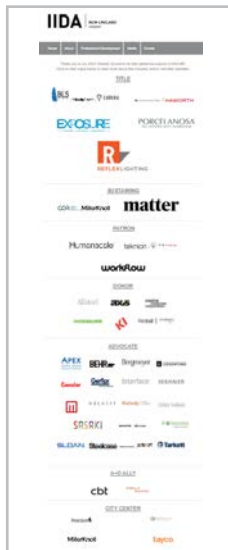
LOGO ON BANNER



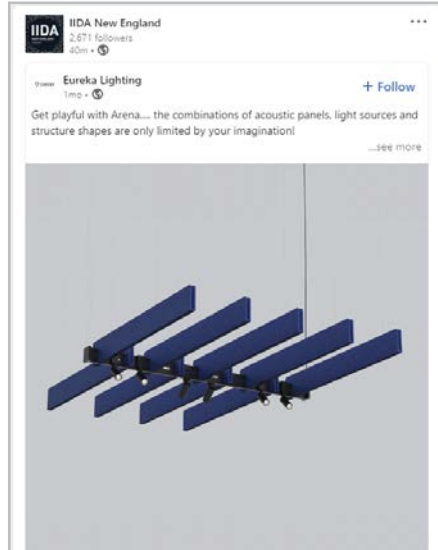
WIRE + DLN SPONSOR SPOTLIGHT



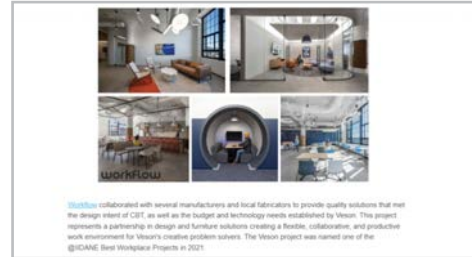
DESIGNER MONOLOGUE FEATURE



LOGO ON WEB



LINKEDIN RE-SHARE



DLN NEWSLETTER PROMOTION

FAQ

How and when do I sign up for 2024 Chapter Sponsorship?

The 2024 Chapter Sponsorship program will launch on **Thursday, December 7, at approximately 11:00am Eastern**. Sign up will be done entirely through our online system only. Please check to ensure you have access to the site well in advance before the launch day. Sign up ends on January 11th so log on early! Though you have many weeks to sign up, premium benefits are of limited in quantity so it is recommended that you sign up on December 7 to ensure you receive your preferred benefits!

When is the last day to register?

The deadline to sign up as a 2024 Chapter Sponsor is **Thursday, January 11th, by 5pm Eastern**. Please note that due to limited premium benefit quantities it is advised that you sign up right away!

What payment methods are accepted?

American Express, MasterCard and Visa credit card payment are accepted. If you are planning on paying via check **please submit your check by January 11th** so it clears in time for January 31st. If you are applying for a title sponsorship you may discuss payment plan options with us. Please ensure you have approval prior to committing if you wish to do so.

Can I still do a split sponsorship?

All sponsorship levels **except for** Friend, City Center, Supporter, and A+D Ally can be split amongst multiple companies. Split payments are not allowed so we do ask that if you're splitting a sponsorship, you work out payment amongst yourselves. You may divide up the cost internally however you like but your logos will be equally sized to total up the dimensions of (1) logo from your category. Please note there may be instances where a benefit only has (1) quantity in which case you must decide which company receives that or if you have a way to split it.

Who qualifies for the Friend level?

A. Minority Owned Businesses

To qualify as a MBE, businesses must be at least 51% owned by members of minority groups as defined by the NMSDC as Asian-Indian, Asian-Pacific, Black, Hispanic or Native

B. Small Businesses

As defined by:

- i. Architecture/Interior Design Firms: less than 10 employees in New England
- ii. Multi-Line Reps: less than 10 employees in New England
- iii. Manufacturers: carrying lines that are only available regionally, not nationally

C. Women Owned Businesses

To qualify as a WOB, businesses must be at least 51% owned, operated and controlled on a daily basis by one or more female American citizens.

Proof of qualification must be presented to the VP of Sponsorship prior to online registration.

Who qualifies for the City Center level?

Companies that only have presence in RI, CT, NH, ME, or VT. Companies with MA representation do not qualify.

Who qualifies for the A+D Ally level?

Only Architecture and Design firms can qualify for this level.

How does the Champion level work?

For legal reasons, money from our Champion Level goes directly to **only advocacy** related costs. Because of this, you may choose to only be this level as your main form of sponsorship, or you can add this on to another level for maximum benefits and support!

What is Rolling pre-sale Access?

Rolling pre-sale Access may vary per event but will be based on your level. For example, Title would have first pick at tickets, then Sustaining, etc. Please note that we will hold a certain amount of tickets in the pre-sale for purchase, but will release another set amount at the General Admission sale to ensure equitable access to our entire community

THANK YOU TO OUR 2023 SPONSORS

TITLE



SUSTAINING



PATRON



DONOR



ADVOCATE



A+D ALLY



CITY CENTER



FRIEND



Secure your IIDA NE 2024 Sponsorship today by visiting our website at
www.iidane.org/iidanesponsorship

For any questions please reach out to the
VP of Sponsorship at Amelia_Papadakis@gensler.com

Important Dates:

December 7, 2023 - Chapter Sponsor drive launches

January 11, 2024 - Chapter Sponsor drive closes

January 11, 2024 - Check payments submitted

January 31, 2024 - All payments must be cleared

Full payment must be received in order to receive benefits.

Benefits are effective February 1, 2024 - January 31, 2025.

IIDANE.ORG

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