The Vision & Mission of the International Interior Design Association stands for the Future of Design.
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Letter from the IIDA’S SFC president

The IIDA community has become a close network of connections and friendships for me in the great population of South Florida. My passion for design and unity energizes me daily to help lead the design community forward. I am eager to continue the IIDA legacy as the president beginning in July 2020.

This past year showcased a lot of exciting programs for our IIDA community- advocating for our profession at strategically staged rallies across South Florida, to thrilling signature events Design Mix and Bragg Awards that showcased our local talent and rounding it out with panels for student and professional development. However, these successes are never achieved alone. Our South Florida chapter is gifted with dedicated volunteers, generous sponsors, accomplished members, and a driven Board of Directors. We are amid thrilling times as our community continues to create astonishing work, while propelling South Florida forward as a center for design excellence.

Starting 2019 strong, our Peculiarium Design Mix hosted over 600 attendees for “Design’s Greatest Show.” Breaking records with over 30 models, our participants took the stage at the Scottish Rite in Downtown Miami, showcasing the unbounded creativity of our community. Featuring the mystical, the odd and the weird, South Florida let their imagination run wild. We look forward to you for the 20th anniversary of Design Mix, when we flash back to the 90’s, on Saturday, April 4 at the Fillmore Theatre on Miami Beach.

Awarding and recognizing South Florida’s best design talent, 500 attendees celebrated design excellence at the Annual Bragg Awards Gala. In addition to honoring project work, we celebrated the 25th anniversary of IIDA and reflected on the impact of design in our professional and personal lives.

Together with our energizing signature events, our South Florida community has displayed their love for the design profession by contributing to numerous educational meet-ups and gatherings. We have propelled our interior design licensure advocacy further through combined efforts with various organizations, using our interactive art event named POP as a platform, as well as deploying grant funds from IIDA Headquarters to help us effectively communicate with our legislators. Growing and advancing our members through NCIDQ prep courses, state of the industry panels, student scholarships, and philanthropic efforts with our local community in need, IIDA South Florida has been nothing short of eventful and effective this year.

As we enter the new year, the Board is empowered to continue growing our chapter, network, and impact on the South Florida community even during these unprecedented times due to COVID-19. We hope you find the information in the Sponsorship Package of value. It is with the generosity of our Annual Sponsors that we can continue to expand upon the benefits for our members, promote student engagement, become proactive in our advocacy efforts for design licensure, as well as enhance our purpose for each event. We have strived to create a package to assist our sponsors with increased exposure while developing stronger connections within our community. We have also revised the package in order to align the benefits of our Annual Sponsors with the virtual world we are currently facing. Additionally, the updated package continues to offer perks for our signature events.

Our goal is to highlight the diversity and strength of our South Florida design community. We hope you will join us in partnering as an Annual Sponsor and support our Chapter as we strive for continued growth throughout the year. We extend a big thank you to all existing members and sponsors, we value your continuous support.

Sincerely,

Alexis Moore
2020-2021 Board President
IIDA South Florida Chapter
The Vision & Mission of the International Interior Design Association stands for the Future of Design.

EXPECT MORE.
IIDA understands that Membership is personal, meaningful and shapes you as an individual and practitioner throughout your career, adapting with your needs. IIDA advances the profession of Interior Design through the cultivation of leadership and by advocating for exceptional design.

SAY MORE.
IIDA makes it easy to connect with like-minded professionals. We support, encourage and convene avid, active discourse about the issues and forces that are shaping, changing and pushing the profession.

READ MORE.
Design is an emotional, aesthetic and intellectual pursuit. Engage your passion. Satisfy your curiosity. And stay current with the latest discourse in design with news and info updates from IIDA and your Chapter.

GROW MORE.
Combining realism and vision, IIDA defines opportunities for our Members to maximize their professionalism. IIDA is a catalyst for your professional development.

KNOW MORE.
Education is a life-long pursuit, and the process of becoming a well-educated design practitioner does not end when you graduate. IIDA supports you with numerous educational options and provides you with the knowledge and confidence to prosper in today’s rapidly evolving marketplace.

GIVE MORE.
Design is about humanity and improving the human condition through interior environments that are effective, efficient and exceptional. IIDA shares your passion to create a better world, and we leverage the resources of the IIDA Foundation to give back.

DO MORE.
IIDA Forums offer a venue for discussion with professionals in similar fields and dispersal of information on trends, problem-solving strategies and perspectives on current or developing areas of design practice.

PRACTICE MORE.
IIDA tracks and supports legislation that raises the bar for the profession and protects your right to practice.
We are unveiling a new way of organizing our sponsorship dollars to make the most of budgeting our year of successful IIDA SFC events, and ensure our sponsors an opportunity for exposure at a higher level. Annual Sponsorship supports all of IIDA's goals and initiatives throughout the calendar year. Your contribution allows us to maintain our chapter on a day-to-day basis, keep up communication with our members, manage our website, support lobbyist efforts, strategic planning efforts and much more!

We would like to recognize and thank our Chapter Sponsors for 2020-2021 for your annual and individual event donations—your commitment to this organization is invaluable, and we thank you for your continued efforts.

Take a look at what we are offering!
THANK YOU!
TO LAST YEAR’S ANNUAL SPONSORS:

DIAMOND:
POWER & LIGHTING SYSTEMS, INC.
EMSER TILE
CBI + KNOLL
INTERFACE
JCWHITE + HAWORTH
CUBE3

EMERALD:
CAMBRIA
CI GROUP
COSENTINO
GLOBAL
MOSA
OFS BRANDS
TRINITY SURFACES
STANTEC

RUBY:
KI
TILEBAR

SAPPHIRE:
DWR CONTRACT
DESIGN WORKS
HERMAN MILLER
GERFLOR
KEILHAUER
## ANNUAL SPONSORSHIP

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<tr>
<th>DIAMOND</th>
<th>EMERALD</th>
<th>SAPPHIRE</th>
<th>FRIENDS</th>
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<td>$ 8,000</td>
<td>$ 4,000</td>
<td>$ 2,000</td>
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### RECOGNITION IN IIDA SFC WEBSITE
- Logo on Website / Direct Link*:  
  - Diamond: ☑️
  - Emerald: ☑️
  - Sapphire: ☑️
  - Friends: ☑️

### SOCIAL MEDIA RECOGNITION
- Individual Thank You Post:  
  - Diamond: ☑️
  - Emerald: ☑️
  - Sapphire: ☑️
  - Friends: ☑️

### PRODUCT/PROJECT SPOTLIGHT
- Website Monthly Spotlight:  
  - 2 PER YEAR (Diamond)
  - 1 PER YEAR (Emerald)
  - 1 PER YEAR (Sapphire)
- FB, IG & Linkedin:  
  - 3 PER YEAR (Diamond)
  - 2 PER YEAR (Emerald)
  - 1 PER YEAR (Sapphire)
  - 1 PER YEAR (Friends)
- IG Take Over:  
  - 1 PER YEAR (Diamond)

### QUARTERLY NEWSLETTER
- Product/Project Article:  
  - 1 PER YEAR (Diamond)

### VISUAL RECOGNITION AT SIGNATURE EVENTS (DIGITAL RECOGNITION FOR BRAGG 2020)
- Banner / Slide on Presentation:  
  - Diamond: ☑️
  - Emerald: ☑️
  - Sapphire: ☑️
  - Friends: ☑️

### YEARLY EVENTS
- Host (1) "socially distant" IIDA purpose event, to be mutually coordinated between IIDA and sponsor on IIDA platform:  
  - Diamond: ☑️
  - Emerald: ☑️
  - Sapphire: ☑️
- Host (1) virtual member engagement activity, to be mutually coordinated between IIDA and sponsor on IIDA platform:  
  - Diamond: ☑️
  - Emerald: ☑️
  - Sapphire: ☑️
  - Friends: ☑️

### BRAGG AWARDS
- Complimentary Tickets:  
  - 5 FOR 2021 (Diamond)
  - 3 FOR 2021 (Emerald)
  - 2 FOR 2021 (Sapphire)
- Add. Tickets Discount:  
  - Diamond: ☑️
  - Emerald: ☑️
  - Sapphire: ☑️
  - Friends: ☑️
- Product Spotlight:  
  - Diamond: ☑️
  - Emerald: ☑️
- Present an Award Virtual:  
  - Diamond: ☑️
    - ALL OTHER SPONSORS PRODUCT WILL BE DISPLAYED WHILE FILMING VIRTUAL BRAGG
- Portion of Virtual Celebration filmed in Showroom:  
  - Diamond: ☑️

### DESIGN MIX
- Complimentary Tickets:  
  - Diamond: 5
  - Emerald: 3
  - Sapphire: 2
- Add. Tickets Discount:  
  - Diamond: ☑️
  - Emerald: ☑️
  - Sapphire: ☑️
  - Friends: ☑️
- VIP Seating:  
  - Diamond: YES (MAX 10)
  - Emerald: YES (MAX 10)
  - Sapphire: YES (MAX 5)
- Present an Award:  
  - Diamond: ☑️
- (1) Model or 5 Add. Tickets:  
  - Diamond: ☑️

### IIDA MEMBERSHIP
- 2020 membership reimbursement for one (1) member if sponsorship is paid by Jan. 15, 2020  
  - Diamond: ☑️
- OR 2021 membership reimbursement for one (1) member if sponsorship is paid after Jan. 15, 2020  
  - Diamond: ☑️

*All sponsorship packages can be divided by two partnering companies, except for the "Friends" package. Thank you.
SPONSORSHIP
2020-2021

COMMITMENT FORM

SPONSORING IS SIMPLE!
Fill out the company information, select the Annual Sponsorship Level your company would like to sponsor and follow the instructions below to submit this commitment form and process payment. Pledge payment is due in full by June 26, 2020.

ANNUAL SPONSORSHIP LEVELS
Please check the sponsorship level opportunity or opportunities that you wish to contribute for the year:

- DIAMOND $8,000.00
- EMERALD $4,000.00
- SAPPHIRE $2,000.00
- FRIENDS $500.00

FORM AND PAYMENT:

STEP 1: E-mail this form along with your company logo to: vpsponsorship@iidasfc.org with your sponsorship opportunities checked off.

STEP 2: IIDA will email you a link for credit card payment. Should you wish to pay via check, please contact us for current mailing address.
THANK YOU!