IIDA
PA | NJ | DE

2020 BENEFACTER OPPORTUNITIES
The mission of the International Interior Design Association includes a call to advocate, advance and increase the value of the commercial Interior Design profession. With this, every Pennsylvania, New Jersey, and Delaware Chapter event executed, every program held and every campaign supported works specifically to reinforce this. Interior Design is a valid profession and what we do as professionals during most of our waking hours each week is truly special. It adds value to businesses, helps clients to achieve positive outcomes and impacts the health, safety and well-being of people’s lives every single day.

2019 held a focus that reinforced the value of interior design and specific ways we can truly advocate within this industry. Our over 500 members met within and around our 4 City Centers and 7 Campus Centers and executed over 18 successful events.

In addition to our annual signature events, this year included our first ever NCIDQ prep workshops in both city center locations in Pennsylvania. These workshops not only drew out various levels of designers, but also helped encourage these designers to further their professional development and take the next step towards becoming certified interior designers. This ties back to our goal to increase the value of the interior design profession.

This year also brought with it a new slate of board members. With 10 new board members from various sectors within our industry we are excited to look at our chapter with fresh eyes and continue to push ourselves to become a stronger community that has a greater impact on our industry.

I am extremely humbled by the opportunity to serve as a resource for this industry through this Chapter in 2020. With the help of investments from benefactors like yourselves, we will continue to advance the mission of this organization and strive to elevate our purpose as interior design professionals within this community. Together we are Design. Together we are IIDA.

Alexandra Y. Bonner, IIDA
Chapter President
Our Chapter’s City Centers advocate, educate and support you! It is the mission of our Chapter to pursue rigorous and continuous advancement of the profession of interior design, and to support our members’ ongoing professional development. With your contribution our Chapter will be able to continue to provide more and better opportunities for our members through CEUs, roundtables, advocacy events, NCIDQ workshops and student mentoring. Providing these programs allows designers and industry members to make connections that may further their careers, encourage students to become active members of our community and help prepare designers for professional examinations that increase the value of our profession.
2019 BY THE NUMBERS

Investment Allocation
- Leadership Initiatives: 35%
- Accounting & Administration: 25%
- Communications & Branding: 20%
- Students: 10%
- Legislation & Advocacy: 10%

Chapter Membership
- Industry: 37%
- Student: 28%
- Professional: 21%
- Associate: 14%
- Total Members: 556

Social Media Following
- Instagram: 1,167
- Facebook: 2,018
- LinkedIn: 500+
- Newsletter: 1,122

Membership by City Center
- Philadelphia: 54%
- New Jersey: 26%
- Pittsburgh: 14%
- Delaware: 4%
- Other: 2%

...and growing!
2019 EVENT HIGHLIGHTS

- Chapter Design Awards
- Flea Market Furniture Flip
- DE Community Service
- Driving Innovation Roundtable
- Student Career Day
- NJ Product Parade
- Student Design Competition
- Chapter Design Awards
- Student Career Day
- Student Career Day
SIGNATURE EVENTS

Chapter Wide Events:

Design Awards
Each year we celebrate design excellence in our region and highlight the individuals and project teams responsible for the success of noteworthy projects submitted to this competition.

NCIDQ Prep Workshops
Our Chapter brought a Q Prep instructor to hold workshops in both of our Pennsylvania city centers to help prepare designers for all sections of the NCIDQ exam.

Student Design Competition
Students from across our Chapter submit projects completed in the last year to be reviewed by a panel of local professional designers. Student’s work is displayed and professionals are invited to view work and network with students.

Student Career Day
We collaborated with the local Chapter of ASID to hold a student career day, which consisted of portfolio and resume reviews, headshots and interview prep.

Product Parade
PHL, PGH and NJ city centers each hold product parades for manufacturer’s to display their latest products to designers who find inspiration in the latest offerings.

City Center Events:

Philadelphia City Center: Holiday Social
Our annual themed holiday social kicks off the holiday season and celebrates the end of another successful year. Designers and manufacturers from across the city gather to socialize and take a break from the end of the year stress!

Pittsburgh City Center: Product Runway
This semi-annual event invites designers to collaborate with their local manufacturer’s reps to create fabulous themed garments and present them at an exciting fashion show.

New Jersey City Center: IIDA Prom
Our New Jersey city center will be hosting their first IIDA Prom event in 2020. This fun throwback event will gather local designers and manufacturer’s reps in a fun evening of ball gowns, tuxedos and photo booths!

Delaware City Center: Community Service
Our Delaware city center asked the local community to donate their time and skills to renovate a community center in Wilmington. Designers and manufacturer’s reps renovated a lounge and reception area, installed new flooring and painted a mural. All materials were donated by our community.
## Benefits at a Glance for Manufacturers

<table>
<thead>
<tr>
<th>Level</th>
<th>Price</th>
<th>Toast to Design</th>
<th>Host Events of choosing</th>
<th>Host IIDA Board Retreat</th>
<th>Host Student Happy Hour</th>
<th>Host CEU Event</th>
<th>Marketing</th>
<th>Chapter Events</th>
<th>Discount Products</th>
<th>Signature Event Tickets</th>
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</thead>
<tbody>
<tr>
<td><strong>Keystone</strong> $6,500</td>
<td></td>
<td>-2 Representative Tickets</td>
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<td></td>
<td></td>
<td>Exclusive Networking</td>
<td></td>
<td>50% off Product Parade booth</td>
<td>50% off (4) Design Award tickets</td>
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<td></td>
<td></td>
<td>-5 Guest Tickets</td>
<td>Host (2) Events of choosing</td>
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<td></td>
<td>(4) Design Award tickets</td>
<td>50% off (3) Signature Event tickets</td>
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<td></td>
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<td></td>
<td>Host IIDA Board Retreat</td>
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<td></td>
<td>50% off Design Award tickets</td>
<td>25% off (5) Signature Event tickets</td>
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<tr>
<td><strong>Visionary</strong> $4,500</td>
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<td>-2 Representative Tickets</td>
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<td></td>
<td>Quarterly Sponsor Spots</td>
<td></td>
<td>25% off Product Parade booth</td>
<td>(4) Design Award tickets</td>
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<td></td>
<td></td>
<td>-5 Guest Tickets</td>
<td>Host Student Happy Hour</td>
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<td>Email - Logo on all e-blasts</td>
<td></td>
<td>(4) Design Award tickets</td>
<td>50% off (5) Signature Event tickets</td>
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<td>Host CEU Event</td>
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<td>Website - Logo</td>
<td></td>
<td>50% off Design Award tickets</td>
<td>25% off (5) Signature Event tickets</td>
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<td><strong>Leader</strong> $3,000</td>
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<td>-2 Representative Tickets</td>
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<td>[2] Sponsor Spots</td>
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<td>20% off Product Parade booth</td>
<td>(2) Design Award tickets</td>
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<td>Website - Logo</td>
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<td>50% off Design Award tickets</td>
<td>25% off (5) Signature Event tickets</td>
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<td><strong>Collaborator</strong> $1,500</td>
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<td>-2 Representative Tickets</td>
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<td>[1] Sponsor Spot</td>
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<td>10% off Product Parade booth</td>
<td>50% off Design Award tickets</td>
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<td>50% off Design Award tickets</td>
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<td>-Name badge ribbon - Logo</td>
<td></td>
<td>50% off Design Award tickets</td>
<td>25% off (5) Signature Event tickets</td>
</tr>
</tbody>
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### Benefits

**Exclusive Networking**
- Toast to Design
  - 2 Representative Tickets
  - 5 Guest Tickets
- Host (2) Events of choosing
- Host IIDA Board Retreat
- Host Student Happy Hour
- Host CEU Event

**Marketing**
- Unlimited Sponsor Spots
- Quarterly Blog Posts
- Email - Logo on all e-blasts
- Website - Logo
- Website Link - Website Link
- Instagram Takeover
- Chapter Events - Logo on banner
- Name badge ribbon
- Product Parade first choice location

**Discounts**
- 50% off Product Parade booth
- 50% off Design Award tickets
- 50% off Signature Event tickets
## BENEFITS AT A GLANCE FOR DESIGN FIRMS

### Firm Visionary $4,500

- **Exclusive Networking**
  - Toast to Design
    - 5 Guest Tickets
  - Host Recent Grad Event
  - Host CEU Event

- **Marketing**
  - Quarterly Sponsor Spots
  - Email
    - Logo on all e-blasts
  - Website
    - Logo
    - Website Link
  - Instagram Takeover
  - Chapter Events
    - Logo on banner
    - Name badge ribbon

- **Discounts**
  - Free Design Awards Submission
  - 4 Design Award tickets
  - 50% off 3 Signature Event tickets

### Firm Friend $1,000

- **Exclusive Networking**

- **Marketing**
  - [1] Sponsor Spot
  - Email
    - Logo on all e-blasts
  - Website
    - Logo

- **Discounts**
  - Free Design Awards Submission
  - 50% off 2 Design Award tickets
  - 10% off 5 Signature Event tickets
Keystone - $6,500

Only [2] Keystone level spots will be available. They will be selected first come first served.

As a Keystone Level Benefactor you are more than a Chapter sponsor. The benefits you receive allow you to directly collaborate with IIDA PN NJ DE Chapter board members, IIDA members and the design community at exclusive events, curated by you!

**Exclusive Networking:**
- Invitation to “Toast to Design” breakfast with special guest speaker
  This is a private networking event that is invite-only for top firm leaders. Keystone and Visionary benefactors will be invited exclusively and there will be no other industry professionals. You will receive [2] invitations for representatives of your company as well as [5] invitations for guests of your choosing.

- [2] events to be hosted in any City Center location of your choice: Venue and catering are to be provided by the Benefactor. Marketed as co-hosted IIDA event with your logo and will be blasted to our membership and social media.

- Opportunity to host our IIDA Board retreat in either the Fall or Spring in a location of your choice. This can be your showroom, and can be in NY if there are no showrooms within our Chapter locations. You will receive one-on-one time with our board members and have time show your product.

**Marketing for your brand:**
- Unlimited Sponsor Spot posts, designed by you, to be shared on the Chapter’s social media accounts.
- Quarterly blog posts featured on our ‘To the Point’ email newsletter. Sent bi-weekly to our email list of 1,000+
- Recognition in all email correspondence.
- Logo and link to your website on our Chapter’s homepage.
- Recognition at all Chapter events through visible signage.
- [1] Instagram takeover. You will be able to select any day that does not conflict with an IIDA event to take control of our Instagram account to share content for your company.
- Name badge ribbon at all Chapter events

**Discounts:**
- 50% off a single Product Parade booth in any City Center, and first pick for booth location
- [4] tickets to our chapter Design Awards
- 50% off tickets to any one IIDA Signature event in any of the city centers.
  5 ticket maximum with discount.

Events include:

- Philadelphia: Holiday Social
- New Jersey: IIDA Prom
- Pittsburgh: TBD
- Delaware: TBD
Visionary - $4,500

**Exclusive Networking:**
- Invitation to “Toast to Design” breakfast with special guest speaker
This is a private networking event that is invite-only for top firm leaders. Keystone and Visionary benefactors will be invited exclusively and there will be no other industry professionals. You will receive (2) invitations for representatives of your company as well as (5) invitations for guests of your choosing.

- (1) interior design student happy hour to be hosted in City Center location of your choice: Venue and catering provided by Benefactor. Marketed as co-hosted IIDA event with your logo and blasted to our membership and social media.

- (1) CEU event to be hosted in City Center location of your choice: Venue and catering are to be provided by Benefactor. Marketed as co-hosted IIDA event with your logo and will be blasted to our membership and social media.

**Marketing for your Brand:**
- Quarterly Sponsor Spot posts, designed by you, to be shared on the Chapter’s social media accounts.
- Recognition in all email correspondence.
- Logo and link to your website on our Chapter’s homepage.
- Recognition at all Chapter events through visible signage.
- (1) Instagram takeover. You will be able to select any day that does not conflict with an IIDA event to take control of our Instagram account to share content for your company.
- Name badge ribbon at all Chapter events

**Discounts:**
- 25% off a single Product Parade booth in any City Center, and premier booth location
- (4) tickets to chapter Design Awards
- 50% off tickets to any one IIDA Signature event in any of the city centers.

3 ticket maximum with discount.

Events include:

Philadelphia:  Holiday Social  
New Jersey:  IIDA Prom  
Pittsburgh:  TBD  
Delaware:  TBD
Leader - $3,000

Marketing for your Brand:
-(2) Sponsor Spot posts, designed by you, to be shared on the Chapter’s social media accounts.
-Recognition in all email correspondence
-Logo and link to your website on our Chapter’s homepage.
-Recognition at all Chapter events through visible signage.
-Opportunity to display product at Philadelphia’s annual Holiday party or New Jersey’s IIDA Prom.
-Name badge ribbon at all Chapter events

Discounts:
-20% off a single Product Parade booth in any City Center.
-(2) tickets to chapter Design Awards
-25% off tickets to any one IIDA Signature event in any of the city centers.
5 ticket maximum with discount.

Events include:
Philadelphia: Holiday Social
New Jersey: IIDA Prom

Collaborator - $1,500

Marketing for your Brand:
-(1) Sponsor Spot post, designed by you, to be shared on the Chapter’s social media accounts.
-Recognition in all email correspondence.
-Company logo on our Chapter’s homepage.
-Recognition at all chapter events through visible signage.
-Name badge ribbon at all Chapter events

Discounts:
-10% off a single Product Parade booth in any City Center.
-50% off tickets to chapter Design Awards. 2 ticket maximum with discount.
-10% off tickets to any one IIDA Signature event in any of the city centers.
5 ticket maximum with discount.

Events include:
Philadelphia: Holiday Social
Pittsburgh: TBD
New Jersey: IIDA Prom
Delaware: TBD
Firm Visionary - $4,500
(A & D Firms Only)

Exclusive Networking:
- Invitation to “Toast to Design” breakfast with special guest speaker
This is a private networking event that is invite-only for firm leaders and top level benefactors. You will receive (5) invitations for guests of your choosing.

- (1) CEU event to be hosted at your office: Catering is to be provided by Benefactor. Marketed as co-hosted IIDA event with your logo and will be blasted to our membership and social media.

- (1) interior design recent grad event to be hosted at your office: Catering is to be provided by Benefactor. Marketed as co-hosted IIDA event with your logo and will be blasted to our membership and social media.

Marketing for your Brand:
- Quarterly Sponsor Spot posts, designed by you, to be shared on our Chapter’s social media accounts.
- Recognition in all email correspondence.
- Logo and link to your website on our Chapter’s homepage.
- Recognition at all Chapter events through visible signage.
- (1) Instagram takeover. You will be able to select any day that does not conflict with an IIDA event to take control of our Instagram account to share content for your company.
- Name badge ribbon at all Chapter events

Discounts:
- Free second submission to chapter Design Awards, after first project submitted.
- 50% off tickets to chapter Design Awards. 2 ticket maximum with discount.
- 10% off tickets to any one IIDA Signature event in any of the city centers. 5 ticket maximum with discount.

Events include:
Philadelphia: Holiday Social  Pittsburgh: TBD
New Jersey: IIDA Prom  Delaware: TBD

Firm Friend - $1,000
(A & D Firms Only)

Marketing for your Brand:
- (1) Sponsor Spot Post, designed by you, to be shared on our Chapter’s social media accounts.
- Company logo on our Chapter’s homepage.
- Recognition in all email correspondence.
- Recognition at all Chapter events through visible signage.
- Name badge ribbon at all Chapter events

Discounts:
- Free second submission to chapter Design Awards, after first project submitted.
- 50% off tickets to chapter Design Awards. 2 ticket maximum with discount.
- 10% off tickets to any one IIDA Signature event in any of the city centers. 5 ticket maximum with discount.

Events include:
Philadelphia: Holiday Social  Pittsburgh: TBD
New Jersey: IIDA Prom  Delaware: TBD
THANK YOU TO OUR 2019 BENEFACORS!
2020 BENEFACtor COMMITMENT FORM

Benefactor Information

Company Name: [as it should appear on all communications]

Legal Contact Name:

Email | Phone Number:

Corporate Contact Name: [if different from above]

Email | Phone Number:

Billing Address:

Sponsorship Level

- Keystone $6,500
- Visionary $4,500
- Leader $3,000
- Collaborator $1,500
- Firm Visionary $4,500
- Firm Friend $1,000

Payment

- Check
- Credit card

*Credit card payments will be charged a 3% processing fee

Deadlines:

December 13, 2019: Commitment forms due. Forms received after this date will not be considered.

January 31, 2020: Full payments due. If we do not receive your payment by this time you will not be eligible to be a 2020 benefactor.

Please complete and submit this form to:

Nicole Criscenzo, VP of Sponsorship:
iidapnd.sponsorship@gmail.com

Checks should be mailed to:

IIDA PA/NJ/DE
Address TBD

An invoice will be generated and sent to the address provided on this sheet within 2 weeks of receipt of commitment form. Please do not send any payments until invoices have been sent out.

**Manufacturers may not split sponsorships. No exceptions will be made.**
THANK YOU FOR SUPPORTING OUR CHAPTER!

IIDAPND.SPONSORSHIP@gmail.com