IIDA GREAT PLAINS chapter 2020 SPONSORSHIP CAMPAIGN

making it possible
Dear Valued Sponsor,

We are embarking on a new decade - can you believe it? The IIDA Great Plains Chapter has new and revitalized programming in our queue for 2020 and we need your support to make it possible! This packet outlines our Annual Sponsorship Campaign and let's you get to know a little more about our Chapter. It is amazing what happens when we harness our creativity, passion, and community towards our organization’s mission. A mission to promote and advocate for Interior Design across Iowa and Nebraska. Whether you are returning or thinking about joining our program for the first time, we greatly appreciate your consideration.

A change this year is that we’ve elected to discontinue individual sponsors for events, except our Chapter-Wide Events (Fall Signature Event, IDEA Awards, and Board Retreats). What does this mean for you? A single, annual contribution with recognition all year long. Gone are the days of seeking additional support throughout the year to cover refreshments, supplies, etc. for smaller events. We hope you take this into consideration when evaluating sponsorship levels. You will also find added promotional benefits at every level. We want your presence felt from January to December! All “Members Only” events will now be called “Members & Sponsors Only” events, allowing you complimentary ticket(s) to enjoy the events you helped support.

Our sponsorship program is turning 9 and we have seen incredible growth. We have exceptional Legacy Sponsors that have supported our Chapter for 5+ consecutive years! Without the support and commitment of our sponsors, we simply would not be able to provide impactful content, inspirational tours, meaningful mentorship, leadership, and advocacy for Interior Design.

This new decade will be one for the books and we hope you will support our 375+ members by signing on as a 2020 Chapter Sponsor by January 31, 2020. We will maintain the use of the online sign-up, so please be prepared to answer a few questions and upload your logo! We can’t say it enough, THANK YOU FOR MAKING IT POSSIBLE!

With Sincere Appreciation,

Laura Franzluebbers, IIDA
VP of Sponsorship

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[QUESTIONS? EMAIL SPONSORSHIP@IIDA-GP.ORG]
BENEFITS GUIDE

Your contributions support ALL our IIDA Great Plains Chapter events. Remember, events beyond IDEA Awards, Fall Signature Event, and Board Retreats will not have direct sponsors - this is your chance to support!

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<th>DIAMOND</th>
<th>PLATINUM</th>
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EVENTS

2020 Celebrate IDEA Awards (Des Moines) & 2020 Fall Signature Event (Eastern Iowa)

- IDEA Special Company Signage (***)
- IDEA Reserved Table or Seating (***)
- IDEA Complimentary Ticket
- One (1) Complimentary Awards Submission Entry Kit (***)
- NEW - Sponsor Perk!! Complimentary passes to all City Center events (including Members Only events)**

RECOGNITION

- Company logo (***), name (+) & level at IDEA Celebration
- Company logo (***), name (+) w/active link & level on IIDA-GPC Website
- Company logo (***), name (+) & level displayed at all events via Banner
- Company name(+) & level on all IIDA-GPC E-blasts

SOCIAL MEDIA PROMOTION

- NEW!! Monthly Instagram Feature + Saved to Highlights by Level
- Social Media Sponsor Shoutout (Instagram + Facebook)
- NEW!! Reposts on Instagram when @iida_gp is tagged (***)

ADDITIONAL PERKS

- Early bird sign up to events for members & sponsors***

[ SIGN UP BY JANUARY 31, 2020! ]

[ QUESTIONS? EMAIL SPONSORSHIP@IIDA-GP.ORG ]

IIDA MEMBERSHIP

Please keep in mind, becoming a Sponsor doesn’t mean you are an IIDA member and there are A LOT of great perks when you become a member! Below are some of the key differences.

** Industry members**
- Membership dues are processed at IIDA HQ
- Must be a manufacturer or dealer of Interior Design products
- Member of the entire Association
- Opportunity to be affiliated with IIDA Chapters
- Involvement opportunities (committee member, event volunteer, etc.)

** Chapter sponsors**
- Sponsorship costs are paid directly to the Chapter
- Annual benefits set by the Chapter
- IIDA Membership Benefits are not applicable
- Any company can be a sponsor
- Chapter Sponsors cannot serve on an event committee

* Exclusive benefit to Design Firm Sponsors only.
** Exclusive benefit to Industry Sponsors only. Ticket code sent to Industry Sponsor prior to event. Must be used by employee of Sponsor company.
*** See below for difference between Members & Sponsors
UNDERWRITER OPPORTUNITIES

Additional ways to support our Chapter are available! The items listed below are the only opportunities to direct your funds to a specific event. Our Annual Sponsorship Levels support ALL our events and you are recognized at ALL our events!

2020 SUMMER BOARD RETREAT
Board Retreats are where initiatives and ideas take shape! They are typically attended by up to 16 Board members and can be a learning opportunity, tour, and/or feedback session.
Costs may include:
- Venue for Board meetings (ex. Showroom or Factory)
- Accommodation Expenses - Lodging, Meals, etc.
- Travel Expenses
- Entertainment

2020 FALL SIGNATURE EVENT - SIGNATURE UNDERWRITER
The next installment in our Elevate series is October 9, 2020 in Eastern Iowa. The day is focused on professional development and wow, the series has been special!
Costs may include:
- Venue
- CEU Expenses
- Catering
- Travel Expenses for Speakers

2020 CHAPTER SPEAKER SERIES - SPEAKER UNDERWRITERS
New this year! Each city center will host a speaker and have it telecast to the other city centers. What a great way to gather our chapter together THREE more times in 2020!
-SEEK Speaker | Eastern Iowa City Center | March 2020
-SEEK Speaker | Des Moines City Center | June 2020
-SEEK Speaker | Omaha City Center | November 2020

2020 STUDENT EVENT - TRANSPORTATION UNDERWRITERS
Supporting future interior design professionals is an integral part of IIDA. Help our chapter bring our five campus centers together in Omaha on November 6, 2020.
- Kirkwood Community College Transportation
- University of Northern Iowa Transportation
- Iowa State University Transportation
- University of Nebraska-Lincoln Transportation
- University of Nebraska-Kearney Transportation

JOINT VENTURES
Joint Ventures between companies is accepted, however due to fairness for company’s representation and equal real estate, only one (1) logo and live web link may be used in IIDA recognition - printed on the banner, newsletters & e-blasts. You may choose to include the Partnering companies names typed below the logo (see example below).

CEU RECOMMENDATIONS?
Do you have an IDCEC certified CEU(s) you would like to recommend to one or more City Centers? All CEUs will be reviewed by the Chapter VP of Professional Development in an effort to offer our members high quality CEUs. Annual sponsors will be given priority, however we cannot guarantee all CEU recommendations will be utilized.

>>> CLICK HERE TO BE A 2020 SPONSOR <<<
GET TO KNOW OUR GREAT PLAINS CHAPTER

The Great Plains Chapter

We are dedicated to helping our members pursue knowledge, create social networks, establish legislation, and volunteer within the community. The Great Plains Chapter cultivates an environment that encourages excellence in Interior Design.

Our Mission

To elevate, advocate, and celebrate the profession of Interior Design in Iowa &

Our Members

Mix of Professional, Associate, Industry and Student Members

City Centers:
Des Moines City Center
Eastern Iowa City Center
Omaha City Center

Campus Centers:
Iowa State University
Kirkwood Community College
University of Nebraska - Kearney
University of Nebraska - Lincoln
University of Northern Iowa

375+ members
3 city centers
25+ events
5 campus centers

educational CEU courses | NCIDQ prep | tours | chapter-wide events | mentorship | networking | board attendance at chapter leadership conferences + symposiums | advocacy | chapter website | annual operating expenses

QUESTIONS? EMAIL SPONSORSHIP@IIDA-GP.ORG
# 2020 EVENT OVERVIEW

Check out our website, www.iida-gp.org, for the full calendar of events and follow us on social media! Use the ‘Connect’ tab on our website to ensure you are signed up for emails announcing events.

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**CLICK HERE TO SIGN UP FOR EMAILS**

**TAKE ME TO THE FULL CALENDAR**

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**A GREAT BIG THANK YOU TO OUR 2019 SPONSORS**

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<td>J+J, Haworth, Teknion, Interface</td>
<td>Interface, Shaw Contract, Tarkett</td>
<td>3form, MDC, Milliken Floors</td>
<td>Febraline, Lumicor, Osborn, All Makes</td>
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*BLACK LOGOS & TEXT INDICATES LEGACY SPONSORS WITH 5+ CONSECUTIVE YEARS OF SUPPORT*