

ASID PA WEST
SPONSORSHIP PACKAGE
2017

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



PENNSYLVANIA WEST



CONTENTS:

Our Mission	1
Letter from the President	2
Who we are	3
Events Overview	4-5
Sponsorship Opportunities	6
Partner Benefits	7-8
Sponsorship Add-Ons	9
Contract	10-11
Single Event Sponsorships	12-16
Thank You	17

OUR MISSION:

“CELEBRATE THE POWER OF DESIGN TO CHANGE PEOPLE’S LIVES.”

We elevate and strengthen the professional practice of interior design in western Pennsylvania.

ASID inspires and enriches its members by promoting the value of interior design, while providing indispensable knowledge and experiences that build relationships.

- **ASID** represents the best practices of interior design and its impact on our Psychological, physical, and economic quality of life.
- **ASID** provides the resources needed to excel in today’s marketplace.
- **ASID** is the thought leader on issues impacting the practice of interior design.
- **ASID** is committed to business practices and design principles that sustain our organization, our members, and the planet.

LETTER FROM THE PRESIDENT:

Dear Industry Partner Sponsors, Industry Partners and Friends,

On behalf of our board and members of the Pennsylvania West Chapter of ASID, I want to personally thank each of you for your unparalleled support to our Pennsylvania West Chapter of ASID. Your presence in our design community is invaluable to our continuing education events, membership mixers, national student summit participation, ASID Showcase at the Pittsburgh Home & Garden Show, Design Symposium, annual meeting, Student Career Day, and the Holiday Luncheon. You have inspired and promoted the value of interior design by your trust and loyalty. We are honored to have you as an Industry Partner Sponsor and will work earnestly to earn that trust for your renewed 2017 Sponsorship.

I would like to reach out to new organizations who may wish to consider the opportunity to become a 2017 Industry Partner Sponsor of the Pennsylvania West Chapter of ASID. The “journey of a thousand miles begins with one step.” Please take that “first step” and start the journey with us on January 20, 2017 at the Frick Art and Historical Center. This student/member, emerging members /industry partner sponsor event will promote networking and internships. Student relationships are our profession’s future, and the investment to nurture them is an important part of our mission.

Well, interested? How do I get involved? Local Membership starts with completing an ASID Industry Partner membership application with payment of \$470. This is submitted to national ASID. After obtaining your industry partner status, you may want to consider the benefits of the other sponsorship levels as outlined in this sponsorship benefits packet. In order to be more compatible with corporate budget structures, we have provided various payment options, including payment by credit cards.

Join us and “celebrate the power of design to change people’s lives.” Let me share our sponsorship package in person with you. Call me at my mobile: 412-584- 7357. We have set a target date of February 28th, 2017 for Sponsorship opportunities for upcoming events.

Respectfully,

Nancy

Nancy Sakino Spears, MIA, Allied ASID

President, Pennsylvania West Chapter ASID





WHO WE ARE:

The American Society of Interior Designers Pennsylvania West Chapter is a professional association representing the interests of over 225 interior designers, students and design industry partner members in the Pittsburgh area. ASID Industry Partners include more than 2,000 member firms with some 6,000 individual representatives on a national level. Our industry partners unite the professional designer with manufacturers of design-related products and services.

A TEAM OF LEADERS!

ASID is a community of people driven by a common love for design and committed to the belief that interior design, as a service to people, is a powerful, multi-faceted profession that can positively change people's lives. Through education, knowledge sharing, advocacy, community building and outreach, the Society strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives. Its more than 25,000 members engage in a variety of professional programs and activities through a network of 47 chapters throughout the United States and Canada.

DESIGN CHANGES LIVES!

ASID inspires and enriches its members by promoting the value of interior design, while providing indispensable knowledge and experiences that build relationships. The Society's 13,500 practicing interior designers work in all areas of both commercial and residential design. Professional members of ASID must pass rigorous acceptance standards: They must have a combination of accredited design education and/or full-time work experience and pass a two day accreditation examination administered by the National Council for Interior Design Qualification (NCIDQ).

STUDENTS ARE OUR FUTURE!

The Society's membership also includes more than 5,000 students of interior design. ASID has 280 student chapters at colleges, universities and design schools with 2-year and 4-year programs throughout the U.S. and "virtual" chapters through online institutions.



EVENTS:

ANNUAL HOLIDAY LUNCHEON/ 250+ Attendees

The ASID Holiday Luncheon has quickly become the annual event that kicks off the Holiday Season in the Pittsburgh design community. The ASID holiday Luncheon is held on the first Friday of December at the Duquesne Club. The Holiday Luncheon has over 250 attendees each year. One of the highlights of the event is to honor a local leader. This award goes to a person or organization that has made significant contributions of knowledge, education and ongoing efforts to promote design in the western Pennsylvania region. An equally important award is the recognition of interior designers who have passed their rigorous professional exams called the NCIDQ. Success in passing this exam allows a designer to use the ASID appellation after his/ her name. The “heart warming” component is the silent auction. Each year the auction items are unique and exciting with all proceeds going to a non-profit community cause that ASID PA West Chapter Community Services Committee is working with.

BI-ANNUAL TRADESHOW/ 175+ Attendees

Held this year on September 28th, 2017.

The quote of Tom Gillen, Manager at Allegheny Millwork and Platinum Industry Partner Sponsor, best sets the tone of our trade show.

“The ASID PA West Trade Show is not just a trade show but a collection of Pittsburgh’s best companies who believe in design and that design is important; it makes a house a home and a building a business space that people want to work in. We know that supporting the design industry in turn promotes our business. It’s a win-win situation for us and ASID PA West.”

The Tradeshow provides a venue for approximately 40 industry partners to:

- 1) Promote their products
- 2) Connects designers and vendors
- 3) Educating students on a myriad of products



EVENTS CONTINUED:

BI-ANNUAL SPEAKER SERIES/ 125+ Attendees

Created in 2016 by Chapter President Brian Fee, the design symposium is sponsored by the Pennsylvania West Chapter ASID and industry partners. The purpose is to bring a national design leader to speak and interface with the Pittsburgh Design community, design schools and design students. The focus of their message is the dynamic nature of design and how their work accommodates like changing experiences. This event is open to the public.

ANNUAL MEETING/ 100+ Attendees

Held at a different venue each year, the Annual Meeting is a celebration to our members and Board for their much appreciated involvement and contributions within and for the chapter.



SPONSORSHIP OPPORTUNITIES:

WHY SHOULD YOU PARTNER WITH ASID PA WEST?



















There is no better way to get your name out to the design community and be recognized than to Sponsor an ASID event. Our membership reaches Professional, Allied, Associate, Student and Industry Partner members. Through ASID Sponsorships there are countless ways to not only support ASID, but to reach out to the design community as a whole. Our sponsorship opportunities help to increase brand visibility and exposure and offer networking with designers of all kinds. Demonstrate the power of design to change people's lives with Pennsylvania West ASID through:

- Maintaining our annual operations & overhead
- Participating in ASID National Chapter Leadership Conference (CLC)
- Participating in the ASID National President's Forum
- Presenting our annual Leadership Award
- Hosting our annual Holiday Luncheon
- Hosting educational and networking programs such as:
 - Continuing Education CEU's
 - Behind the scenes tours
 - Bi-Annual Design Symposium
 - Quarterly Membership Mixers
- Compiling and printing of an Annual Membership Directory that is available to our members
- Support legislative efforts in Pennsylvania
- Support our 150+ student members
- Communicate to our Members via:
 - E-blasts
 - Website
 - Facebook, LinkedIn, Twitter, and Instagram
 - Pinterest

The following pages outline the Sponsorship Levels and benefits associated with each one including tickets to events, special rates for additional tickets, recognition at events and programs, company logo and contact information on our chapter website and much more!





PARTNER BENEFITS:

JANUARY TO DECEMBER 2017

PARTNER BENEFITS:	\$5,000 PLATINUM PARTNER	\$2,500 GOLD PARTNER	\$2500 RUBY PARTNER	\$1,000 SILVER PARTNER	\$500 BRONZE PARTNER
SOCIAL MEDIA:					
Create original content centered around and/or mentioning company (per year)	2	1	1		
Post editorial content and/or company products/ information on social media	12x/yr.	9x/yr.	9x/yr.	6x/yr.	3x/yr.
Follow company on social media (Twitter, Instagram, Facebook)					
PROGRAMS & EVENTS:					
Company logo on partner banner displayed at all events					
Company Logo included on ALL email newsletters (sent out twice a month)					
Feature company in a 50-150 word newsletter blurb sent out to ASID PA West's subscribers (per year)	2	1	1		
Full Page Black & White Advertisement in Annual Membership Directory					
Full Page Black & White Advertisement in Annual Membership Directory					

PARTNER BENEFITS:

JANUARY TO DECEMBER 2017

PARTNER BENEFITS:	\$5,000 PLATINUM PARTNER	\$2,500 GOLD PARTNER	\$2500 RUBY PARTNER	\$1,000 SILVER PARTNER	\$500 BRONZE PARTNER
Tickets to the Annual Holiday Luncheon which is a sold out event	6	4	2	2	1
VIP Tickets to the bi-annual Design Symposium (if it falls on your sponsor yr.)	3	2	2	1	
STUDENTS:					
Host student's seats to the Annual Holiday Luncheon					
Host student's seats to the Bi-Annual Design Symposium (if it falls on your sponsor yr.)					
Host student's seats at another event of choice at maximum event cost of \$20					
Pay cost of 1st year membership as allied member (\$80) (Active Student Chapter)					

- > All sponsors must be members in good standing throughout the Sponsorship year.
- > Payment for Sponsorship is due no later than Feb. 28, 2017
- > Split Payments for Platinum and Gold Sponsorship only
- > IP Membership is an additional cost paid directly to ASID National, separate from ASID PA West Sponsorship
- > Logo file must be EPS file dpi @8x11 submitted at time of payment
- > Contributions or gifts to the Pennsylvania West Chapter of the American Society of Interior Designers are not tax deductible as charitable contributions, but instead as marketing or business expenses.

ADD-ON SOCIAL MEDIA EXTRAS:

These are in addition to the partner benefits mentioned in the previous two pages.

Package #1:

Blog (1 per quarter)

Social Posts (4x/mo)

Email (full extra email newsletter) (6x/yr.)

Cost: \$2450

Package #2:

Blog (2 per year)

Social Posts (2x/mo)

Email dedicated (1 per quarter)

Cost: \$1400

The cost listed is in addition to the cost of the sponsorship level chosen on page #5.

CONTRACT FOR PARTNER SPONSORSHIP 2017



EMAIL COMPLETED CONTRACT SELECTION AND PAYMENT OPTION FORM TO:
PRESIDENT@PAW.ASID.ORG

- Current national industry partner local membership \$470.00 . Paid to national ASID.
- Partner Sponsor levels paid directly to Pennsylvania West Chapter ASID.
- Partner Sponsorship valid a calendar year- January 1 to December 31.
- **As a 501 (c)6 non-profit association, Pennsylvania West Chapter ASID is not a charity.**
- **Sponsorships do not qualify as tax-deductible charitable donations, however may qualify as a business expense.**

Please select the Sponsorship level for 2017

- ___ Platinum
- ___ Gold
- ___ Ruby
- ___ Silver
- ___ Bronze
- ___ Sterling- " Single Event" . Minimum \$500 to designated amount.

Adopt a Student Program \$500_____

Annual meeting Minimum \$500_____

ASID Foundation \$500_____

ASID Showcase at the Pittsburgh Home & Garden Show \$500_____

Continuing Education Event \$500 _____

Design Symposium \$500_____

Holiday Luncheon Room Sponsor \$2500 _____

Holiday Luncheon Decoration Sponsor \$1000 _____

Membership Mixer \$500 _____

Student Career Day \$ 500 _____

Trade Show_____ (see separate PDF packet) . Please send to email:

PAYMENT TERMS:



Name: _____

Contact Person: _____

Contact Person Phone _____

Contact Person Email _____

BILLING:

Address 1 _____

Address 2 _____

City/State/Zipcode _____

You may pay online via a credit card (+service charge) or by check.

Check payable to ASID PA WEST.

Send to: Nancy Sakino Spears, President 1907 Murdstone Road, Pittsburgh, PA
15241

Credit card payment email to: president@paw.asid.org so we can create an invoice for
you through Quickbooks. Thank you!

PAYMENT OPTION: ONLINE VIA QUICKBOOKS

() Credit Card () Check/Debit

() FULL () TWO PAYMENTS () FOUR PAYMENTS

You will have the option to pay the invoice by your payment selection in a secure environment. Payment will electronically go
to PNC bank chapter account.

You agree to the terms and conditions set forth by Pennsylvania West Chapter ASID.

Signature _____ Date _____

AS PAYMENTS ARE RECEIVED ASID PA WEST WILL EMAIL A RECEIPT FOR YOUR PAYMENT. IF YOUR PAYMENT SHOULD LAPSE
AT ANY TIME YOU WILL BE NOTIFIED AND GIVEN A 30 DAY NOTICE. IF NOTHING SHOULD CHANGE YOU WILL BE REMOVED
FROM ALL SPONSORSHIP PROMOTIONS.

STERLING

SINGLE EVENT SPONSORSHIPS:

ANNUAL HOLIDAY LUNCHEON

ROOM SPONSOR \$2,600 1p/yr.

Covers the rental of the ballrooms, bar fees, and print costs. The printing will be done at a Copy/ Print Center. Printing will include the programs, nametags, sponsor boards and table signs.

- Logo in thank you sponsors signage at the event
- Logo in the program at the luncheon
- Written Thank you in E-blast article that is sent to members following the luncheon
- 2 social posts about the company in relation to the event
- 10 tickets (1 full table) for the Holiday Luncheon

DECORATIONS SPONSOR \$1,100 1p/yr.

Covers the cost of decorations at the Holiday Luncheon. Decorations consist of balloons and all floral costs throughout the Main Dining Room and Auction Room. Boutonnieres will be provided for the current ASID board and the departing board members.

- Small logo on thank you sponsors signage at the event
- Small logo in the program at the luncheon
- Written Thank you in E-blast article that is sent to members following the luncheon
- 2 social posts about the company in relation to the event
- 2 tickets for the Holiday Luncheon * Additional tickets may be purchased at a 20% discount.

DESIGN SYMPOSIUM

\$600

Covers costs for speaker and event expenses.

- Logo on invitation and included in "thank you" for the newsletter on Facebook, Twitter, and Instagram the month of the event
- E-blast before the event and after event with company logo
- Industry partner sponsor signage at event

PGH HOME & GARDEN SHOW

\$600

Covers chapter giveaways at the show. Prior years include: portable power banks, mugs, etc.

- Logo on invitation and included in "thank you" for the newsletter on Facebook, Twitter, and Instagram the month of the event
- E-blast before and after the event with company logo
- Industry partner sponsor signage at event

ANNUAL MEETING

\$600

Covers costs for annual chapter event expenses.

- Logo on invitation and included in "thank you" for the newsletter on Facebook, Twitter, and Instagram the month of the event
- E-blast before and after the event with company logo
- Industry partner sponsor signage at event

STUDENT CAREER DAY

\$600

Covers chapter giveaways and event expenses.

- Logo on invitation and social media mention
- E-blast before and after the event with company logo
- Industry partner sponsor signage at event

CONTINUING EDUCATION

\$600

Covers light food/ beverage or speaker costs.

- Logo on invitation and social media mention
- E-blast before and after the event with company logo
- Industry partner sponsor signage at event

MEMBERSHIP MIXER

\$260

Covers event expenses.

- Logo on invitation
- E-blast before and after the event with company logo
- Industry partner sponsor signage at event

GIFT TO NATIONAL ASID FOUNDATION

\$600

Charitable contribution 501 © 3 with chapter recognition.

- Logo on invitation and social media mention
- E-blast on the company with logo
- 1/2 page chapter directory ad

ADOPT A STUDENT PROGRAM

\$600

Covers the costs for students to attend chapter and national events.

- Logo in thank you sponsors signage at the event
- Inclusion in the ASID PA West email newsflash of student-related events and coverage as relevant with sponsor mention
- 1/4 page black and white ad in Chapter Directory

THANK YOU FOR SUPPORTING OUR PENNSYLVANIA WEST CHAPTER ASID!

PENNSYLVANIA WEST CHAPTER ASID

E: president@paw.asid.org

P: 412.584.7357

**Nancy Sakino Spears, Allied ASID
President, Pennsylvania West Chapter ASID**

