

ASID PA WEST SPONSORSHIP PACKAGE 2018

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



PENNSYLVANIA WEST



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OUR MISSION:

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

ASID elevates and strengthens 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,

I am THRILLED to have the opportunity to represent the Pennsylvania West Chapter of ASID as your new president. I want to personally thank each and every one of you for your continuous support of 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 Tradeshow, and the Holiday Luncheon. You inspire and promote the value of interior design every day with you loyalty. We are honored to have you as an Industry Partner Sponsor and will work earnestly to earn that trust for your renewed 2019 Sponsorship.

Pennsylvania West Chapter is working on making this year all about giving back and helping to shape the design community. We are all in this together to see the design community flourish. We value the ability to get and give meaningful work. If we work together, we can build the foundation for all of us to thrive and grow. How can you keep our chapter flourishing? Well, by becoming a member or an industry partner. We hope once you get to know us, you will want to join a committee or become a Sponsor. For industry partners take a look at our 2018 Sponsorship Package on our website. We had a successful 2017. We know for our 2018 Sponsorship, it will be even more successful with your help!

Local Membership starts with completing an ASID Industry Partner membership application with payment of \$490. 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. If you should choose a Platinum or Ruby Level Sponsorship, you will have the option to split the payment into two payments.

Join us and "celebrate the power of design to change people's lives." If you would like to discuss our ASID sponsorship package in person with me, please telephone me at 412-706-1149. Our target date for sponsorship Sign-Up opportunities is February 28, 2018.

I look forward to continuing our friendship and making new friends that share the passion for design. This is going to be an exciting year!

Respectfully,

Kayla

Kayla Benton, Allied ASID

President, Pennsylvania West Chapter of 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, multifaceted 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, 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). The successful passing of the NCIDQ allows the designer to use that appellation at the end of their name.

STUDENTS ARE OUR FUTURE!

The Society's membership includes more than 5,000 interior design students. 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. It is held on the first Friday of December at the Duquesne Club. 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.

BI-ANNUAL TRADESHOW/ 175+ Attendees

Held in September of 2019.

“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.”

- Our Industry Partners at Allegheny Millwork

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

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

BI-ANNUAL DESIGNER 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 life changing experiences. This event is open to the public.

ANNUAL MINGLE MINLE GALA/ 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.

NIGHT OF GIVING/ 50+ Attendees

The Night of Giving is an opportunity to network with chapter members and also give to a great cause. Proceeds benefit the ASID Foundation, an organization that is dedicated to providing the resources and tools necessary to grow the interior design profession through scholarships, research, and education with the support and donations of members like you.



SPONSORSHIP OPPORTUNITIES:

WHY SHOULD YOU PARTNER WITH ASID PA WEST?
















There is no better way to promote your business 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 ASID Pennsylvania West 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
- Access to the Membership Directory (available only to members)
- Support legislative efforts in Pennsylvania
- Support our 150+ student members
- Communicate to our Members via:
 - E-blasts
 - Website
 - Facebook, LinkedIn, Twitter, Pinterest, and Instagram

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!

SPONSORSHIP BENEFITS:

JANUARY TO DECEMBER 2018

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 e-newsletters (sent out twice a month)					
Feature company in a 50-150 word blog sent out to ASID PA West's subscribers (per year)	2	1	1		

SPONSORSHIP BENEFITS:

JANUARY TO DECEMBER 2018

PARTNER BENEFITS:

Tickets to the Annual Holiday Luncheon (typically a sold out event)

VIP Tickets to the bi-annual Design Symposium (if it falls on your sponsor yr.)





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 Presidents)

	\$5,000 PLATINUM PARTNER	\$2,500 GOLD PARTNER	\$2500 RUBY PARTNER	\$1,000 SILVER PARTNER	\$500 BRONZE PARTNER
Tickets to the Annual Holiday Luncheon (typically 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	
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 Presidents)					

- > All sponsors must be members in good standing throughout the Sponsorship year.
- > Payment for Sponsorship is due no later than Feb. 28, 2018.
- > Split Payments available for Platinum, Gold, and Ruby 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 #6.

STERLING SINGLE EVENT SPONSORSHIPS:

ANNUAL HOLIDAY LUNCHEON

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

This sponsorship 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.

Includes:

- Logo on "Thank You" sponsors table 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
- Can be split by multiple sponsors

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

This sponsorship covers the cost of decorations at the Holiday Luncheon. Decorations consist of centerpieces and all floral costs throughout the Main Dining Room.

Includes:

- Small logo on "Thank You" sponsors table 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 SPEAKER SERIES

\$600

This sponsorship covers costs for speaker and event expenses.

Includes:

- Logo on invitation and included in "Thank You" for the e-newsletter on Facebook, Twitter, and Instagram the month of the event
- E-blast before the event and after event with company logo
- Logo on sponsorship signage at event

ANNUAL NIGHT OF GIVING

\$500

This sponsorship covers venue expenses. Prior years include: portable power banks, mugs, etc.

Includes:

- Logo on invitation and included in "Thank You" for the e-newsletter on Facebook, Twitter, and Instagram the month of the event
- E-blast before and after the event with company logo
- Logo on Sponsorship signage at event

ANNUAL MINGLE MINGLE GALA

\$600

This sponsorship covers costs for annual chapter event expenses.

Includes:

- Logo on invitation and included in "Thank You" for the e-newsletter on Facebook, Twitter, and Instagram the month of the event
- E-blast before and after the event with company logo
- Logo on sponsorship signage at event



STUDENT CAREER DAY

\$600

This sponsorship covers chapter giveaways and event expenses.

Includes:

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

CONTINUING EDUCATION

\$600

This sponsorship covers light food/ beverage or speaker costs.

Includes:

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

MEMBERSHIP MIXER

\$260

This sponsorship covers event expenses.

Includes:

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

CONTRACT FOR PARTNER SPONSORSHIP 2018



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

- Current national industry partner local membership is \$470.00, paid to national ASID (apply online).
- 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 2018

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

Continuing Education Event \$500 _____

Design Symposium \$500 _____

Holiday Luncheon Room Sponsor (or Split with another Sponsor) \$2600 _____

Holiday Luncheon Decoration Sponsor \$1000 _____

Membership Mixer \$500 _____

Student Career Day \$ 500 _____

Trade Show (see separate PDF packet). Please send me an email with the packet to:

PAYMENT TERMS:



Name: _____

Contact Person: _____

Contact Person Phone: _____

Contact Person Email: _____

BILLING:

Address 1: _____

Address 2: _____

City/State/Zip Code: _____

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

Check payable to ASID PA WEST.

Send to: Erin Faith, President-Elect 7479 McClure Avenue, Pittsburgh, PA 15218

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., available upon request

Signature _____ Date _____

AS PAYMENTS ARE RECEIVED, ASID PA WEST WILL EMAIL YOU A RECEIPT. 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.

THANK YOU FOR SUPPORTING OUR PENNSYLVANIA WEST CHAPTER ASID!

PENNSYLVANIA WEST CHAPTER ASID

E: president@paw.asid.org

P: 412.584.7357

Kayla Benton, Allied ASID

President, Pennsylvania West Chapter ASID

