



Letter from the President,

Welcome to the **American Society of Interior Designers** (ASID) Virginia Chapter Sponsor Program 2018-2019! We are a chapter of professionals who aspire to enhance the health, safety and welfare of all by designing interiors for workplace, educational, institutional, health care, government, hospitality, retail and residential clients.

This new program format provides three opportunities for our Industry Partners (IP) and supporters to invest in the interior design community of Virginia. Our Chapter has three design communities: **Hampton Roads** (including Southside, Peninsula and Williamsburg), **Capital** (Richmond, Charlottesville, and Lynchburg), and **Southwest** (Radford, Blacksburg, Roanoke, Harrisonburg, and Winchester). Our 300+ members include Professional and Allied interior designers, Students (six Virginia chapters), Educators, Industry Partners, and Associates (architects, etc.). To know us better, please begin at the website [va.asid.org](http://va.asid.org) and social media Facebook, Twitter, Instagram, and Houzz and/or speaking with us. We would love to tell you more!

In this package, the opportunities include ANNUAL Sponsors (Oct 1, 2018 – Sept 30, 2019), EVENT Sponsors (1-5 statewide events including the Interior Design Excellence Awards competition), LOCAL meetings or all the above! Please review the following pages for the matrix of benefits for your support. I invite you to contact me at 757-965-3539 or [president@va.asid.org](mailto:president@va.asid.org), a Board member or our Administrator, Sharlyn Thacker at 804-370-5616 or [administrator@va.asid.org](mailto:administrator@va.asid.org).

We welcome your assistance in providing IDCEC approved continuing educational (CEU) classes for our members as well. We look forward to knowing and specifying your products/services as we create interior spaces within Virginia and beyond. Please know what we know at ASID – ***Design Impacts Lives.***

With kind regards,

**Jo Hayden**, ASID  
President, 2018/2019  
ASID VIRGINIA CHAPTER  
[president@va.asid.org](mailto:president@va.asid.org)

THE VOICE OF THE INDUSTRY  
**BE A SPONSOR**  
VA.ASID.ORG

# ASID 2019 SPONSORSHIP PACKET



**DESIGN IMPACTS LIVES**

ASID ADVANCES THE PROFESSION &  
COMMUNICATES THE IMPACT OF  
INTERIOR DESIGN TO IMPROVE THE  
HUMAN EXPERIENCE.

**ASID VISION STATEMENT**

# SPONSORSHIP PACKET

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# ABOUT ASID VIRGINIA?

ASID serves the full range of the interior design profession and practice through the Society's programs, networks, and advocacy. We lead interior designers in shared conversations around topics that matter: from evidence-based and humancentric design to social responsibility, wellbeing, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

ASID was founded over 40 years ago when two organizations became one, but its legacy dates back to the early 1930s. As we celebrate nearly 85 years of industry leadership, we are leading the future of interior design, continuing to integrate the advantages of local connections with national reach, of small firms with big, and of the places we live with the places we work, play, and heal. More than 25,000 members engage in a variety of professional programs and activities through a network of 46 chapters throughout the United States and Canada.

The ASID Virginia Chapter is currently comprised of 300+ professional, allied, associate student and industry partner members and growing. Our chapter takes an active role in the Virginia design community by collaborating with other design focused organizations and six college programs. We communicate with our membership through our website, e-blasts and social media. We strive to educate and inform the public on the profession of interior design and meeting health, safety and welfare criteria with interior environments by choosing ASID designers and our Industry Partners.

The Society's 13,500 practicing interior designers work in all areas of commercial (66%) and residential (34%) design. Professional members of ASID must pass rigorous acceptance standards, including a combination of accredited design education and/or full-time work experience and passage of a two-day accreditation examination administered by the National Council for Interior Design Qualification (NCIDQ).

# SUPPORT

## ASID VIRGINIA

Why support ASID? We thrive on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace, healthcare, retail and hospitality, education, institutional, and residential. Becoming an ASID Virginia Annual Partner will make a big difference for our chapter as we continue to grow. Your contribution allows us to better support our membership through improved communications, day-to-day operations, strategic planning and more. Your annual support shows you believe in ASID's mission and the value of the professional requirements or organization has for membership.

In addition, your sponsorship of ASID Virginia events throughout the year gives you the opportunity to connect with our enthusiastic and educated members. Your contribution allows our chapter to host more interesting, educational and fun events.

Our chapter is growing and we can't do it without you!

Each year the ASID Virginia Chapter works diligently to support the interior design profession through:

- Support and educational events for students and emerging professionals.
- Championing of legislative efforts for the interior design profession.
- Outreach to our members, the design community and the public.
- A design competition, in partnership with IIDA VA/WV, to recognize outstanding Virginia interior designers work on commercial and residential projects.
- Educational opportunities for members such as tours, product knowledge and project site visits.
- And more...

Please join us and support this valuable and beneficial work by becoming a sponsor.

# ANNUAL SPONSORSHIP LEVELS & BENEFITS

OCT 2018 - SEPT 2019 | ANNUAL SUPPORT PARTNER LEVELS AND BENEFITS

**PLATINUM** \$3,000

**GOLD** \$2,000

**SILVER** \$1,000

**BRONZE** \$750

## ANNUAL PARTNERSHIP BENEFITS

	PLATINUM \$3,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$750
YEARLY RECOGNITION ON ASID VIRGINIA WEBSITE	●	●	●	●
YEARLY SPONSOR LOGO ON MARKETING MATERIALS FOR ALL EVENTS	●	●	○	○
YEARLY SPONSOR LOGO & WEBSITE LINK ON ASID VIRGINIA SOCIAL MEDIA BLAST	●	●	●	○
FEATURED SPOTLIGHT ARTICLE IN ONE (1) ASID VIRGINIA SOCIAL MEDIA BLAST	●	○	○	○
TWO (2) COMPLIMENTARY MARKETING E-BLASTS TO MEMBERS DURING THE YEAR	●	●	○	○
ONE EBLAST	○	○	●	○
OPPORTUNITY TO PRESENT AN AWARD AT IDEAS GALA	●	●	○	○
SIX (6) COMPLIMENTARY TICKETS TO ANY MAJOR EVENT (IDEAS, CEU SYMPOSIUM, BARKITECTURE)	●	○	○	○
FOUR (4) COMPLIMENTARY TICKETS TO ANY MAJOR EVENT	○	●	○	○
SPONSORSHIP RECOGNITION AT ALL EVENTS	●	●	●	●
COMPLIMENTARY TABLE TOP SPACE AND APPLICABLE EVENTS	●	○	○	○

**SAVE 15% WITH A TWO YEAR COMMITMENT**

# EVENT SPONSORSHIP LEVELS & BENEFITS

OCT 2018 - SEPT 2019 | EVENT SPONSORSHIP LEVELS & BENEFITS

**DIAMOND** \$1,000

**SAPPHIRE** \$750

**EMERALD** \$500

**RUBY** \$250

## INDIVIDUAL EVENT SPONSOR BENEFITS

	DIAMOND \$1,000	SAPPHIRE \$750	EMERALD \$500	RUBY \$250
VERBAL & VISUAL RECOGNITION AT EVENT	●	●	●	●
RECOGNITION ON MARKETING MATERIALS FOR EVENT	●	●	●	○
RECOGNITION IN TWO (2) E-BLAST ANNOUNCEMENTS TO MEMBERSHIP BEFORE EVENT	●	●	●	●
LOGO AND RECOGNITION ON EVENT WEBSITE AND/OR SOCIAL MEDIA	●	●	○	○
NAME LISTED ON EVENT WEBSITE AND/OR SOCIAL MEDIA	○	○	●	●
VENDOR PRODUCT TABLE TOP AT EVENT (CEU SYMPOSIUM & SCD)	●	●	●	●
PRESENTATION OPPORTUNITY AT EVENT	●	○	○	○
TWO (2) COMPLIMENTARY TICKETS TO EVENT OF YOUR CHOICE (ADDITIONAL TICKETS FOR BARKITECTURE)	○	●	○	○
FOUR (4) COMPLIMENTARY TICKETS TO THE EVENT OF YOUR CHOICE (ADDITIONAL TICKETS FOR BARKITECTURE)	●	○	○	○

AVAILABLE ANNUAL EVENTS:

STUDENT CAREER DAY, CEU SYMPOSIUM, BARKITECTURE, DESIGNER SILENT AUCTION, IDEAS GALA

**ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES AVAILABLE PER EVENT.  
LEVELS AND BENEFITS WILL VARY.**

# BECOME A PARTNER

## ANNUAL SPONSOR

SPONSORSHIP YEAR RUNS 10.1.2018 - 9.30.2019

- PLATINUM \$3,000
- GOLD \$2,000
- SILVER \$1,000
- BRONZE \$750

COMPANY NAME (AS IT SHOULD APPEAR ON ALL COMMUNICATION):

\_\_\_\_\_

LOCAL CONTACT NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

## EVENT SPONSOR

- DIAMOND \$1,000
- SAPPHIRE \$750
- EMERALD \$500
- RUBY \$250

CHECK YOUR DESIRED SPONSOR CONTRIBUTION UNDER THE HEADINGS ON THE LEFT:  
ANNUAL SPONSOR, EVENT AND ADVERTISEMENT

## ADVERTISEMENT

- | SOCIAL MEDIA  | EMAIL                                 |
|---|---------------------------------------|
| <input type="checkbox"/> \$50 BLAST                           | <input type="checkbox"/> \$75 E-BLAST |
| <input type="checkbox"/> \$100 VIDEO                          |                                       |
| <input type="checkbox"/> DESIRED DATE/MONTH FOR ADVERTISEMENT |                                       |

CHOOSE EVENT:

- STUDENT CAREER DAY | FEBRUARY
- CEU SYMPOSIUM | APRIL
- BARKITECTURE | MAY
- DESIGNER SILENT AUCTION | AUGUST
- IDEAS GALA | OCTOBER

## PRODUCT DONATION

- DESIGNER SILENT AUCTION (IDEAL PRODUCT VALUE \$50-\$250)

\*PRO-RATE AVAILABLE @ THE FOLLOWING RATES FOR ANNUAL SPONSORS  
(FOR JOINING MID-FISCAL YEAR ONLY)

PLATINUM: \$250/MONTH  
SILVER: \$85/MONTH

GOLD: \$175/MONTH  
BRONZE: \$65/MONTH

SEND YOUR COMPLETED FORM ALONG WITH PAYMENT TO ASID VIRGINIA CHAPTER, PO BOX 2, EGGLESTON, VA 24086. IF PAYING BY CREDIT CARD, PLEASE REQUEST AN INVOICE, A PROCESSING FEE MAY APPLY. IN ADDITION, SEND A HIGH-QUALITY JPG OR PNG OF LOGO TO ADMINISTRATOR@VA.ASID.ORG.

\*PAYMENT FOR ANNUAL SPONSORSHIP IS DUE NO LATER THAN DECEMBER 21ST, 2018. ANNUAL SPONSORSHIP WILL BEGIN UPON RECEIPT OF PAYMENT.