

WASHINGTON STATE CHAPTER OF
ASID
SPONSORSHIP PACKAGE
2018



WHAT IS THE WASHINGTON STATE CHAPTER OF ASID?



The Washington State Chapter of the American Society of Interior Designers (ASID) is a community of people — designers, industry representatives, educators and students — committed to interior design.

We lead interior designers in shared conversations around topics that matter: from evidence-based and human-centric design to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

Through education, knowledge sharing, advocacy, community building and outreach, we strive to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives.

There are 13,500 Design Members, 5,500 Student Members and 6,000 Industry Partner Representatives at the National level.

The Washington Chapter currently has 223 active Design Members and 96 Student Members.

Our ASID Industry Partners program allows companies that provide a product or service to the industry to join ASID and provides you a forum to present your product or service to our over 300 members.

ASID Industry Partners seek to raise the professional level of the interior design practice through participation and support of research, educational programs and other activities. Through this interaction with ASID professionals, the potential exists for ASID Industry Partners to expand their knowledge of the practice of interior design and increase their share of the marketplace.

OUR MISSION

ASID BELIEVES THAT ***DESIGN IMPACTS LIVES***

We are **inspired** by our Vision Statement:

ASID advances the profession and communicates the impact of interior design to enhance the human experience.

The **Washington State Chapter of ASID** inspires and enriches its members by promoting the value of Interior Design while providing indispensable knowledge and experiences that build relationships.

We are more powerful as a community if we invest in our future together

Core Values and Strategic Guideposts

- ASID leads collaboration with those working to promote the value of interior design.
- ASID prepares its members to continually excel in a dynamic and evolving profession competing in a global marketplace.
- ASID advances the profession by generating, collecting and disseminating applied knowledge.

LETTER FROM THE PRESIDENT

Dear Industry Partner Sponsors, Industry Partners and Friends,

On behalf of our board and members of the Washington State Chapter of ASID, I want to personally thank each of you for your support to our chapter. Your presence in our design community is invaluable to our continuing education events, winewednesdays, industry partner tables, annual and semi-annual meetings, our Awards of Excellence and Student Career Day planned for 2018. We are honored to have you as an Industry Partner and will work hard to earn that trust for your 2018 Sponsorship.

I would also like to reach out to new organizations as well as those who have not yet engaged, to consider this opportunity to become a 2018 Industry Partner Sponsor of the Washington State Chapter of ASID.

Local chapter membership starts at \$485 plus a one time application fee of \$100. After obtaining your Industry Partner status, you may want to consider the benefits of Sponsorship for specific events planned for the 2018 year.

Our Sponsorship package outlines the levels available and the benefits to you and your company.

With Appreciation,

Shelley

Shelley Anderson, Allied ASID

President, Washington State Chapter ASID



SPONSORSHIP AND MEMBERSHIP

As a sponsor of your local ASID chapter, your company will engage with members, participate in their events, host meetings, and sponsor activities. Additionally, you will have the opportunity to increase visibility through additional marketing, branding, special access, and deeper engagement with ASID members

What is the difference between membership and sponsorship?

Membership is paid with annual dues and allows Industry Partners to take part in the chapter experience. IPs can connect representatives to our network of 47 chapters, and as members, can attend local chapter meetings, participate in various chapter leadership opportunities, and get involved with volunteer activities. Membership also includes access to the latest ASID research and an annual subscription to ASID ICON.

Sponsorship offers an optional opportunity to increase visibility through additional marketing, branding, special access, or deeper engagement with an audience, and is typically offered at a fee in addition to annual membership dues. Sponsorship is often used to underwrite programs and events, but can also include other brand awareness, messaging, and promotional activities. Sponsorship opportunities are available on both the local and national level. Locally, the chapter can set their own guidelines and offer advertising and outreach opportunities that are specific to each chapter website and market.

EVENTS

Here is a list of several of the events planned for this year. We are always open to adding additional events that will benefit our members!

ANNUAL MEETING

60+ Attendees

BI-ANNUAL MEETING

60+ Attendees

This event is a “status of the chapter” meeting combined with CEUs and Industry Partner Tables

AWARDS OF EXCELLENCE

100+ Attendees

A fabulous night to celebrate the best of the best designers and students.

STUDENT CAREER DAY

250+ Attendees anticipated

This event has been resurrected from several years past. The student attendance was nearly 300 the last year this was held. We, ASID, are co-hosting this event with NKBA Puget Sound, IIDA and NWSID.

We are very excited for the collaboration on this event and expect it to be over the moon!

SPONSORSHIP OPPORTUNITIES

WHY SHOULD YOU PARTNER WITH WA ASID?

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 increase brand visibility and exposure and offer networking with designers of all kinds. Demonstrate the power of “Design Impacts Lives” with the Washington State Chapter of ASID through:

- Maintaining our annual operations and overhead
- Participating in ASID National Leadership Training
- Participating in ASID National President’s Forum
- Hosting educational and networking programs such as:
 - Continuing Education CEU’s
 - Behind the Scenes tours
 - Bi-Annual meeting
 - Quarterly CEU days
 - Monthly board meetings
 - Winwednesdays
- Supporting our Annual Membership Directory
- Support our 96+ student members
- Communicate to our Members via:
 - E-blasts
 - Website
 - Facebook, Twitter, Instagram, Snapchat, Texting campaigns

ANNUAL SPONSOR PARTNER BENEFITS

| SPONSORSHIP BENEFITS | \$3000 Platinum Partner | \$2000 Gold Partner | \$1000 Ruby Partner | \$500 Silver Partner |
|---|-------------------------------|---------------------------|---------------------------|----------------------------|
| Company logo included on ALL email newsletters | ★ | ★ | ★ | ★ |
| Featured "Spotlight" article in quarterly newsletter | 4 | 2 | 1 | |
| Recognition on WA ASID website | ★ | ★ | ★ | ★ |
| Sponsor logo and website link on WA ASID website | ★ | ★ | ★ | |
| Two (2) complimentary marketing eblasts during the year | ★ | ★ | | |
| Complimentary Industry Partner Table at specified event TBD | ★ | ★ | | |
| Company logo on partner banner displayed at all events | ★ | ★ | ★ | ★ |
| Partner logo swag bags at Annual and Semi-annual meetings | ★ | | | |

STERLING SINGLE EVENT SPONSORSHIP

AWARDS OF EXCELLENCE

VENUE SPONSOR \$2500

Sponsorship will cover location rental fees, valet parking if needed, print costs which includes programs, nametags, and venue table signage.

- Opportunity to address attendees with approved subject
- Present one award
- Logo in thank you sponsors signage at the event
- Logo in the program at the celebration
- Logo swag bags
- Written thank you in e-blast article that is sent to members after the awards
- Two (2) social posts about your company in relation to the event
- 6 Tickets for the Awards of Excellence

CATERING SPONSOR \$1500

Sponsorship will cover the costs of food and beverage, linens, plates and glassware

- Present one award
- Logo in thank you sponsors signage at the event
- Logo in the program at the celebration
- Written thank you in e-blast article that is sent to members after the awards
- Two (2) social post about the company in relation to the event
- 4 tickets for the Awards of Excellence

AWARDS OF EXCELLENCE cont'd

DECORATIONS AND TROPHY SPONSOR **\$750**

Covers the cost of venue decorating including linens, balloons, lighting and florals and the purchase and engraving of the trophies

- Small logo on thank you sponsors signage at the event
- Small logo in the program at the event
- Written thank you in e-blast article that is sent out to members following the awards
- One social post about the company in relation to the event
- Two (2) tickets for the Awards of Excellence

STUDENT CAREER DAY

\$500

This will be a large, multi-vendor event co-hosted with Washington ASID, NKBA Puget Sound, IIDA and NWSID and the Seattle Design Center.

This sponsorship covers chapter giveaways and event expenses.

- Logo on ASID invitations and social media mentions
- Logo on signage at ASID table at event
- Logo and mention on two e-blasts before event

ADOPT A STUDENT

\$500

Covers the costs for students to attend chapter and national events such as Scale and design competition entry fees.

- Logo in thank you sponsors signage at event if applicable
- Logo and mention on Student Facebook page and other social media set up for students
- Logo and mention on event e-blast and chapter website

CONTRACT FOR PARTNER SPONSORSHIP 2018



Email completed contract selection and payment option form to:

President@wa.asid.org

- Current national industry partner local membership \$485. Paid to national ASID
- Partner Sponsor levels paid to Washington State Chapter of ASID.
- Partner Sponsorship calendar year January 1 to December 31
- As a 501 (c)6 non-profit association, WA ASID is not a charity.
- Sponsorships do not qualify as tax-deductible charitable donations.

Please select the Sponsorship level for 2018

- Platinum
- Gold
- Ruby
- Silver
- Sterling-single event
 - Awards of Excellence Venue \$2500
 - Awards of Excellence Catering \$1500
 - Awards of Excellence Decorations \$750
 - Student Career Day \$500
 - Adopt a Student \$500

PAYMENT TERMS



Name _____

Contact Person _____

Contact Phone _____

Contact Email _____

BILLING:

Address 1 _____

Address 2 _____

City/State/zip _____

You may pay online via a credit card or by check.

Checks payable to WA ASID

Mailed to: Washington State ASID

5701 6th Ave S #213

Seattle WA 98108

Please contact president@wa.asid.org for invoicing prior to making credit card payments.

PAYMENT OPTION

Credit card

- Debit
- Check
- Full amount
- Two Payments

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

You agree to the terms and conditions set forth by Washington State Chapter ASID.

Signature _____ Date _____

AS PAYMENTS ARE RECEIVED WA ASID 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 THE ACCOUNT IS NOT MADE CURRENT YOU WILL BE REMOVED FROM ALL SPONSORSHIP PROMOTIONS.

CONTINUING EDUCATION

Lunch and Learns and *Latte and Learns* are a great vehicle for you to engage smaller groups in a more intimate format. All designers need to achieve 10 hours of continued education every two years, most would like to do this learning in a networking type setting.

Let us know when you would like to provide a CEU and we will get the marketing out!

Another opportunity for the CEU category is our quarterly Day of Learning. We will have 3-5 CEU's available at one location from morning through afternoon. Hosting for food and beverage will be required as well as a fee for the venue rental if applicable.

WINEWEDNESDAY AND MONTHLY CHAPTER MEETING

Our Winewednesday events continue into the 2018 year!

A showroom hosted event on the second Wednesday of every month.

The hosting showroom is responsible for providing a quiet location for the board's monthly meeting held preceding the event-it doesn't need to be fancy! We meet at 4:30 and the event is from 5:30-7:30.

Our wine Sponsor, Skylite Cellars has graciously agreed to supply the wine for these events!

Dates are filling up! First come first served!

Requirements

- High quality jpg ready to email.
- Include ASID logo and Skylite Cellars logo
- Appetizers
- Waters/soft drinks
- Informational mini program, can be a 5 tips in 10 minutes, new product or technology
- Swag bags
- Door prize/drawings
- Table for wine tasting
- Table for ASID materials
- Check in list, copy to be shared with chapter

BEHIND THE SCENES



Industry Partner opportunity to show what you do in the back room! Host our design members and students in your showroom or workspace to share an in-depth view of how your product or service gets out the door! Food and beverages to be supplied as appropriate to the time and venue!

JOB POSTING

\$250

This is an opportunity to get your open positions and internships in front of your ideal audience. Your posting will be on our chapter website with clickable link to your choice of location.

In addition a mention will be sent via our Facebook and twitter accounts