

2019

SPONSORSHIP OPPORTUNITIES

CT | MA | ME | NH | RI | VT

Message from the **PRESIDENT**

Stefanie Comeau, IIDA,
LEED AP ID + C



We can't do what we do without you!

Over the past two and half years on the IIDA New England Board, I have really come to understand and appreciate exactly what the Chapter Sponsorship means and does for our chapter. We have been able to create various programs and events for our members and have several great new ideas for 2019. With your support we are hoping to expand our Leadership Program and offer more professional development-focused events.

I am very excited about the 2019 Chapter Sponsorship benefits that we have improved from past years. We're excited to roll out the Chapter Sponsor concierge services we piloted with new sponsors in 2018. These dedicated concierge members of our Sponsorship Committee are here to ensure that you get the most out of your benefits. We have added benefits to each level and added a new level this year, the Hartford City Center (HCC) Level, focused on supporting our chapter's growth and support of interior designers in CT. This new level provides visibility not only at CT IIDA events, but across IIDA New England's entire footprint, making it a compelling opportunity for companies looking to target their support with expanded visibility.

We look forward to continuing to work with our returning Chapter Sponsors and welcome new sponsors to join us to help us grow and continue to improve our chapter.

Sincerely,

Stefanie Comeau, IIDA, LEED AP ID + C

MEET YOUR

BOARD OF DIRECTORS



Immediate Past President Matthew Hyatt, AIA, IIDA, LEED AP BD+C

President Elect Meaghan Kennedy, IIDA

Vice President Of Advocacy Aimee Schefano, Associate IIDA

Vice President Of Chapter Events Mai Nguyen, Industry IIDA

Vice President Of Communications Brittany Morin, IIDA

Vice President Of Hartford City Center Amanda Cleveland, IIDA

Vice President Of Membership Lisa DesJardins, Industry IIDA

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Vice President Of Providence City Center Jennifer Hanson, Industry IIDA

Vice President Of Sponsorship Kara Hanson, IIDA

Vice President Of Student Affairs Teagan Jeffords, Associate IIDA

2019 BENEFITS

*NEW opportunity added this year to support our members in CT

VISIBILITY

- Digital slide in Fashion Show + Design Awards presentation (template example on following page)
- Social media posts on your company's behalf
- Promotional articles/ads per year in IIDA NE *Wire* (template will be released upon commitment)
- Company profile in one issue of IIDA NE *Wire* (template will be released upon commitment)
- Company logo on all IIDA NE printed and electronic communications
- Company logo and hyperlink on IIDA NE website
- Use of IIDA logo on your company email signature (template example on the following page)

HCC*
\$5,500

DONOR
\$7,750

PATRON
\$10,250

SUSTAINING
\$12,750

TITLE
\$15,250

✓

✓

✓

✓

✓

2

3

4

8

12

2

3

4

5

6

✓

✓

✓

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✓

Dedicated Sponsorship Concierge to ensure you maximize your benefits

✓

✓

✓

✓

✓

Verbal recognition at every event

✓

✓

✓

✓

✓

Premium location seating at major chapter events (Design Awards, BLB, Fashion Show, Croquet)

✓

✓

✓

✓

Exclusive invite to select philanthropy events (ex: Heading Home & Spin Team Fundraiser) [NEW](#)

✓

✓

✓

✓

Opportunity to host a CEU, Professional Development, or Emerging Leaders event at your facility. IIDA NE to fund food and beverages

HCC events only

✓

✓

✓

✓

Opportunity to attend a ski trip with IIDA NE Professional & Associate Members only

you

you + 2 guests

you + 2 guests

you + 4 guests

you + 4 guests

Opportunity to attend the Chapter Sponsor Appreciation Dinner, hosted by the Board of Directors

✓

✓

✓

✓

✓

Opportunity to have your events posted to our IIDA NE website calendar

✓

✓

✓

✓

Opportunity to attend the Principals Round Table. *Capacity may be limited based on venue.

✓

✓

✓

✓

Opportunity to attend the RI and CT Principals Round Tables

CT Round Table Only

✓

✓

✓

✓

Opportunity to host the 2019 Winter IIDA NE Board of Directors Retreat & Co-Chair Summits [NEW](#)

HCC Co-Chair Summit Only

✓

✓

✓

✓

VIP Bar access for company employees at the Fashion Show [NEW](#)

✓

✓

✓

✓

✓

Member pricing on all events

✓

✓

✓

✓

✓

Exclusive ticket pre-sale to IIDA NE Fashion Show, BLB, Design Awards, & Croquet

✓

✓

✓

✓

✓

Discount and/or tickets to the Fashion Show

5% off

10% off

15% off

20% + (10) tix

Discount and/or tickets to the Design Awards

5% off

10% off

15% + (10) tix

20% off

Discount and/or tickets to the Business Leaders Breakfast

5% + (5) tix

10% + (10) tix

15% off

20% off

Discount and/or tickets to the Business Leaders Breakfast Honoree Reception

2

4

6

8

Discount and/or tickets to Art Uncorked

2

3

4

5

Discount and/or tickets to Croquet

5% + (2) tix

10% + (2) tix

15% + (4) tix

20% + (4) tix

Discount and/or tickets to Hartford City Center or Providence City Center Holiday Gala. **Hartford Only.

10% + (2) tix**

5% + (2) tix

10% + (2) tix

15% + (4) tix

20% + (4) tix

Discount and/or tickets to Hartford City Center Clam Bake

10% + (2) tix

5% + (2) tix

10% + (2) tix

15% + (4) tix

20% + (4) tix

Complimentary IIDA NE Industry Individual Memberships for 2019. (Must have at least 1 paying member in order to participate)

1





2

2

2

DISCOUNTS

FOLLOW US!

 **@IIDANE**
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#IIDANE

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chapter
2019 HCC CHAPTER SPONSOR

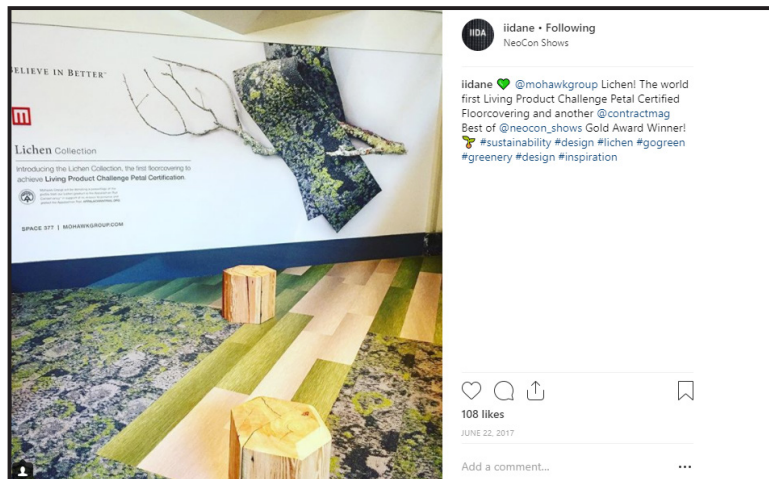
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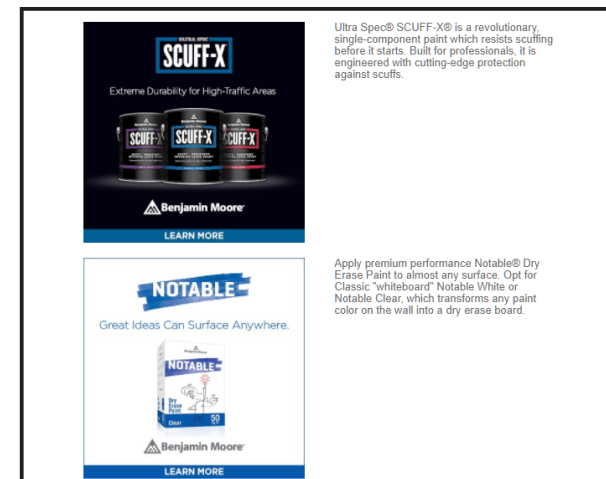
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chapter
2019 SUSTAINING CHAPTER SPONSOR

IIDA | NEW ENGLAND
chapter
2019 TITLE CHAPTER SPONSOR

EMAIL SIGNATURES



INSTAGRAM POST



WIRE AD



DIGITAL SLIDE AD



BANNER

VISIBILITY EXAMPLES

PRE-SALE SPONSORSHIP OPPORTUNITIES FOR IIDA NE TOP EVENTS

For 2019 you have access to a pre-sale of event sponsorship opportunities for the Business Leader's Breakfast, Design Awards, Fashion Show, and Croquet Tournament. Please refer to the following pages for detailed benefits of our chapter events.

PLEASE NOTE: Event sponsorship pre-sale ends January 15, 2019



FASHION SHOW BENEFITS

	GOLD	PLATINUM	DIAMOND	TITANIUM	LIVESTREAM
	\$1,800	\$2,800	\$3,800	\$5,300	\$7,300
RESTRICTIONS	unlimited	unlimited	unlimited	unlimited, non-competing	5 max, non-competing
Sponsorship may be split between two collaborating companies. <i>Each of 2 company logos will appear at 50% of the size of single company sponsor logos.</i>	no	no	yes	yes	no
VISIBILITY					
Logo Recognition on IIDA NE website & Facebook page.	✓	✓	✓	✓	✓
Social Media Shout-Outs on IIDA NE Instagram & Twitter accounts	2	2	2	3	4
Badge Ribbons indicating sponsorship level	✓	✓	✓	✓	✓
On-Stage Recognition by hosts during show	✓	✓	✓	✓	✓
Event Program Highlight <i>Designed in collaboration with the event graphics sub-committee.</i>		Quarter Page	Quarter Page	Half Page	Full Page
On-stage Award Presentation <i>Excluding Best in Show Award, to be determined by the show committee.</i>					✓
Premium Brand Presence includes your logo on:					
After Party Decor			✓	✓	✓
Red Carpet Step & Repeat Backdrop				✓	✓
BCEC Interior Video Wall				✓	✓
BCEC Exterior Video Marquee				✓	✓
Livestream broadcast during the show & animated logo intro to each team's post show video segment hosted on the IIDA NE Vimeo channel					✓
HOSPITALITY					
Complimentary Parking Passes	1	2	3	4	4
VIP-only Bar Access for you and your guests at the pre-show, during the show, and after party. <i>You and your guests will be identified by sponsor and VIP badge ribbons.</i>				✓	✓
Premium Table Placement <i>Tables/Tickets are not included in the sponsorship fee, and must be purchased separately.</i>	1	1	2	3	3
DISCOUNTS					
Entry Fee Waiver if part of an entry team			✓	✓	✓
Tables / Tickets at IIDA Member Rate	✓	✓	✓	✓	✓

BUSINESS LEADER'S BREAKFAST BENEFITS

	GOLD	PLATINUM	DIAMOND	TITANIUM
	\$1,750	\$2,750	\$3,750	\$5,250
RESTRICTIONS	unlimited	unlimited	unlimited	unlimited, non-competing
Sponsorship may be split between two collaborating companies. <i>Each of 2 company logos will appear at 50% of the size of single company sponsor logos.</i>	yes	yes	yes	yes
VISIBILITY				
Logo Recognition on IIDA NE website, Instagram & Facebook page.	✓	✓	✓	✓
Social Media Shout-Outs on IIDA NE Instagram & Twitter Accounts	1	2	3	4
Badge Ribbons indicating sponsorship level		✓	✓	✓
Pre-Show Slides	2	3	4	5
Logo Recognition in program	✓	✓	✓	✓
Logo Recognition at each floral arrangement				✓
Logo Recognition at breakfast event as well as during Honoree Reception	✓	✓	✓	✓
On-Stage Recognition by hosts during show	✓	✓	✓	✓
Event Program Highlight <i>Designed in collaboration with the event graphics sub-committee</i>		Quarter Page	Half Page	Full Page
HOSPITALITY				
Complimentary Parking Passes for the Breakfast Event		1	2	3
Premium Table Placement <i>Tables/Tickets are not included in the sponsorship fee, and must be purchased separately.</i>	2	2	2	2
DISCOUNTS				
Tickets at IIDA Member Rate	✓	✓	✓	✓
Complimentary Tickets to attend the Honoree Reception	2	4	6	8

DESIGN AWARDS BENEFITS

	GOLD	PLATINUM	DIAMOND	TITANIUM
	\$1,750	\$2,750	\$3,750	\$5,250
RESTRICTIONS	unlimited	unlimited	unlimited	unlimited, non-competing
Sponsorship may be split between two collaborating companies. <i>Each of 2 company logos will appear at 50% of the size of single company sponsor logos.</i>	no	no	yes	yes
VISIBILITY				
Logo Recognition on IIDA NE website, Instagram & Facebook page.	✓	✓	✓	✓
Social Media Shout-Outs on IIDA NE Instagram & Twitter Accounts	1	2	3	4
Logo Recognition in program	✓	✓	✓	✓
Pre-Show Slides	2	3	4	5
Badge Ribbons indicating sponsorship level	✓	✓	✓	✓
On-Stage Recognition by hosts during show	✓	✓	✓	✓
Highlight in Digital Event Booklet <i>Designed in collaboration with the event graphics sub-committee.</i>	Quarter Page	Half Page	Full Page	Full Page
Company Logo on Step & Repeat Backdrop			✓	✓
Instagram Takeover		✓	✓	✓
Option to Announce Category Winner			✓	✓
Option to Participate in Design Awards Introduction Video				✓
HOSPITALITY				
Complimentary Transportation Discounts		2	3	4
VIP-Pre Party Access for you and your guests to meet the judges <i>You and your guests will be identified by sponsor and VIP badge ribbons.</i>	✓	✓	✓	✓
VIP Server & Bar Access				✓
Premium Table Placement <i>Tables/Tickets are not included in the sponsorship fee, and must be purchased separately.</i>	1	1	2	2
DISCOUNTS				
Tickets at IIDA Member Rate	✓	✓	✓	✓

CROQUET BENEFITS

	FLAG	WICKET	MALLET	POST	ROQUET	CITY TO OCEAN TRANSPORT
	\$500	\$1,000	\$1,500	\$2,500	\$3,500	\$3,000
RESTRICTIONS	unlimited	unlimited	unlimited	unlimited	unlimited, non-competing	3 max, non-competing
Sponsorship may be split between two collaborating companies. <i>Each of 2 company logos will appear at 50% of the size of single company sponsor logos.</i>	no	no	no	yes	yes	no
VISIBILITY						
Court Side Lawn Signs with logo at event. Placement of signs reflective of sponsor level.	✓	✓	✓	✓	✓	✓
Social Media Shout-Outs on chapter social media channels		✓	✓	✓	✓	✓
Logo Recognition on IIDA NE website, Instagram & Facebook page.	✓	✓	✓	✓	✓	✓
Verbal Acknowledgement during the event	✓	✓	✓	✓	✓	✓
Company Representatives Announce Winners					✓	
Signage with Logo Displayed on Bus						✓
Company Name Listed with Bus Transport during registration						✓
HOSPITALITY						
Free Drink Tickets	4	6	8	10	15	10
Complimentary Uber Code <i>Up to \$15</i>			2	4	4	
Seats Reserved on luxury coach bus for sponsors and their guests						10
DISCOUNTS						
Tickets at IIDA Member Rate	✓	✓	✓	✓	✓	✓

THANK YOU TO OUR 2018 CHAPTER SPONSORS

TITLE



Tandus Centiva
A Tarkett Company

PATRON



HAWORTH® | Environments  at Work.

Steelcase |  RED THREAD

Kimball® |  strategic spaces DIRT™

SUSTAINING

Knoll

 Office Resources
Spaces that Work

DONOR

 Benjamin Moore®

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 KI
Furnishing Knowledge®

 TRINITY
BUILDING + CONSTRUCTION MANAGEMENT CORP.

■ D.L.Couch



Secure your IIDA NE 2019 Chapter Sponsorship today by visiting our website at www.iidane.org/2019sponsorship or reaching out to the IIDA NE Sponsorship team at Kara_Hanson@gensler.com

Important Deadlines:

January 15, 2019 - Event Sponsorship Pre-Sale Deadline

February 28, 2019 - Chapter Sponsor Deadline

IIDANE.ORG

Jessica Bartram, CMP, Chapter Administrator

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