

2020 BLB SPONSORSHIP PACKAGE



**IIDA NE
BUSINESS
LEADERS
BREAKFAST**

WESTIN WATERFRONT / 04.29.20

IIDA

NEW ENGLAND
chapter

BUSINESS LEADERS BREAKFAST

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DEAR POTENTIAL SPONSOR,

We invite you to attend the 28th Annual IIDA New England Business Leaders Breakfast, hosted at the Westin Boston Waterfront on Wednesday, April 29, 2020. The Business Leaders Breakfast is a great opportunity to network with peers and colleagues in the industry and attracts guests from architecture and design, real estate, engineering and construction.

This year's event highlight will be our keynote, Robyn Benincasa who is a Top Leadership and Teamwork Motivational Speaker, Full-time Firefighter, Adventure Racing World Champion, CNN Hero, and Bestselling Author.

Additionally this year's event will honor Matt Hyatt, Principal at Bergmeyer for his commitment to being a leader and role model in our industry. Chapter and Event Sponsors will be invited to attend an exclusive, intimate honoree reception the evening of April 16th. An award will also be given to one individual from the 2019 Class of the Emerging Leader Network for their outstanding growth and achievements in the past year through the Emerging Leader program!

Tickets are sold at near cost to IIDA NE members, making sponsorships a major key to making and keeping the Business Leaders Breakfast a success. Please support IIDA and the 28th Annual Business Leaders Breakfast by sponsoring at one of our top levels indicated in this document. On behalf of our entire committee, thank you for your consideration in sponsoring one of the premier professional programs and networking events in the region as well as for your support of IIDA New England.

Best,



Allison Hemeon, Industry IIDA
RED THREAD
EVENT CHAIRPERSON

AWaters@red-thread.com



Luke Tanguay, IIDA
CBT
EVENT CHAIRPERSON

tanguay@cbtarchitects.com

2020 COMMITTEE MEMBERS:

Mai Nguyen **SPINNEYBECK-FILZFELT**
VP OF CHAPTER EVENTS

Jessica Bartram
CHAPTER ADMINISTRATOR

Sarah Attia **MARGULIES PERRUZZI**

James Boland **KNOLL**

Sandi Cooper **PEABODY OFFICE**

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Corinna Ghilardi **HUMANSCALE**

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AND DESIGN GROUP

Joe Mascaro **HABITAT MATTER**

Jen Smith **GILBANE**

Sarah Springer **JACOBS**

Samantha Wilber **ILLUMINATE**



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2020 HONOREE



MATT HYATT

NCARB, AIA, IIDA, LEED AP BD+C
BERGMEYER | PRINCIPAL

Matt has been with Bergmeyer for 25 years, starting out as an intern and is currently a Principal. He directs many diverse design teams from research and idea generation through concept development and

implementation. Matt has authored some of the firm's most innovative and memorable work including the first dining hall renovation in the country to receive LEED Gold.

An experienced collaborator, Matt also understands construction and how ideas are translated in the built environment and encourages the contributions of fabricators and builders as well as clients and stakeholders as critical participants in his widely-inclusive design process. Within his design teams, Matt does not draw a line between architects and designers but, instead, fosters a collaborative team setting that allows everyone to exercise their talents and creativity uniquely and successfully.

He is a dedicated and valued leader of Bergmeyer and the true heart and soul of the firm. Matt is a VERY active member of the IIDA NE community, and is currently involved with ELN, L.E.A.D, ABX, Workplace Innovation Committee, and the Fashion Show Committee.

2020 SPEAKER



ROBYN BENINCASA

Robyn Benincasa is a top motivational speaker on leadership, adventure racing world champion, CNN Hero, founder of Project Athena, and bestselling author. She won two World Adventure Races and holds three Guinness World Records for long-distance kayaking. Her book on teamwork and leadership, *How Winning Works*, is a New

York Times bestseller. Her entertaining keynotes show audiences the foundations of inspired leadership and how to win as a team.

NBC, ABC, CNN, ESPN, USA Network, The Today Show, Live With Regis, Dateline NBC, The Discovery Channel, Vogue, Harper's Bazaar, Runners World and Outside Magazine have all featured Robyn and her teams' amazing accomplishments. Most recently, Robyn was named one of the Top 10 Speakers Featured by the Harvard Business Review and one of the Top 10 New York Times Bestselling Authors Who Can Better Your Company and Your Life in 2018. She has also been named a Top 5 Business Speaker for five years by Speaking.com and one of the 10 Highest Rated Inspirational Speakers for Business by Derek Sweeney. And Robyn accepts full blame for inspiring people to do insane things like climb Mount Kilimanjaro, run their first triathlon, start their own adventure racing teams, hike across the Grand Canyon with a group of Survivors, or start their own businesses.

This is, after all, who she is and what she does: Robyn Benincasa inspires people to grab life with one hand, grab their teammates with the other, and to create that special magic that makes all of us better together than we ever would have been alone!



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ARTLIFTING

EMPOWERS ARTISTS IMPACTED BY HOMELESSNESS OR DISABILITIES.



2020 BENEFICIARY

ArtLifting empowers artists living with homelessness or disabilities through the celebration and sale of their artwork. ArtLifting is about creating opportunity, empowerment, and validation.

ArtLifting offers their artists the chance to secure their own income through the sale of original paintings, prints, and products. By showcasing and selling artwork via [ArtLifting.com](https://www.artlifting.com), their artists gain self-confidence that permeates all aspects of their lives.

Artists have earned over \$1,300,000

55% of profit goes to artists

1% goes to community service organizations



2019 SPONSORSHIP BENEFITS OVERVIEW

| | 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 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 |
| NEW! 24-hr Instagram Takeover in the weeks leading up to the event | | | | ✓ |
| Badge Ribbons indicating sponsorship level | ✓ | ✓ | ✓ | ✓ |
| Pre-Show Slides | | 2 | 3 | 4 |
| 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 | ✓ | ✓ | ✓ | ✓ |
| NEW! Coffee Sleeves with company logo for coffee cups during networking hour | | | ✓ | |
| Event Program Highlight <i>Designed in collaboration with the event graphics sub-committee</i> | | Quarter Page | Half Page | Full Page |
| Product Placement <i>Designed in collaboration with committee, we will work with you to stage your product at a prominent location</i> | | | | ✓ |
| Complimentary Notebooks <i>IIDA NE branded notebooks featuring cover art by our beneficiary ArtLifting</i> | | | 3 | 5 |
| 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. Seating arrangements are subject to change on an annual basis. Premium = as close to the stage as possible Preferred = seats are placed before non-sponsoring attendees</i> | 2 Preferred | 2 Preferred | 2 Preferred | 2 Premium, additional preferred |
| Complimentary Tickets to attend the Honoree Reception | 2 | 4 | 6 | 8 |
| DISCOUNTS | | | | |
| Tickets at IIDA Member Rate | ✓ | ✓ | ✓ | ✓ |

PLATINUM, DIAMOND & TITANIUM BENEFIT!



PROGRAM ADVERTISEMENTS

PLATINUM - 1/4 PAGE AD

DIAMOND - 1/2 PAGE AD

TITANIUM - FULL PAGE AD

Work with our graphics team to design an advertisement for your company to be featured in our printed program!

Program is a 5" x 7" booklet in full color with bleeds on all edges.

NEW! DIAMOND BENEFIT!

COFFEE SLEEVES

Coffee Sleeves branded with company logo for coffee cups during networking hour.



EXCLUSIVE TITANIUM BENEFIT!

PRODUCT PLACEMENT OPPORTUNITY

Are you a furniture vendor?

Let's display your latest product in a creative way! Either on stage or in another prominent area! It'll be sure to be a feature focal point!

Are you a flooring or textile company?

Let's use your product to create an artistic focal point! Let's roll out the red carpet for our guests! Or make some runners for our coffee hour tables using your latest product!

Do you have another product?

Let's work together to find a creative way to feature it at our event and be seen by nearly 600 people from across our industry!

Sponsors are responsible for transportation to and from the venue as well as for the set-up and break-down of any displays.



*Photos from the 2018 IIDA Annual Meeting

**Photography by Unix Alcaayaga



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04.29.20 // 7AM - 10AM

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