

IIDA NEW ENGLAND CHAPTER SPONSORSHIP
2017 OPPORTUNITIES

Did You Know?

The **INTERIOR DESIGN** industry provides an estimated **\$96 BILLION** in annual revenue.

2,125 PEOPLE in the state of Massachusetts have occupations in industries related to **INTERIOR DESIGN**.

In Massachusetts, **EVERY \$1** in revenue from the **INTERIOR DESIGN** sector can generate **\$0.45** in other **INDUSTRIES**.

SUPPLIERS to **INTERIOR DESIGN** firms in Massachusetts generate **\$282.1 MILLION** in revenue and **1,635 JOBS**.

Message From The President

I've had the wonderful pleasure of witnessing all of the hard work and benefit to the community that our members and volunteers provide. Your generous support makes what we do possible.

Our mission – **To enhance the quality of life through excellence in interior design and to advance interior design through knowledge** – supported by you, our chapter sponsors, is our passion. We are proud of our signature events, the Fashion Show, Business Leaders Breakfast, Design Awards and our longstanding Professional Development Programs, Principal's Round Table and Student Portfolio Day. In addition to our legacy offerings, the Chapter Sponsor program enables us to launch new initiatives such as the Emerging Leaders Network, NCIDQ Prep Course, Student Mentorship Program, Philanthropy Committee, and more!

We are a strong chapter with very **active** and **involved** members across New England. Our events exhibit the highest level of professionalism and excellence. Our programs reach across the spectrum of our membership, from students to firm Principals and Design Leaders.

Should you have any questions or wish to discuss opportunities that best fit your company's needs, please contact me or Andrea Coan, our VP of Sponsorship, at Andrea_Coan@knoll.com.

Thank you for your support of everything we do and your investment in our community. We welcome you in joining our quest to enhance the quality of life through design!



Paul Lewandowski IIDA, AIA, LEED AP, NCARB
Design Principal, Lavallee Brensinger Architects
President, IIDA New England

Paul.Lewandowski@lbpa.com

What Others Are Saying

We have found that sponsoring IIDANE has been an **incredibly rewarding and valuable experience** from a marketing and networking standpoint. Additionally it allows us to stay up to date with industry trends and help support and develop young design professionals. Being an IIDA Chapter Partner has been an enriching partnership and one we hope to continue for years to come.

// Paul Mancini

VP Business Development + Preconstruction
Trinity Building + Construction Management Corp

Our relationships mean everything to us. For GD Group, a company in only its fourth year in business, we decided to become a Chapter Partner in IIDANE. We made a decision to invest our marketing dollars in an organization whose members are supporting our business every day. IIDANE Chapter Sponsorship **enables our small company a chance at great exposure** to our community of interior designers.

// Gregg Doble

Principal
GD Group

Being an IIDANE Chapter Partner is an integral part of Office Resources' identity in the Boston design community. It affords us a tremendous platform to showcase our Knoll product offerings and related services. Additionally, it is an immense **gateway to expanding existing relationships** and forging alliances within the overall business community.

// Kevin Barbary

Principal
Office Resources

2017 Chapter Partnership Opportunities

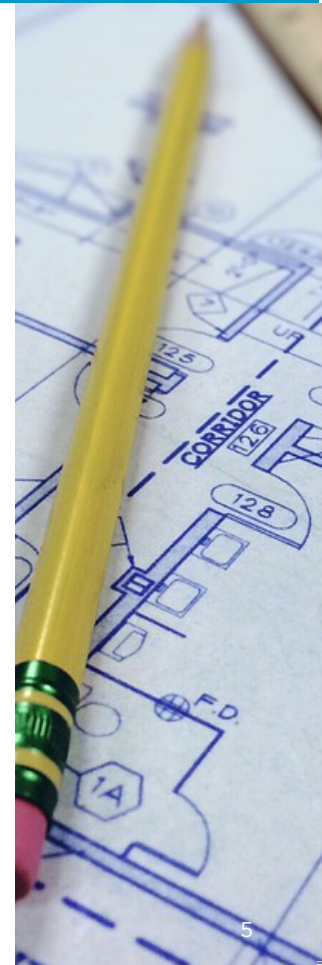
CHAPTER PARTNER EXCLUSIVE EVENTS

Opportunities for Partners Only

- Name Recognition at Every Event
- Banners at every IIDA Event with logos
- Attendance at Yearly Principles Round Table Dinner (MA, RI and CT)
- Appreciation Dinner
- Exclusive IIDA NE Events, TBD (Professional & Associate Members Only. No Industry Members)
- Emerging Leaders Graduation
- Evening Reception for Speaker at Business Leaders Breakfast Event
- IIDA NE Board Retreat
- City Center Events
- City Center Holiday Parties

Anticipated Programs

- Ski Trip with IIDA NE Professional & Associate Members only
- Hands On / Interactive Group Event
- Architectural Tour
- Inspirational Speaker Dinner Event



2017 Chapter Partnership Opportunities

BENEFIT	TITLE (\$15,000)	SUSTAINING (\$12,500)	PATRON (\$10,000)	DONOR (\$7,500)
Partner Industry segment	Exclusive (no competitive companies)	Non-Exclusive	Non-Exclusive	Non-Exclusive
Discount on ticket packages at Member pricing for major chapter events (Business Leaders Breakfast, Design Awards, Croquet and the Fashion Show).	20%	15%	10%	5%
One (1) free table of ten (10) at the Fashion Show.	✓			
One (1) free table of ten (10) or ten seats at the Design Awards.		✓		
One (1) free table of ten (10) at the Business Leaders Breakfast.			✓	
One half (1/2) free table of five (5) or five seats at the Business Leaders Breakfast.				✓

2017 Chapter Partnership Opportunities

BENEFIT	TITLE (\$15,000)	SUSTAINING (\$12,500)	PATRON (\$10,000)	DONOR (\$7,500)
Free tickets to Art Uncorked 2017 (Date TBD)	5	4	3	2
Free tickets to Croquet 2017 (Date TBD)	4	4	2	2
Company logo on all IIDA NE printed and electronic communications.	✓	✓	✓	✓
Company profile in one issue of IIDA Wire. (Guidelines will be released upon commitment)	✓			
Verbal recognition at every event.	✓	✓	✓	✓

2017 Chapter Partnership Opportunities

BENEFIT	TITLE (\$15,000)	SUSTAINING (\$12,500)	PATRON (\$10,000)	DONOR (\$7,500)
Banner with logo at every event.	✓	✓	✓	✓
Use of IIDA NE logo on your company email signature.	“Title Sponsor 2017”	“Sustaining Sponsor 2017”	“Patron Sponsor 2017”	“Donor Sponsor 2017”
Recognition on IIDA NE website.	Title Chapter Partner (company logo + hyper-link)	Sustaining Chapter Partner (company logo + hyper-link)	Patron Chapter Partner (company logo + hyper-link)	Donor Chapter Partner (company logo)
Complimentary guest admissions to the Business Leaders Breakfast Honoree Reception, held on the evening before the event.	8 tickets	6 tickets	4 tickets	2 tickets
Premium location seating at major chapter events.	✓	✓	✓	✓
Dedicated concierge service to assist in coordinating the services and benefits of the program.	✓	✓	✓	✓

2017 Chapter Partnership Opportunities

BENEFIT	TITLE (\$15,000)	SUSTAINING (\$12,500)	PATRON (\$10,000)	DONOR (\$7,500)
Individual from your organization to announce an award at the Design Awards event in March 2017.	✓			
Complimentary IIDA NE Industry Memberships for 2017. (Must have at least 1 paying Member in order to participate in program.)	2	2	2	1
Promotional articles / ads per year on your company's behalf in IIDA NE Wire. (Guideline will be released upon commitment.)	5	4	3	2
Opportunity to host a CEU or Professional Development lecture at your facility, topic of your choice. IIDA NE to fund food & beverages.	✓	✓	✓	✓
Opportunity to host an Emerging Leaders Event at your facility, topics are predetermined by the committee. IIDA NE to fund food & beverages.	✓	✓	✓	✓

2017 Chapter Partner Sponsorship Commitment Sheet

Company Name (as it should appear on all printed / electronic communications):

Local Contact Name _____

E-mail _____ Phone _____

Corporate Contact Name (if different from above) _____

E-mail _____ Phone _____

Billing Address _____ City _____ State _____

Zip _____

CHAPTER PARTNER LEVEL:

Title \$15,000.00 Sustaining \$12,500.00 Patron \$ 10,000.00 Donor \$ 7,500.00

Please complete and send this form to: Jessica Bartram, jbartram@intrinsec.com. An invoice will be generated and sent to the address provided. Payment for Chapter Partnerships are due no later than **January 31, 2017**.

All questions can be directed to Andrea Coan, VP of Sponsorship, at Andrea_Coan@knoll.com or **781.883.3031**.

Thank you for supporting IIDA New England!

2017 Alternate Event Sponsorship Options

Chapter Partners automatically sponsor each event, but should you want additional sponsoships, here are the opportunities.
Company Name (as it should appear on all printed / electronic communications):

Local Contact Name _____

E-mail _____ Phone _____

Corporate Contact Name (if different from above) _____

E-mail _____ Phone _____

Billing Address _____ City _____ State _____ Zip _____

CHAPTER EVENTS:

Design Awards

- Titanium \$5,250 (non-competing)
- Diamond \$3,750
- Platinum \$ 2,750
- Gold \$ 1,750

Croquet

- Titanium \$5,250 (non-competing)
- Diamond \$3,750
- Platinum \$ 2,750
- Gold \$ 1,750

Business Leaders Breakfast

- Titanium \$5,250 (non-competing)
- Diamond \$3,750
- Platinum \$ 2,750
- Gold \$ 1,750

Art Uncorked

- Titanium \$5,250 (non-competing)
- Diamond \$3,750
- Platinum \$ 2,750
- Gold \$ 1,750

Fashion Show

- Titanium \$5,250 (non-competing)
- Diamond \$3,750
- Platinum \$ 2,750
- Gold \$ 1,750

Please complete and send this form to:
Jessica Bartram, jbartram@intrinxec.com.
An invoice will be generated and sent to the
address provided. Payment for sponsorships
are due no later than **January 31, 2017**.
Thank you for supporting IIDA New England!



IIDANE.ORG

Jessica Bartram, CMP, Chapter Administrator

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