



2017
**CHAPTER
SPONSORSHIP
OPPORTUNITIES**

LETTER FROM THE PRESIDENT



Dear Friends of IIDA Southern California,

Thank you for all your support in 2016! I hope you had a chance to attend some of our key events this year - the Calibre Design Awards, Leaders Breakfast, one of our City Center Fashion Shows or NeoConnect trade shows. We've also provided opportunities for local students with several City Center programs as well as the Chapter-wide Portfolio Competition and Charette, where students can win cash awards and a chance to compete at NeoCon. In addition, our Professional Development team offers CEU programs throughout the year, culminating in our Spring and Fall Speaker Series with well-known design industry speakers.

Our plans for 2017 are even more ambitious as we work to add programs and provide benefits to the IIDA Membership and Design Community.

As you explore the 2017 Chapter Sponsor opportunities in this document, you'll see a new series of benefits for most levels of sponsorship including the first chance to secure a booth at NeoConnect, first chance to sponsor a Fashion Show and the option to sponsor the newly planned pre-event Pool Party at the Calibre Design Awards! And for the top sponsorship levels, we've added the chance to obtain feedback from key design professionals in a focus group for one of your new products.

At the heart of everything IIDA SoCal does is our commitment to our Members and Building Community. We are honored to be able to bring designers, vendors, manufacturers, suppliers, educators and students together -- all in promotion of the same goal - to support the commercial interior design community in Southern California and provide opportunities for Members and Sponsors.

We would be honored to have you invest with us this year. Whichever level you choose, be assured that your generous support is thoughtfully and respectfully utilized.

On behalf of the Executive Board, our Chapter Leadership, our Members and the Design Community, thank you in advance for your generous consideration!

Warmest Regards,

A handwritten signature in black ink, appearing to read 'Carlos Posada', followed by a long horizontal line.

Carlos Posada, IIDA, LEED AP
President, IIDA Southern California Chapter



ABOUT OUR CHAPTER

2016 LARGE CHAPTER OF THE YEAR

This prestigious award recognizes a Chapter, from across North America and abroad, that sets a stellar example for the organization, advancing and enhancing the profession of Interior Design through excellent programs, increased membership, quality publications, and graphics.

2015-16 EVENTS



BOARD OF DIRECTORS 2016-2017

PRESIDENT

Carlos Posada, IIDA, LEED AP, Gensler

PRESIDENT-ELECT

Stephanie Heiple, IIDA, LEED AP, BD + C, EDAC, CBRE

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Christine Peter, Ind. IIDA

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Hana Dorani, Ind. IIDA, Knoll
Tanya Villalpando, Assoc. IIDA, Gensler

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Cara MacArthur, IIDA, HOK

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VP STUDENT AFFAIRS

Edgardo Caceres, IIDA, RDI, Gensler
Jessica Collins, IIDA, LEED GA, HOK

WHY IIDA? WE CONNECT **THE INDUSTRY**

CHAPTER EVENTS

CALIBRE AWARDS

The Calibre Design Awards recognizes design excellence in commercial interior design in Southern California, and acknowledges the teamwork required to deliver outstanding design. The Calibre Design Awards will be held May 19, 2017.

LEADERS BREAKFAST

Leaders Breakfast is an annual breakfast event in September. It features a compelling keynote speaker to inspire attendees. During the event, we also honor someone in the local design community for their contributions to the industry.



CITY CENTER EVENTS

CITY CENTER FASHION SHOWS

Each year, we hold fashion show events throughout Southern California. These couture runway events feature a cohesive theme around which architects, designers and students create custom outfits, created using typical interior design finish materials.

SPEAKERS SERIES

We host a series of lectures twice a year in the spring and fall with a leading design industry luminary speaking about design issues relevant to all. CEU credits are also available.

NEOCONNECT

NeoConnect is the premier contract interiors exhibit, showcasing the latest trends for commercial environments in Southern California. Booths of varying sizes are available at IIDA NeoConnect events in Inland Empire, Orange County and San Diego each year.

These events are included in Chapter Sponsor packages.



SPONSOR BENEFITS GENERAL

	TITLE	SUSTAINING	PATRON	DONOR	FRIEND	DESIGN PARTNER
MARKETING	<ul style="list-style-type: none"> Chapter will like or follow your company on social media Logo on weekly e-news with link to your website Logo on all event marketing collateral and in sponsor recognition segments of event powerpoint /production Use of Chapter logo and Calibre Design Awards logo with your corporate standard identity through current year Two targeted eblasts to IIDA SoCal Associate and Professional Members Five chapter Design Professionals will donate time for two focus sessions with your company to provide direction on new product or advertising of your choosing 	<ul style="list-style-type: none"> Chapter will like or follow your company on social media Logo on weekly e-news with link to your website Logo on all event marketing collateral and in sponsor recognition segments of event powerpoint /production Use of Chapter logo and Calibre Design Awards logo with your corporate standard identity through current year Two targeted eblasts to IIDA SoCal Associate and Professional Members Five chapter Design Professionals will donate time for one focus session with your company to provide direction on new product or advertising of your choosing 	<ul style="list-style-type: none"> Chapter will like or follow your company on social media Logo on weekly e-news with link to your website Logo on all event marketing collateral and in sponsor recognition segments of event powerpoint /production Use of Chapter logo and Calibre Design Awards logo with your corporate standard identity through current year One targeted eblast to IIDA SoCal Associate and Professional Members 	<ul style="list-style-type: none"> Chapter will like or follow your company on social media Logo on weekly e-news with link to your website Logo on all event marketing collateral and in sponsor recognition segments of event powerpoint /production Use of Chapter logo and Calibre Design Awards logo with your corporate standard identity through current year One targeted eblast to IIDA SoCal Associate and Professional Members 	<ul style="list-style-type: none"> Chapter will like or follow your company on social media Logo on weekly e-news with link to your website Logo on all event marketing collateral and in sponsor recognition segments of event powerpoint /production Use of Chapter logo and Calibre Design Awards logo with your corporate standard identity through current year One targeted eblast to IIDA SoCal Associate and Professional Members 	<ul style="list-style-type: none"> Chapter will like or follow your company on social media Logo on weekly e-news with link to your website Logo on all event marketing collateral and in sponsor recognition segments of event powerpoint /production Use of Chapter logo and Calibre Design Awards logo with your corporate standard identity through current year Three Professional or Associate 1-year Memberships (must be new members)
IIDA SOCIAL WEBSITE	<ul style="list-style-type: none"> Banner ad on Chapter website with link to your website Two blog posts in e-news and on Chapter website 	<ul style="list-style-type: none"> Logo on Chapter website with link to your website Two blog posts in e-news and on Chapter website 	<ul style="list-style-type: none"> Logo on Chapter website with link to your website One blog post in e-news and on Chapter website 	<ul style="list-style-type: none"> Logo on Chapter website with link to your website One blog post in e-news and on Chapter website 	<ul style="list-style-type: none"> Logo on Chapter website with link to your website One blog post in e-news and on Chapter website 	<ul style="list-style-type: none"> Logo on Chapter website with link to your website Two blog posts of featured projects in e-news and on Chapter website
SPONSOR APPRECIATION RECEPTION	<ul style="list-style-type: none"> Invitation for four guests 	<ul style="list-style-type: none"> Invitation for three guests 	<ul style="list-style-type: none"> Invitation for three guests 	<ul style="list-style-type: none"> Invitation for two guests 	<ul style="list-style-type: none"> Invitation for two guests 	<ul style="list-style-type: none"> Invitation for four guests
EVENTS	<ul style="list-style-type: none"> First opportunity to sponsor any/all three Fashion Shows (additional fees apply) First opportunity to secure a booth at any/all three NeoConnects (additional fees apply) Sponsor table recognition at Calibre Design Awards & Leaders Breakfast 	<ul style="list-style-type: none"> First opportunity to sponsor any/all three Fashion Shows (additional fees apply) First opportunity to secure a booth at any/all three NeoConnects (additional fees apply) Sponsor table recognition at Calibre Design Awards & Leaders Breakfast 	<ul style="list-style-type: none"> First opportunity to sponsor any/all three Fashion Shows (additional fees apply) First opportunity to secure a booth at any/all three NeoConnects (additional fees apply) Sponsor table recognition at Calibre Design Awards & Leaders Breakfast 	<ul style="list-style-type: none"> First opportunity to sponsor any/all three Fashion Shows (additional fees apply) First opportunity to secure a booth at any/all three NeoConnects (additional fees apply) Sponsor table recognition at Calibre Design Awards & Leaders Breakfast 	<ul style="list-style-type: none"> First opportunity to sponsor any/all three Fashion Shows (additional fees apply) First opportunity to secure a booth at any/all three NeoConnects (additional fees apply) Sponsor table recognition at Calibre Design Awards & Leaders Breakfast 	

SPONSOR BENEFITS EVENTS

	TITLE	SUSTAINING	PATRON	DONOR	FRIEND	DESIGN PARTNER
CALIBRE DESIGN AWARDS	<ul style="list-style-type: none"> Four tables in preferred seating area plus the option to purchase one additional table of 10 in preferred seating area Company logo included in the sponsor recognition segment of the CDA video production Credit as a Chapter Title Sponsor in the CDA publication and all event related promotional campaigns & editorials Sponsor table recognition 	<ul style="list-style-type: none"> Three tables in preferred seating area plus the option to purchase one additional table of 10 in preferred seating area Company logo included in the sponsor recognition segment of the CDA video production Credit as a Chapter Sustaining Sponsor in the CDA publication and all event related promotional campaigns & editorials Sponsor table recognition 	<ul style="list-style-type: none"> Two tables in preferred seating area plus the option to purchase one additional table of 10 in preferred seating area Company logo included in the sponsor recognition segment of the CDA video production Credit as a Chapter Patron Sponsor in the CDA publication and all event related promotional campaigns & editorials Sponsor table recognition 	<ul style="list-style-type: none"> One table in preferred seating area plus the option to purchase one additional table of 10 in preferred seating area Company logo included in the sponsor recognition segment of the CDA video production Credit as a Chapter Donor Sponsor in the CDA publication and all event related promotional campaigns & editorials Sponsor table recognition 	<ul style="list-style-type: none"> Five seats (1/2 table) in preferred seating area plus the option to purchase the balance of the table in preferred seating area Company logo included in the sponsor recognition segment of the CDA video production Credit as a Chapter Friend Sponsor in the CDA publication and all event related promotional campaigns & editorials 	<ul style="list-style-type: none"> Company logo included in the sponsor recognition segment of the CDA video production Credit as a Chapter Design Partner Sponsor in the CDA publication and all event related promotional campaigns & editorials
LEADERS BREAKFAST	<ul style="list-style-type: none"> One table of 10 seats in preferred seating area Sponsor table recognition Company logo on promotional pieces before and at event Company ad included in the PowerPoint presentation 	<ul style="list-style-type: none"> One table of 10 seats Sponsor table recognition Company logo on promotional pieces before and at event Company ad included in the PowerPoint presentation 	<ul style="list-style-type: none"> One table of 10 seats Sponsor table recognition Company logo on promotional pieces before and at event Company ad included in the PowerPoint presentation 	<ul style="list-style-type: none"> One table of 10 seats Sponsor table recognition Company logo on promotional pieces before and at event Company ad included in the PowerPoint presentation 	<ul style="list-style-type: none"> Five seats Sponsor table recognition Company logo on promotional pieces before and at event Company ad included in the PowerPoint presentation 	<ul style="list-style-type: none"> Company logo on promotional pieces before and at event Company ad included in the PowerPoint presentation
CITY CENTER FASHION SHOWS	<ul style="list-style-type: none"> Eight tickets to each city center Fashion Show Company logo on promotional pieces before and at event 	<ul style="list-style-type: none"> Six tickets to each city center Fashion Show Company logo on promotional pieces before and at event 	<ul style="list-style-type: none"> Six tickets to each city center Fashion Show Company logo on promotional pieces before and at event 	<ul style="list-style-type: none"> Four tickets to each city center Fashion Show Company logo on promotional pieces before and at event 	<ul style="list-style-type: none"> Two tickets to each city center Fashion Show Company logo on promotional pieces before and at event 	<ul style="list-style-type: none"> Company logo on promotional pieces before and at event
SPEAKERS SERIES	<ul style="list-style-type: none"> Eight tickets to each location 	<ul style="list-style-type: none"> Six tickets to each location 	<ul style="list-style-type: none"> Six tickets to each location 	<ul style="list-style-type: none"> Four tickets to each location 	<ul style="list-style-type: none"> Two tickets to each location 	
ADVERTISEMENTS	<ul style="list-style-type: none"> Calibre Design Awards: Back cover ad in publication Leaders Breakfast: Company ad included in the PowerPoint presentation 	<ul style="list-style-type: none"> Calibre Design Awards: Inside front or inside back cover and corresponding facing page in the publication. First come first served basis. Leaders Breakfast: Company ad included in the PowerPoint presentation 	<ul style="list-style-type: none"> Calibre Design Awards: Two-page spread ad in the publication. Leaders Breakfast: Company ad included in the PowerPoint presentation 	<ul style="list-style-type: none"> Calibre Design Awards: Full page ad in the publication Leaders Breakfast: Company ad included in the PowerPoint presentation 	<ul style="list-style-type: none"> Calibre Design Awards: 1/2 page ad in the publication Leaders Breakfast: Company ad included in the PowerPoint presentation 	<ul style="list-style-type: none"> Leaders Breakfast: Company logo included in the PowerPoint presentation

BECOME A SPONSOR

SPONSOR LEVELS

TITLE SPONSOR	\$30,000	-\$1,000
SUSTAINING SPONSOR	\$25,000	-\$750
PATRON SPONSOR	\$20,000	-\$500
DONOR SPONSOR	\$15,000	-\$500
FRIEND SPONSOR	\$10,000	-\$500
DESIGN PARTNER SPONSOR	\$5,000	-\$250

Early bird discount if
paid by Nov. 30, 2016

SUBMIT YOUR LOGO

Please collect your company's logo and send to the IIDA SoCal office at office@iida-socal.org. Be sure to include a contact person for technical questions.

LOGO SPECIFICATIONS

- File format: EPS file with Pantone PMS colors (preferred) or hi-res TIFF or JPEG files at 300dpi, roughly 3" x 3"
- Please also send a separate version in grayscale or black & white
- All logos are due by December 16, 2016.



CONTACT US

Early bird discount on all sponsor levels will be given if paid by November 30, 2016. All commitments must be submitted by December 16, 2016.

To pay online, please contact office@iida-socal.org for more information.

To pay by check, please make checks payable to IIDA Southern California and mail to:
2100 Montrose Ave. # 192, Montrose, CA 91021

For more information, please contact:

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