



2018
**CHAPTER
SPONSORSHIP
OPPORTUNITIES**

LETTER FROM THE PRESIDENT

Dear Friends and Community of IIDA Southern California,

On behalf of our executive board, I would personally like to say thanks for your support in 2017. Without your previous generosity, our chapter wouldn't be as successful or prosperous.

This year was truly one for the books, from our signature Calibre Design Awards to the newly relocated Leader's Breakfast at the tallest building west of the Mississippi. Each City Center has provided tours of innovative new spaces, directly sharing lessons learned from design masterminds. Our student centers opportunities have increased, as IIDA SoCal hosted a chapter-wide portfolio competition and charrette, engaging directly with the next generation of interior designers. The fashion shows were hugely successful this past calendar year, only to become more elaborate and illustrious for 2018. We invite you to stay close to us on social media, and follow us through the upcoming months.

2018 will be very active, as our executive board works diligently to add programs, events and speakers which appeal specifically to our special Southern California community. As you explore the 2018 Chapter Sponsor opportunities, pay attention to the showcased exclusive benefits -some of which allow first access to IIDA New Product Trade Show booths as well as premier VIP seating at our signature events. IIDA SoCal continues to grow our social media and digital presence, please note an elite benefit is that we



also want to promote yours! This is a unique sponsorship value, by inviting our sponsors to provide guest blog posts, received directly by hundreds of our members.

The goal for this year is provide value, by constantly asking: "What's in it for our members and our community?". IIDA SoCal encourages you to vocalize where your values lie within our industry, and the ways in which our organization can help. We wish to provide the best value from your kind generosity, to most innovatively serve our members for decades to come. As we plan events and gatherings, our commitment is to elevate the commercial interior design industry with you right beside us.

If you wish to learn more about the impact of your sponsorship, ask anyone of our executive board members. We couldn't continue to volunteer and love IIDA without the help of any one of these levels. Thank you for your consideration and I look forward to another positive year together.

Sincerely,

A handwritten signature in black ink that reads "Stephanie Heiple".

Stephanie Heiple, IIDA, LEED AP BD+C, EDAC, FMP
President, IIDA Southern California Chapter



ABOUT OUR CHAPTER

2017 EVENTS



BOARD OF DIRECTORS 2017-2018

PRESIDENT

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

PRESIDENT-ELECT

Tim Cowell IIDA, Headspace

IMMEDIATE PAST PRESIDENT

Carlos Posada IIDA, LEED AP
Gensler

VP ADVOCACY

Susan Coddington IIDA, CID, LEED AP
CDGLA

Christine Peter IND. IIDA

VP CITY CENTERS

Hana Dorani IND. IIDA, Knoll

Courtney Karlin IND. IIDA
Think Office Interiors

Elise Ozawa IND. IIDA
Momentum Group

VP COMMUNICATIONS

Grace Graff ASSOC. IIDA
Forms + Surfaces

Tanya Villalpando ASSOC. IIDA
Alexandria Real Estate

VP MEMBERSHIP

Amanda Kaleps ASSOC. IIDA
Wolcott Architecture | Interiors

Cara MacArthur IIDA, HOK

VP PROFESSIONAL DEVELOPMENT

Christina Huang IIDA, HOK

Stephanie Martinez IIDA, NDICQ
Steelcase

VP SPONSORSHIP

Cameron Grimsley IND. IIDA
Bentley

Lauren Thompson IND. IIDA
Momentum Group

VP STUDENT AFFAIRS

Edgardo Caceres IIDA, RDI, Gensler

Jessica Collins IIDA, LEED GA, HOK

DIRECTOR CHAPTER EVENTS

Kelsey Myatt IND. IIDA
Haworth

Debra Haas IND. IIDA
Interior Office Solutions

REGIONAL STUDENT AFFAIRS DIRECTOR

Aram Arakelian AFFIL. IIDA
Environmental Contracting Corporation

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 18, 2018.

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.

TURNING POINT 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.

IIDA NEW PRODUCT TRADE SHOW

The IIDA New Product Trade Show is the premier contract interiors exhibit, showcasing the latest trends for commercial environments in Southern California. Booths of varying sizes are available at IIDA New Product Trade Show 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 SPONSOR
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 4 guests 	<ul style="list-style-type: none"> Invitation for 3 guests 	<ul style="list-style-type: none"> Invitation for 3 guests 	<ul style="list-style-type: none"> Invitation for 2 guests 	<ul style="list-style-type: none"> Invitation for 2 guests 	<ul style="list-style-type: none"> Invitation for 4 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 IIDA New Product Trade Shows (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 IIDA New Product Trade Shows (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 IIDA New Product Trade Shows (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 IIDA New Product Trade Shows (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 IIDA New Product Trade Shows (additional fees apply) Sponsor table recognition at Calibre Design Awards & Leaders Breakfast 	

SPONSOR BENEFITS EVENTS

	TITLE	SUSTAINING	PATRON	DONOR	FRIEND	DESIGN SPONSOR
CALIBRE DESIGN AWARDS	<ul style="list-style-type: none"> Four tables 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 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 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 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 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 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 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 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"> Five 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"> 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
TURNING POINT 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"> Calibre Design Awards: 1/2 page ad in the publication Leaders Breakfast: Company ad included in the PowerPoint presentation

BECOME A SPONSOR

SPONSOR LEVELS

TITLE SPONSOR	\$30,000	<i>- \$1,000</i>
SUSTAINING SPONSOR	\$25,000	<i>- \$750</i>
PATRON SPONSOR	\$20,000	<i>- \$500</i>
DONOR SPONSOR	\$15,000	<i>- \$500</i>
FRIEND SPONSOR	\$10,000	<i>- \$500</i>
DESIGN SPONSOR*	\$5,000	<i>- \$250</i>

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.

- 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 15, 2017.

** This sponsorship is available to architect & design firms only.*



CONTACT US

Early bird discount on all sponsor levels will be given if paid by November 30, 2017. All other commitments must be submitted by December 15, 2017.

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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Vice President of Sponsorship
714.743.5549
Cameron.Grimley@bentleymills.com

Lauren Thompson, Ind. IIDA
Vice President of Sponsorship
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Visit iida-socal.org/sponsorship for more information.

