



**IIDA** | SOUTHERN  
CALIFORNIA  
chapter

2020  
**CHAPTER  
SPONSORSHIP  
OPPORTUNITIES**

# LETTER FROM THE PRESIDENT



**Dear Friends of IIDA Southern California,**

We want to sincerely thank you for your generous support of all that we represent and do in the Commercial Interior Design industry in Southern California. Our mission is to inspire, advance and connect our community, by providing meaningful resources to the commercial interior design industry, and to elevate the profession and enhance business value for all members. It is only through your partnership, that we are able to achieve those goals.

With your support, we expect that 2020 will be another incredible year for IIDA SoCal. We had an inspiring kick-off in July with our new Board of Directors, setting goals for the year and outlining a strategic plan for execution. Some of this year's goals include:

**Advocacy:** Efforts will continue at the local and state levels through our partnership with the IIDA Northern California Chapter, and in conjunction with our lobbyist. We plan to integrate Advocacy topics throughout the year's City Center events, in more engaging, educational, and (dare-we-say) fun formats!

**Student Affairs:** We will increase outreach to students by adding more Campus Centers to our program.

**Communications:** We are currently working on the launch for our new website, with more access to events and information about happenings in the industry, along with a an exciting refresh to the design.

**Professional Development:** The Turning Point Series will begin a new focus on Creativity, and we plan to launch two new Professional Development programs; a one-on-one Mentoring Program, as well as a year-long, workshop-structured Emerging Leaders Program for junior designers.

**Membership:** Events will have added value and benefits for our members, and we will issue a "Value of IIDA" document that outlines all of the incredible "bonuses" we have access to through membership.

We are continuing to offer multiple levels of sponsorship, and hope that you will find a level that aligns with your goals. We want to ensure that the value you, our Sponsors, are receiving exceeds your expectations.

On behalf of the IIDA SoCal Executive Board, our Members, and the entire Design Community, I would like to thank you for your continued support in 2020.

With gratitude,

Angela Ryan, CID, NCIDQ, IIDA, EDAC  
President, IIDA Southern California Chapter

# ABOUT OUR CHAPTER

## 2020 CHAPTER EVENTS

1  
FASHION  
SHOW

10  
STUDENT  
PROGRAMS

4  
IIDA NEW  
PRODUCT TRADE  
SHOWS

1  
CALIBRE  
DESIGN  
AWARDS

40  
ADDING  
VALUE TO  
MEMBERSHIP

1  
LEADERS  
BREAKFAST

17  
MEMBER  
ACTIVITIES

12  
PROFESSIONAL  
DEVELOPMENT  
CEUs & PANELS

## BOARD OF DIRECTORS 2019 - 2020



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Forms + Surfaces



Kim Smith-Weston IND. IIDA  
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Bethany Mueller IIDA, CID, NCIDQ, Ware Malcomb



REGIONAL STUDENT AFFAIRS DIRECTOR  
James Arakelian AFFIL. IIDA  
Environmental Contracting Corporation

# WHY IIDA? WE CONNECT **THE INDUSTRY**

## **CHAPTER EVENTS**

### **CALIBRE DESIGN 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 15, 2020. [Click here](#) to see the video from last year's event.

### **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**

This professional development program is held once a year, in each City Center, featuring a leading design industry luminary speaking about design issues relevant to all.

### **DESIGNCONNECT / DESIGNWALK**

IIDA's contract interiors exhibition showcases the latest trends for commercial environments in Southern California. These events will be held in all four of our City Centers in 2020.

*These are the events included in the Chapter Sponsor packages.*

# SPONSOR BENEFITS GENERAL

	<b>TITLE</b> <b>\$28,000</b> Limited to One Company Only	<b>PATRON</b> <b>\$20,000</b>	<b>DONOR</b> <b>\$15,000</b>	<b>FRIEND</b> <b>\$10,000</b>	<b>DESIGN SPONSOR</b> <b>\$5,000</b> Design Firms Only	<b>ADVOCACY SPONSOR</b> <b>\$1,000</b> Design Firms Only
<b>MARKETING</b>						
Logo on all event marketing collateral and in sponsor recognition segments of event powerpoint/production	●	●	●	●	●	Advocacy related events only
Chapter will like or follow your company on social media	●	●	●	●	●	●
Logo on weekly e-News with link to company website	●	●	●	●	●	
Use of Chapter logo and Calibre Design Awards logo with your corporate standard identity through current year	●	●	●	●	●	
Eblast to IIDA SoCal membership	2 eBlasts	1 eBlast	1 eBlast	1 eBlast		
The logo will appear larger and separate from the other sponsors. On a first come first served basis.	●					
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	●					
Three IIDA Associate or Professional memberships					●	
Possibility to meet with state legislators to discuss Advocacy initiatives					●	●
<b>IIDA SOCIAL WEBSITE</b>						
Logo on Chapter website with link to your website	●	●	●	●	●	Advocacy page only
Blog posts in e-News and on Chapter website	2 Posts	1 Post	1 Post	1 Post	2 Posts	
Banner ad on IIDA SoCal website home page	●					
<b>ADVERTISEMENTS</b>						
Calibre Design Awards - Ad in publication	Front cover or inside back cover and corresponding facing page	Two-page Spread	Full Page	1/2 Page	1/2 Page	Company name on advocacy page
Leaders Breakfast - Ad in PowerPoint presentation	●	●	●	●	●	Company logo only on advocacy slide

# SPONSOR BENEFITS EVENTS

	<b>TITLE</b> <b>\$28,000</b> Limited to One Company Only	<b>PATRON</b> <b>\$20,000</b>	<b>DONOR</b> <b>\$15,000</b>	<b>FRIEND</b> <b>\$10,000</b>	<b>DESIGN SPONSOR</b> <b>\$5,000</b> Design Firms Only	<b>ADVOCACY SPONSOR</b> <b>\$1,000</b> Design Firms Only
<b>CALIBRE DESIGN AWARDS</b>						
Tables in preferred seating area	3 Tables of 10	2 Tables of 10	1 Table of 10	1/2 Table (5 Seats)		
Company logo included in sponsor recognition segment of the CDA video production	●	●	●	●	●	Company name only
Credit as a Chapter Sponsor by level in the CDA event program and all event related promotional campaigns & editorials	●	●	●	●	●	In event program only
Sponsor Table recognition	●	●	●	●		
<b>LEADERS BREAKFAST</b>						
Event Tickets	10 Tickets	10 Tickets	10 Tickets	5 Tickets		
Company ad included in the PowerPoint presentation	●	●	●	●	●	Company logo only on advocacy slide
Company logo on promotional pieces before and at the event	●	●	●	●	●	
Sponsor Recognition	●	●	●	●		
<b>CITY CENTER EVENTS</b>						
First opportunity to sponsor local City Center events (additional fees apply)	●	●	●	●		
<b>FASHION SHOWS</b>						
Tickets to San Diego fashion show	6 Tickets	6 Tickets	4 Tickets	2 Tickets		
Company logo on promotional pieces before and at the event	●	●	●	●	●	
<b>TURNING POINT SERIES</b>						
Tickets to each City Center's Turning Point professional development event	6 Tickets	6 Tickets	4 Tickets	2 Tickets		
<b>DESIGNCONNECT / DESIGNWALK</b>						
First opportunity to secure a booth at any/all three IIDA New Product Trade Shows (additional fees apply)	●	●	●	●		

# BECOME A SPONSOR



## SPONSOR LEVELS

<b>TITLE SPONSOR</b> .....	\$28,000	<b>-\$1,000</b>
<i>Limited to one company only</i>		
<b>PATRON SPONSOR</b> .....	\$20,000	<b>-\$500</b>
<b>DONOR SPONSOR</b> .....	\$15,000	<b>-\$500</b>
<b>FRIEND SPONSOR</b> .....	\$10,000	<b>-\$500</b>
<b>DESIGN SPONSOR</b> .....	\$5,000	<b>-\$250</b>
<i>Architecture &amp; design firms only</i>		
<b>ADVOCACY SPONSOR</b> .....	\$1,000	<b>-\$50</b>
<i>Architecture &amp; design firms only</i>		

## SUBMIT YOUR LOGO

Please collect your company's logo and send to the IIDA SoCal office at [office@iida-socal.org](mailto: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 5" x 5"
- Please also send a separate version in grayscale or black & white
- All logos are due by December 11, 2019.

## EARLY BIRD DISCOUNT IF PAID BY 11/27/19

## CONTACT US

Early bird discount on all sponsor levels will be given if paid by November 27, 2019. All other commitments must be submitted by December 11, 2019. Logos and banner ads will run from 1/31/2020 to 1/31/2021 to allow us time to update our marketing material.

To pay online, please contact [office@iida-socal.org](mailto: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 the Vice Presidents of Sponsorship:

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Visit [iida-socal.org/sponsorship](http://iida-socal.org/sponsorship) for more information.

