

2021
Chapter
Sponsorship
Opportunities



Letter from the President



Dear Friends of IIDA Southern California,

The past year has reminded us all how everything can change in the blink of an eye - it feels as though the world has been flipped upside down and shaken vigorously.

Even still, I continue to be incredibly inspired by the resilience and compassion of our industry. We have been able to adapt and respond to the changes that surround us. Our sector has been called on more than ever before, and we have risen to the occasion.

The IIDA Southern California Board has utilized the past few months to reimagine the landscape of our chapter events, offerings, and benefits for the coming year. There is no denying that things will be different; but we are all excited for the opportunity to mix things up and are confident that you will be too!

On behalf of all members of IIDA Southern California, I would like to personally thank you for your continued support of our Chapter and assisting us in our endeavor to remain a valuable resource to the interior design community.

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 2021.

With gratitude,

Katie Toth, IIDA, NCIDQ, LEED Green Associate
President, IIDA Southern California Chapter

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About Our Chapter

2021 CHAPTER EVENTS

1

CALIBRE DESIGN
AWARDS

1

LEADERS
BREAKFAST

2

FASHION SHOWS

3

IIDA NEW PRODUCT
TRADE SHOWS

10

VIRTUAL EVENTS

10

STUDENT PROGRAMS

12

PROFESSIONAL DEVELOPMENT
CEUs & PANELS

39

Events adding value
to membership

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. [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

IDA's contract interiors exhibition showcases the latest trends for commercial environments in Southern California. These events will be held in Inland Empire, Orange County and San Diego in 2021.

These are the events included in the Chapter Sponsor packages.

Sponsor Benefits | General

	TITLE \$28,000 Limited to One Company Only	PATRON \$20,000	DONOR \$15,000	FRIEND \$10,000	DESIGN SPONSOR \$5,000 Design Firms Only	ADVOCACY SPONSOR \$1,000 Design Firms Only
Marketing						
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					●	●
IIDA SoCal Website						
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	●					
Advertisements						
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

	TITLE \$28,000 Limited to one company only	PATRON \$20,000	DONOR \$15,000	FRIEND \$10,000	DESIGN SPONSOR \$5,000 Design Firms Only	ADVOCACY SPONSOR \$1,000 Design Firms Only
Calibre Design Awards						
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	●	●	●	●		
Leaders Breakfast						
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	●	●	●	●		
City Center Events						
First opportunity to sponsor local City Center events (additional fees apply)	●	●	●	●		
Fashion Shows						
Tickets to Los Angeles & San Diego fashion shows	6 Tickets	6 Tickets	4 Tickets	2 Tickets		
Company logo on promotional pieces before and at the event	●	●	●	●	●	
Turning Point Series						
Tickets to each City Center's Turning Point professional development event	6 Tickets	6 Tickets	4 Tickets	2 Tickets		
Designconnect						
First opportunity to secure a booth at any/all three IIDA New Product Trade Shows (additional fees apply)	●	●	●	●		

Become a Sponsor

Sponsor Levels

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

*Early bird discount
if paid by 11/30/20*

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 5" x 5"
- Please also send a separate version in grayscale or black & white
- All logos are due by December 11, 2020.



Contact Us

Early bird discount on all sponsor levels will be given if paid by November 30, 2020. All other commitments must be submitted by December 18, 2020. Logos and banner ads will run from 1/31/2021 to 1/31/2022 to allow us time to update our marketing material.

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 the Vice Presidents of Sponsorship:

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Elise.Ozawa@mannington.com

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Visit iida-socal.org/sponsorship for more information.

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