

2022

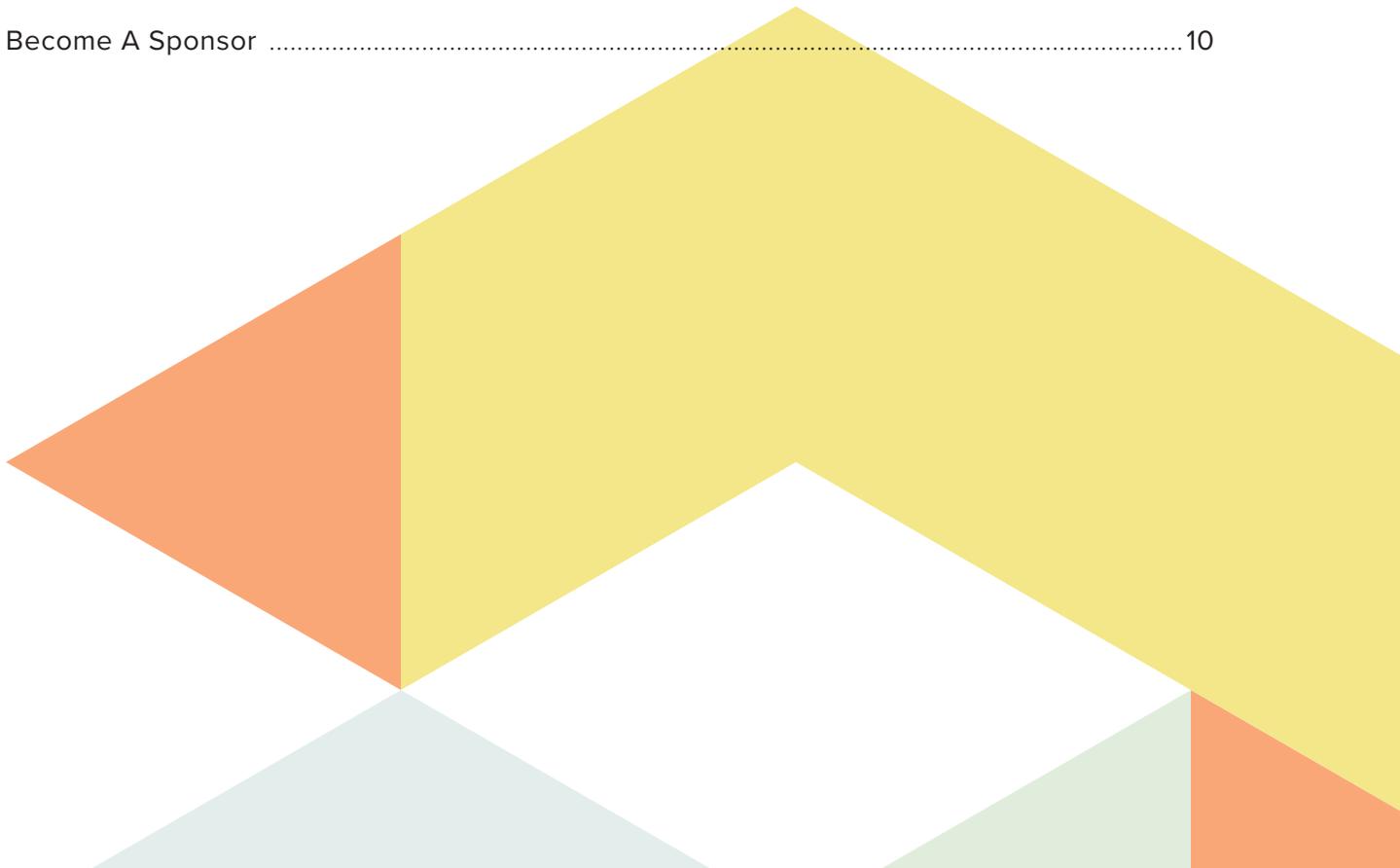
CHAPTER

SPONSORSHIP

OPPORTUNITIES

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# Letter from the President

Dear Friends of IIDA Southern California,

Thank you to all who have supported IIDA Southern California over the past challenging years!

It is your generosity and good will that makes it possible for IIDA SoCal to provide outstanding educational, professional and social/cultural programs and events to our members, students and the entire design community.

With the support of our 2020/2021 sponsors, we were able to produce a variety of in-person and virtual events. We produced a virtual event series to help people with job searching and resume writing and we launched a new initiative - DEI - Diversity, Equity and Inclusion - to develop a set of programs and policies related to those issues.

We held a mix of in-person and virtual design tours and trade shows to bring manufacturers, dealers and designers together and we held the Calibre Design Awards to honor the best in commercial interior design.

The 2021 Leaders Breakfast transformed into a nation-wide, virtual event honoring a local interior design educator and an interview with a premier keynote speaker. The fall of 2021 is chock full of events, with our popular DesignConnect series in several locations and the Turning Point professional development program featuring an examination of the issues around textile waste and the circular economy to name a few.

With your support, we expect that 2022 will be a successful year for IIDA SoCal. Our goals include increasing our membership by providing more substantive programs that are of value to our community. We will continue our Advocacy efforts at the local and state levels. And we will increase outreach to students through the growth of Campus Centers at local design schools.

We are continuing to offer multiple levels of sponsorship. As you review this Sponsorship package, we hope that you will find a level that will align 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 generous support of our programs in 2020 and 2021.

With gratitude,

Meena Krenek, IIDA, ASID, LEED AP  
President, IIDA Southern California Chapter

# 2021 - 2022 Board of Directors

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## PRESIDENT



Meena Krenek IIDA, ASID,  
LEED AP  
Perkins and Will

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Jade Li IIDA  
HLW

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## PAST PRESIDENT



Katie Toth IIDA, NCIDQ,  
LEED GREEN ASSOCIATE  
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## VP CITY CENTERS



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## VP COMMUNICATIONS



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LEED AP ID+C, LFA, WELL AP, ENV  
SP, FITWEL AMBASSADOR  
Gensler



Caroline Feran IIDA  
Gensler

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## VP SPONSORSHIP



Elise Ozawa IND. IIDA  
Mannington Commercial



Lauren Thompson IND. IIDA  
Momentum

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## VP STUDENT AFFAIRS



Jillian Potts IND. IIDA WELL AP,  
LEED GA  
Interface

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## DIRECTOR CHAPTER EVENTS



Kelsey Sebastian IND. IIDA  
Haworth

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## REGIONAL STUDENT AFFAIRS DIRECTOR



James Arakelian AFFIL. IIDA  
Environmental Contracting  
Corporation

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## DIRECTOR OF VIRTUAL EVENTS



Eliot Smith IND. IIDA  
Parterre

# Why be a Chapter Sponsor?

The IIDA Southern California Chapter Sponsorship is the most convenient way to support your local city centers for the year.

This program is intended to simplify the process of giving and provide the most exposure to those who support us the most. All sponsor benefits are listed on the following pages and offer a variety of ticket packages for our Chapter and Signature City Center Events. All Industry and Design Firm Partners are credited on all IIDA SoCal collateral at every event.

## Why IIDA?

We are here to provide valuable resources to commercial interior designers and their clients.

### Discuss

IIDA SoCal offers a venue for discussion within our industry. These topics can range from trends, problems solving strategies to deeper social issues such as Diversity, Equity and Inclusion.

### Support

IIDA Southern California tracks and supports legislation that raises the bar for the profession of interior design and strives to move the profession forward.

### Know

Education is a life long journey in this profession. Learning does not end at graduation. IIDA Southern California supports the members with numerous educational options and opportunities, and provides members with the knowledge and confidence to prosper in today's rapidly evolving marketplace.

### Grow

Students are the future to our world and industry. IIDA Southern California guides and mentors student designers to step seamlessly into their professional career.

### Join

IIDA Southern California knows that membership is personal and it shapes you as a person and a professional throughout your career. IIDA SoCal advances the profession of interior design through the cultivation of leadership and by advocating for exceptional design.

### Connect

IIDA Southern California makes it easy to connect with our chapter and events. We have a large social media following which we use as a tool to educate and reach out to our community. From virtual events to Instagram member posts, we connect our members together.

# Chapter Events

## **Calibre Design Awards**

The Calibre Design Awards recognizes design excellence in commercial interior design in Southern California. It acknowledges the team work required to deliver outstanding design. It is the chapter's largest event where we all get together to celebrate our work and one another.

Ticket \$350; Table \$3,500  
Premier \$395; Table \$3,950

## **Leaders Breakfast**

Leader's Breakfast is an annual breakfast event in September. This event features a compelling keynote speaker that will inspire all in attendance. At the event, the Southern California Chapter will honor a person or group within the local design community for their contributions to the industry.

Member \$195; Table of 10 \$1,950  
Non-Member \$225; Table of 10 \$2,250

## **Turning Point Series**

Turning point is a series of lectures that take place in all city centers once a year. This professional development program features a leading design industry luminary speaking about design issues relevant to all.

Member \$75; Non-Member \$35

*\*All ticket prices are subject to change.*

## **IIDA California Diversity Equity & Inclusion Committee Mission Statement**

The IIDA DEI Committee is devoted to IIDA's Commitment for the sustained, intentional, and organized dismantling of racism in all of its forms and instances. The DEI Committee strives to nourish, train and uplift all those that add to the culture of the IIDA through progressive values that are correctly acknowledging the need for justice for all in our industry and in our communities.

# Signature City Center Events

## City Center Fashion Shows

Where competition and design meet, our fashion show events are our way of bringing together each City Center community. These couture runway events feature a cohesive theme around which architects, designers and students create custom outfits using typical commercial interiors design finish materials.

### Los Angeles

Member \$75; Non-Member \$85; VIP \$110

### Orange County

Member \$75; Non-Member \$85; VIP \$110

### San Diego

Standing Room Only: Member \$35; Non-Member \$45

Premiere Seating: Member \$55; Non-Member \$65

VIP Member \$75; VIP Non-Member \$90

## DesignConnect

IIDA's contract interiors exhibition showcases the latest trends for commercial environments in Southern California. Vendors can showcase their products at this trade show formatted event as well as network with end-users, architects and designers locally.

### Inland Empire

Free for Members; Non-Member \$10

### Orange County

*Pre-sale tickets open until 5pm, Oct. 18*

Members & Students \$10; Non-Member \$15

*At the door ticket prices:*

Members & Students \$20; Non-Member \$30

### San Diego

Designers: Member \$15; Non-Member \$20

Exhibiting Vendor: Member \$15, Non-Member \$20

Non-Exhibiting Vendor: Member \$60; Non-Member \$75

## Scavenger Hunt

The Scavenger Hunt is a reimagined design tour concept that takes design teams on an architectural scavenger hunt throughout several recently completed projects in San Diego. The event wraps up with a celebration happy hour where awards are presented to the winning teams. Exclusive access to Scavenger Hunt After Party, open only to event and chapter sponsors and their guests.

*\*All ticket prices are subject to change.*

# Sponsor Benefits

		TITLE \$28,000	PATRON \$20,000	DONOR \$15,000	FRIEND \$10,000
<b>GENERAL BENEFITS</b>					
<b>MARKETING</b>	Logo on all event marketing collateral and in sponsor recognition segments of event powerpoint/production	●	●	●	●
	Chapter will like or follow your company on social media	●	●	●	●
	Logo on weekly e-News with link to company website	●	●	●	●
	The logo will appear larger and separate from the other sponsors. Limited to one company only, 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	●			
	Instagram project/product spotlight	2	1	1	
	Instagram take over for one day	●	●		
	Logo on Chapter website with link to your website	●	●	●	●
	Blog posts in e-News and on Chapter website	2	1	1	1

# Sponsor Benefits

		TITLE \$28,000	PATRON \$20,000	DONOR \$15,000	FRIEND \$10,000
<b>EVENTS</b>	<b>CHAPTER EVENTS</b>				
	<b>CALIBRE DESIGN AWARDS</b>				
	Tables in preferred seating area with signage	3 Tables	1 1/2 Tables	1 Table	1/2 Table
	Logo and Recognition on all marketing and during production	●	●	●	●
	Sponsor Table recognition	●	●	●	●
	<b>LEADERS BREAKFAST</b>				
	Event Tickets	10	10	5	5
	Logo on all promotional pieces for event	●	●	●	●
	<b>SIGNATURE CITY CENTER EVENTS</b>				
	First opportunity to sponsor local City Center events (additional fees apply)	●	●	●	●
	Large City Center Events (ie. Fashion Show, Scavenger Hunt, etc.)	6	6	4	2
	<b>TURNING POINT SERIES</b>				
	Tickets to each City Center's Turning Point professional development event	6	6	4	2
	<b>DESIGNCONNECT</b>				
First opportunity to secure a booth at all IIDA New Product Trade Shows (additional fees apply)	●	●	●	●	

# Sponsor Benefits

## Design Partner & Advocacy Partner Levels

### Design Firm Sponsorship - \$5,000

This level of sponsorship was created specifically for firms providing design services in Southern California.

#### Benefits Include:

- Logo recognition on all event collateral and event powerpoint, including Calibre and Leader's Breakfast
- IIDA SoCal to follow company on social media
- Logo on e-news letter with link to website
- Three IIDA Associate or Professional memberships
- Possibility to meet with state legislators to discuss Advocacy
- 2 Blog posts in e-News on Chapter website

### Advocacy Sponsorship - \$1,000

This level of sponsorship was created specifically for firms providing design services in Southern California who specifically assist in Advocacy.

#### Benefits include:

- Company logo on all collateral for Advocacy related events.
- Company logo on Advocacy slide for both Calibre and Leader's Breakfast
- IIDA SoCal to follow company on social media
- Possibility to meet with state legislators to discuss Advocacy

# Thank You to Our 2021 Chapter Sponsors

## PATRON



## DONOR



## FRIEND



## DESIGN PARTNER



# Become a Sponsor

SPONSOR LEVEL	EARLY BIRD DISCOUNT BY 11/30/21	IF PAID AFTER 11/30/21	ADDITIONAL INFO
<b>Title</b>	<b>\$27,000</b>	\$28,000	Limited to one company only
<b>Patron</b>	<b>\$19,500</b>	\$20,000	
<b>Donor</b>	<b>\$14,500</b>	\$15,000	
<b>Friend</b>	<b>\$9,500</b>	\$10,000	
<b>Design Sponsor</b>	<b>\$4,750</b>	\$5,000	Architecture & design firms only
<b>Advocacy</b>	<b>\$950</b>	\$1,000	Architecture & design firms only

### Contact Us

Early bird discount offered on all sponsor levels will be given if paid by November 30, 2021. All other commitments must be submitted by December 17, 2021. Logos and banner ads will run from 1/31/2022 to 1/31/2023 to allow us time to update our marketing material.

To pay online, please contact [office@iida-social.org](mailto:office@iida-social.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:

Elise Ozawa, Ind. IIDA  
714.801.3620  
[Elise.Ozawa@mannington.com](mailto:Elise.Ozawa@mannington.com)

Lauren Thompson, Ind. IIDA  
949.217.4868  
[lthompson@momtex.com](mailto:lthompson@momtex.com)

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



### Submit Your Logo

Please collect your company’s logo and send to the IIDA SoCal office at [office@iida-social.org](mailto:office@iida-social.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 10, 2021