



# 2024 Chapter Sponsorship Opportunities

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# Letter from the President

Dear Members, Partners, and Friends of IIDA Southern California,

What a fantastic year of transformation, renewal, and inspiration our chapter has had!

We have created a new Vision, Mission and Core Values that are guiding us into the future as we advance the important impacts that the interior design industry has had, and will have, on our community, the environment, and the evolving world in which we live.

This past year we have explored what it means to be leaders for positive change by supporting our members to create engaging, socially relevant, environmentally responsive, experiential, and simply beautiful spaces.

As one of the largest chapters of the 15,000+ IIDA members worldwide, we seek to live our core values every day...

**Connect** – connecting our members and the design community across our City Centers (Los Angeles, Orange County, and San Diego) focusing on cross-disciplinary, industry, and education sectors.

**Community** – bringing together and celebrating the diversity of the design community and supporting and fostering a sense of common interests and goals.

**Advocate** – advocating for the causes near and dear to us such as licensure for interior designers, environment and well-being, and equitable, inclusive design practices and outcomes.

**Cultivate** – growing and educating our design community and the communities we live in while developing an understanding and need for continuous enrichment every day.

**Aspire** – always looking toward the future with hope, positivity, and exploration.

The impacts and advancements we make as an organization of designers, industry partners, educators, students, collaborators, and friends of the built environment, would not happen without the generous support of you...our Chapter Sponsors! As you explore the 2024 Sponsorship Opportunities, we invite you to join us in support of our core values, many of which we hope will resonate with your own values.

On behalf of the IIDA Southern California Executive Board, our Members, Industry Partners, and the design community, thank you to our current Chapter Sponsors with much gratitude for helping us move the 'design needle' forever forward.

Please feel free to reach out to me or any of our Executive Board members to share your thoughts or ask us questions.... we would love to connect!

My best,

A stylized, handwritten signature in blue ink, appearing to read 'Brett'.

Brett Shwery FIIDA, CID, AAIA, LEED AP  
President, IIDA Southern California Chapter

# 2023 - 24 Board of Directors

## PRESIDENT



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# Why be a Chapter Sponsor?

“ ZGF has always been about fostering collaboration and connections at all scales so being a Design Partner is a great opportunity to support those values in our local design community.

James Woolum, IIDA, FAIA | ZGF  
IIDA Southern California Chapter Design Partner

At IIDA SoCal we are passionate about making a meaningful impact through design. We are excited to share how a partnership with us can provide you with unparalleled value and a chance to be part of something truly extraordinary.

## ALIGNING WITH PURPOSE

By becoming a sponsor of IIDA SoCal, you can align your brand with our vision to address some of the most pressing issues of our time. Your association with our mission and core values will reflect positively on your corporate social responsibility and commitment to making a difference in the world.

## INCREASED VISIBILITY

Our events and initiatives attract a diverse and engaged audience, offering you the opportunity for increased visibility and exposure. Through strategic marketing and media coverage, we will ensure that your sponsorship does not go unnoticed.

## NETWORKING OPPORTUNITIES

Your sponsorship goes beyond financial support; it opens doors to valuable networking opportunities. You will have the chance to connect with design industry leaders, like-minded businesses, and influential individuals who share your passion for design and the built environment across all City Centers (Los Angeles, Orange County and San Diego).

## CUSTOMIZED BENEFITS

We understand that each sponsor is unique. That's why we offer a variety of sponsorship packages to ensure that you receive the maximum value for your investment. Let us know your specific goals, and we'll work closely with you to ensure that we meet your needs.



# Our Vision

We aspire to uplift and enable our members to design and create positive impacts in our communities and the world.

WATCH OUR VISION VIDEO [HERE](#).

## OUR MISSION

We seek to advance the commercial interior design profession through connecting and cultivating relationships and knowledge; advocating for healthy, sustainable, and equitable spaces; and celebrating the diverse and creative minds that impact the design industry.

## OUR CORE VALUES

### Community

*noun* /kə-'myü-nə-tē/

A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

### Connect

*verb* /kə-'nekt/

To join or link together directly or by something coming between.

### Advocate

*verb* /'ad-və-,kāt/

To support or argue for (a cause, policy, etc.)

### Cultivate

*verb* /'kəl-tə-vāt/

To improve or foster (the mind, body, etc.) as by study, education, or labor.

### Aspire

*verb* /ə-'spī(-ə)r/

Direct one's hopes or ambitions towards achieving something.





## EVENTS

# Chapter Level

### CALIBRE DESIGN AWARDS

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

### LEADERS BREAKFAST

Leader's Breakfast is an annual breakfast event in the fall. 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.

### PROFESSIONAL DEVELOPMENT EVENT SERIES

'Ask the Professional' is a series of lectures that take place in all City Centers (Los Angeles, Orange County & San Diego) once a year. This professional development

program features leading design industry luminaries speaking about their roles and how they fit into the design community.

### STUDENT AFFAIRS

The Student Affairs team exists to provide design students with opportunities, exposure and encouragement beyond what is provided in the classroom. They inspire future professionals to become active, engaged and successful working members of our industry. Each year we hold design competitions, provide awards, support campus center activities and connect students directly to our professional membership. Our signature Local Student Charette competition is held annually, with winners who advance to the regional competition, and then on to the national competition. We also have a Best of Design contest with substantial cash prizes and local Student Design Expositions that unite design students with professionals.

A membership in IIDA provides the opportunity to connect with other professionals, provide leadership, build community and to support our future design professionals through competitions and scholarships. ”

David Loyola, IIDA, AIA, LEED BD+C | Gensler  
Member, IIDA Southern California Chapter





## EVENTS

# City Centers

Los Angeles, Orange County & San Diego

### CITY CENTER DESIGNCONNECTS

DesignConnect is an IIDA contract interiors exhibition that showcases the latest trends for commercial environments. Vendors display their products at this trade show formatted event and network with end-users, architects and designers.

### 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.

### EMERGING LEADERS PROGRAM

The goal of the program is to provide specific, intensive workshops geared toward young design leaders who are growing from “doing” tasks to “leading” in their firms and the industry. Designers apply and endorsed by their firm’s principal and typically have several years of work experience and feel ready for the type of content, mentoring and networking offered. The program will include a curriculum with monthly workshops being taught by experts. Once the program is completed, IIDA requires the class of Emerging Leaders to join an IIDA committee in their City Center the following year.

“DesignConnect is more important than ever since access to firms has changed. It provides many first time introductions as well as invaluable reconnections.

Peter Gaeta | Behr Paint  
IIDA Southern California Chapter Donor Sponsor





## Advocacy

IIDA SoCal Advocacy seeks to promote and elevate the profession of commercial interior design and to help establish and maintain professional standards and legislation that protect the health, safety, and welfare of the general public. We engage on a daily basis whether that is through conversations with our peer professionals, participating in legislative events, meeting with stakeholders, or providing training to our members on how to be a better advocate. Our work is holistic and strategic, with equity and advancement as our guiding principles.

“Advocacy is a critical component of IIDA as it enables pathways to educate the public, elevate the profession, and collaborate with our peer professionals.

Gabrielle Mote, IIDA, NCIDQ, LEED AP | ASD SKY  
VP of Advocacy, IIDA Southern California Chapter

## Equity, Diversity & Inclusion Commitment Statement

Our Equity, Diversity, and Inclusion commitment is to unite our community through advocacy and education, celebrating diversity through design, empowering voices, fostering collaboration, and harnessing the power of design to create a more equitable and inclusive society.



# 2024 Event Calendar

## January

- Principals Round Table
- IIDA & USGBC Partnership Event
- Calibre Design Awards - Submissions Due
- Advocacy Panel Event

## February

- Student Affairs – Best of Design Portfolio Review
- Professional Development Series ‘Ask the Professional #1’
- EDI Panel – ‘Neurodiversity’
- Los Angeles DesignConnect
- San Diego NCIDQ Roundtable
- Student Affairs – Design Tour

## March

- Chapter-wide NCIDQ Roundtable
- Student Affairs – Local Design Charette
- Orange County DesignConnect
- San Diego Student Speed Networking
- Los Angeles Member Mixer

## April

- Student Affairs – Regional Charette Competition
- EDI Panel – ‘Hiring for Diversity Part 2’
- San Diego Fashion Show
- Orange County Design Tour

## May

- Calibre Design Awards
- Professional Development Series ‘Ask the Professional #2’
- Orange County CEU Event
- San Diego Member Portraits

## June

- Los Angeles Design Tour
- San Diego CEU Event
- Orange County Panel Discussion
- Advocacy Panel & Networking Event

## July

- Los Angeles Panel Discussion
- Orange County Member Mixer
- Chapterwide CEU Event
- Chapter Sponsors Appreciation Event

## August

- Orange County Fashion Show
- San Diego Design Tour
- Equity, Diversity, Inclusion - Town Hall

## September

- Professional Development – New Series!
- Student Affairs – Student Expo
- Orange County Design Tour
- San Diego DesignConnect

## October

- Orange County Member Social Event
- Los Angeles Haunt Couture
- San Diego Design Tour
- Equity, Diversity, Inclusion – Special Event

## November

- Leaders Breakfast
- EDI Student Event
- San Diego Member Mixer

## December

- Annual Membership Drive
- Los Angeles Appreciation Party
- Orange County Appreciation Party
- San Diego Appreciation Party

## Throughout the Year

- EDI - Podcast Series
- Emerging Leaders Program
- Legislature Engagements
- Cross Association Events
- Weekly newsletter
- Weekly blog posts

*\*Calendar subject to change and additions*



# Chapter Sponsor Benefits

## General Benefits

	(limited to 1)			
	Title \$30,000	Patron \$20,000	Donor \$15,000	Friend \$10,000
(1) Exclusive partnered event per calendar year	•			
Logo on all event marketing collateral and in sponsor recognition segments of event powerpoint/production. Logo on weekly newsletter with link to company website	•	•	•	•
Chapter will follow and interact with your company on social media	•	•	•	•
Instagram project/product spotlight	2	1	1	
Instagram take over for one day	2	1		
Logo on Chapter website with link to your website	•	•	•	•
Blog posts in newsletter and on Chapter website	2	1	1	1

## Chapter Events

### CALIBRE DESIGN AWARDS - Late Spring

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	•	•	•	•

### LEADERS BREAKFAST - Fall

Event tickets	10	10	5	5
Logo on all promotional pieces for event	•	•	•	•

## City Center Events (Los Angeles, Orange County & San Diego)

Total tickets allocated for the year to large City Center events (ie. Fashion Show, DesignConnect, etc.)	6	6	4	2
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### PROFESSIONAL DEVELOPMENT EVENT SERIES

Tickets to Chapter Professional Development event series	6	6	4	2
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### DESIGNCONNECT

First opportunity to secure a booth at all IIDA New Product trade shows (additional fees apply)	•	•	•	•
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## Special Events

(1) Exclusive dinner opportunity between Sponsors and (3) Chapter Presidents	•	•		
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# Design Partner Benefits

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

DESIGN PARTNER LEVELS	Design Firm Sponsorship I \$5,000	Design Firm Sponsorship II \$2,000
Logo recognition on all event collateral and event powerpoint, including Calibre and Leaders Breakfast	●	●
IIDA SoCal to follow company on social media	●	●
Logo on newsletter with link to website	●	●
IIDA Associate or Professional memberships	3	1
Blog posts to appear in the newsletter, on the Chapter website and LinkedIn page	2	1
Eligibility to nominate a designer for Young Leaders Award at IIDA SoCal Leaders Breakfast	●	●
Eligibility to post job opportunities on IIDA SoCal Job Board	●	●
Total tickets total to Professional Development events	8	4





# Become A Sponsor & Design Partner

## CONTACT US

Please **fill out this form** to make your sponsorship commitment, due by December 16, 2023. Once the form has been submitted, you will receive an invoice to submit payment and send in your company logo. Payments are preferred via ACH or credit card. If necessary, checks will be accepted.

Make checks payable to **IIDA Southern California** and mail to 505 S Flower St., PO Box 71735, Los Angeles, CA 90071.

Contact [office@iida-socal.org](mailto:office@iida-socal.org) for more information.

## SOCIAL MEDIA BENEFIT SPECIFICATIONS

PLATFORM	IMAGE SIZE	COPY
Instagram	1080 x 1080	Write-up limited to 2,200 characters. May also submit hashtags and include @mention links.
FaceBook	1080 x 1080	IG post will be shared to FB.
LinkedIn	1080 x 1080	Write-up limited to 2,200 characters. May also submit hashtags and include @mention links.
Blog Post	All sizes ok	Please provide at least one image without text or logo overlay. Write-up should be a minimum of a few sentences, max of 2,200 characters.

## Additional Information

- You may submit multiple images for each social media platform.
- Please include links, hashtags & @mentions if you would like us to link to your company or people mentioned in the copy.
- Be sure to send us the photo credit to use for photos.
- Visit our social accounts for examples!



## SUBMIT YOUR LOGO

Please collect your company's logo and send by **December 31, 2023**.

Logos and banner ads will run from 1/31/2024 to 1/31/2025 to allow us time to update our marketing material. Be sure to include a contact person for technical questions.

- File format: EPS file with Pantone PMS colors
- Please also send a separate version in black & white (grayscale ok)

If there are no changes to logos that the Chapter has on file from previous years, you may indicate that in lieu of sending new logos.

Please send materials to the VPs of Sponsorship and Brand Manager.

Mary Beth Caccitolo (520) 304-1087  
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Leigh Dunlop  
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Visit [iida-socal.org/sponsorship](https://iida-socal.org/sponsorship) for more information.



# Thank You

## 2023 Chapter Sponsors & Design Partners

Title



Patron



Donor



Friend



Design  
Partner



Partnering with IIDA became so much more than a sponsorship. We learned so much about the design community and made new and genuine relationships through true collaboration. Their exceptional engagement, responsiveness, and willingness to embrace fresh ideas have made our journey together an inspiring one and taught us how to better integrate as a partner.

We believe in the power of this synergy, and it's clear that our sponsorship has been a rewarding investment.

Lauren Nielsen, Greg O'Connor & Jarred Walker | GCX  
IIDA Southern California Chapter Title Sponsor