



2025 Chapter Sponsorship Opportunities

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Letter from the President

Dear IIDA Southern California Community,

Over the past year, we've made great strides in implementing our core values and mission, guiding us as the Executive and City Center Boards. We're excited to share that we've achieved a record membership and are committed to fostering continued support and growth.

We've worked diligently to nurture relationships with our partners through increased conversations, engaging programs, and clarifying everyone's return on investment. This year is shaping up to be one of further growth, with new initiatives to support our members and sponsors, including our new Sector, Outreach and Philanthropy with programs, which will kick off soon.

As we embrace this growth, we remain committed to our core values: Connect, Community, Advocate, Cultivate, and Aspire. None of this would be possible without the generous support of our Chapter Sponsors. We invite you to join us in supporting our chapter, our values, and all our members.

On behalf of the IIDA Southern California Executive Board, our members, industry partners, and the design community, thank you for your invaluable support in helping us achieve these milestones.

If you have any questions or thoughts to share, please feel free to reach out to me or any of our Executive Board members at any time!

My best,

A handwritten signature in black ink, appearing to read 'SD', written in a cursive style.

Sarah Devine, IIDA
President, IIDA Southern California Chapter

2024 - 25 Board of Directors

PRESIDENT



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Why be a Chapter Sponsor?

“ Supporting IIDA as a Chapter Sponsor is not just an investment in the future—it's a commitment to shaping the spaces and experiences that will inspire generations to come.

Cara MacArthur, IIDA, LEED AP | Director of Interiors HOK
Design Firm Partner | IIDA Southern California Chapter

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-'myū-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

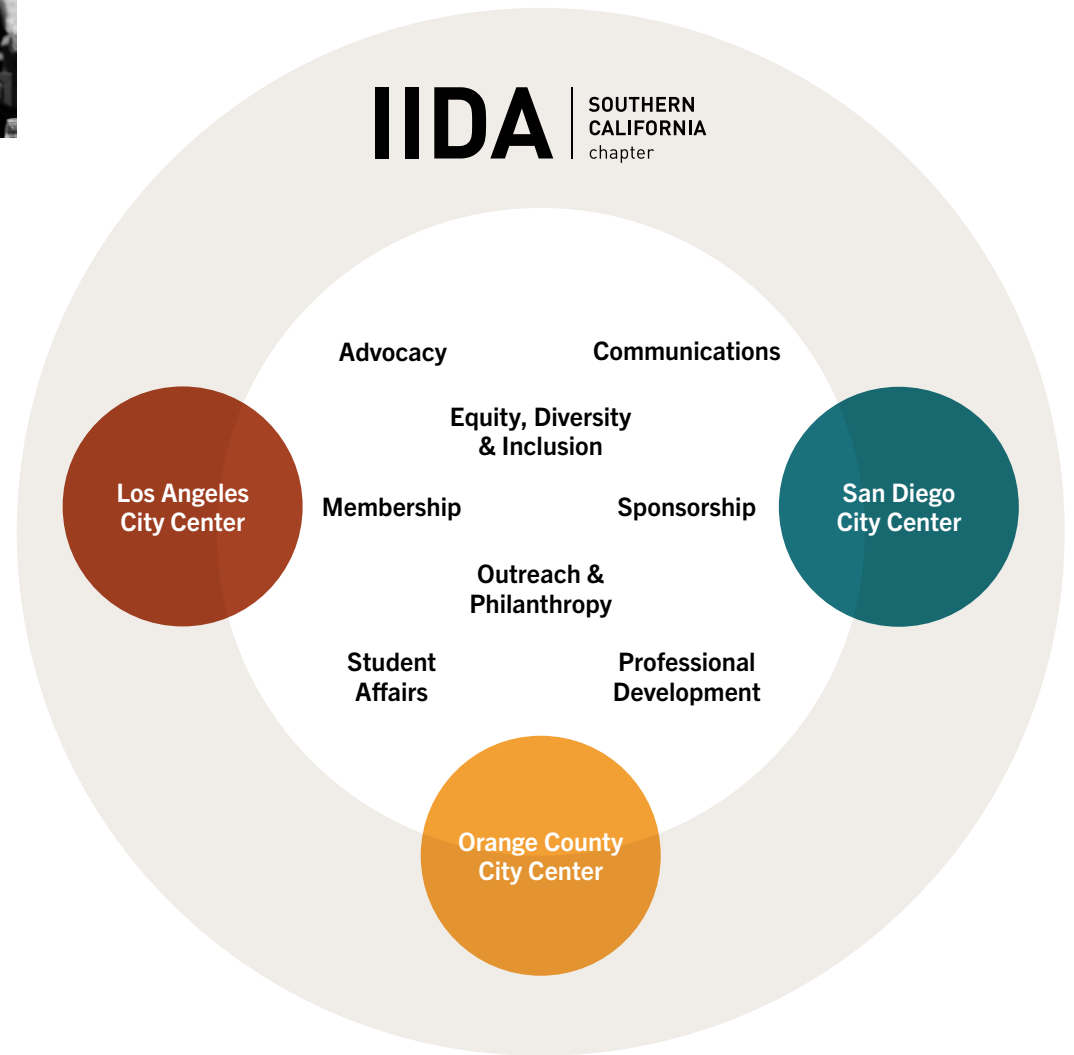
verb /'kəl-tə-,vāt/

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

With a fresh new approach in 2025, 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

Offering a variety of programs such as 'Design Dialogs' a chapter wide event and 'Ask the Professional,' a series of discussions that take place in all of our City Centers (Los Angeles, Orange County and

San Diego) once a year. These professional development programs feature leading design industry luminaries speaking about design strategy, innovative thinking, and about how different roles work together 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.

IIDA SoCal Chapter sponsorship provides the opportunity to convene with colleagues in the design community and make a difference. Collectively we have a powerful voice to elevate the interior design profession, network with talented professionals, build new relationships, exchange ideas and problem solve. And we have fun doing it!

Helen Watts Managing Principal | IA Interior Architects
Design Firm Partner | IIDA Southern California Chapter





EVENTS

City Centers

Los Angeles, Orange County & San Diego

CITY CENTER DESIGNCONNECT

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, designers and architects.

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 in the industry. 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
Donor Sponsor | IIDA Southern California Chapter



Announcing our new sector

Outreach & Philanthropy

In the Spring of 2024, the IIDA SoCal Chapter Board initiated an exciting new initiative to focus on Outreach & Philanthropy.

Our Aspiration

To contribute beyond our foundational commitments prompted us to reflect on our local role. We recognized a collective aspiration among our members to foster more outreach and philanthropy through leadership in design. Using design as a springboard, it is our intent to 'connect the dots' between how we collaborate with similar organizations to create positive impacts while supporting the values we envision.

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 Advocacy, IIDA Southern California Chapter



Equity, Diversity & Inclusion (EDI)

'The Conversation Continues' Podcast



In My Own Words Series: A compendium of narratives from individuals within our industry, recounting their personal journeys – intimate and personal, career formation and growth, and in many cases finding strength in overcoming life's challenges.

Living Your Truth Series: Chronicles of triumph over adversity, showcasing how individuals in our industry leverage their struggles to live authentically.

Fireside Chats Series: An exploration of Advocacy issues through the lens of EDI. Deliberations and insights on interior design advocacy within California.

Unspoken Words Series: Explores nuanced topics in EDI, from white privilege to unspoken biases and beyond, with support from trained professionals to unpack these discomforting subjects.

Open Mic Series: A platform for students to delve into crucial EDI topics they deem essential for discussion and review.



EDI 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.

EDI INITIATIVES

Discussions focusing on topics such as Designing for Neurodiversity, Hiring for Diversity, as well as other important issues.

EDI STUDENT AMBASSADORS

A program bringing our EDI Commitment to the future of our industry through our involvement with students.

HERITAGE MONTH

Every month we celebrate the diversity of the people who make up our design community.



VP EQUITY, DIVERSITY & INCLUSION



Christine Peter IND, IIDA
Kaleidoscope Concept
christine.peter@iida-socal.org



Tina Giorgadze IIDA, NCIDQ, LEED AP, CHID, RID
Perkins + Will
tina.giorgadze@iida-socal.org

2025 Event Calendar

January

- EDI Appreciation Party
- Los Angeles Design Tour
- New Member Coffee
- Orange County Social Mixer
- Principals Round Table
- San Diego Member Appreciation

February

- Design Dialogs
- Los Angeles DesignConnect
- Orange County DesignConnect
- San Diego NCIDQ Spring Session

March

- EDI Panel Discussion
- Student Affairs – SoCal Design Charette
- Orange County Design Tour
- Professional Development Series 'Ask the Professional' San Diego
- Los Angeles Member Mixer
- Los Angeles Student Design Tour

April

- Student Affairs – Regional Charette Competition
- San Diego Member Event
- Los Angeles Design Tour
- NCIDQ Roundtable
- New Member Coffee
- Orange County CEU Event

May

- Calibre Design Awards
- Los Angeles Panel Discussion
- Professional Development Series 'Ask the Professional' Los Angeles
- San Diego Student Speed Networking

June

- Annual Chapter Sponsors Appreciation Happy Hour
- EDI Panel Discussion
- Los Angeles Member Appreciation Party
- Orange County Fashion Show

July

- Advocacy Panel & Networking
- New Member Coffee
- San Diego Summer Mixer

August

- New Member Coffee
- Design Dialogs
- Orange County Member Mixer
- San Diego Design Tour

September

- Los Angeles Fabric Grab
- Los Angeles Student Event
- Orange County Hard Hat Tour
- Orange County Panel Discussion
- San Diego DesignConnect

October

- Los Angeles Design Tour
- Los Angeles Haunt Couture
- Orange County Design Tour
- Professional Development Series 'Ask the Professional' Orange County
- Student Affairs Best of Design Event
- San Diego Design Tour

November

- EDI K-12 Initiative
- EDI Panel Discussion
- Leaders Breakfast
- Los Angeles Sample Swap & Design Firm Tour
- Orange County Member Mixer
- San Diego Hard Hat Tour
- San Diego Membership Mixer

December

- Annual Membership Drive
- EDI Awards
- Orange County Appreciation Event
- Orange County Emerging Leaders
- San Diego Appreciation Event

Throughout the Year

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

KEY

■	Chapter-wide
■	Los Angeles
■	Orange County
■	San Diego

**Calendar subject to change and additions*



Chapter Sponsor Benefits

	Title \$30,000 <i>(limited to 1)</i>	Patron \$20,000	Donor \$15,000	Friend \$10,000
Exclusive partnered event per calendar year (1 per year)	•			
Sponsor Appreciation Event NEW!	•	•	•	•
Annual Sponsor Collaboration Forums (2 per year) NEW!	•	•	•	•
Logo on all event marketing collateral and in sponsor recognition segments of event powerpoint/production.	•	•	•	•
Chapter will follow and interact with your company on social media	•	•	•	•
Content reposted from sponsor's social media platforms to the Chapter's Instagram and LinkedIn	2	1	1	1
Logo on Chapter website and bi-weekly newsletter with link to your website	•	•	•	•
Special Instagram or LinkedIn partnership opportunity of your choice. Examples include a Takeover on Instagram posts or stories, a collaborated post or similar.	2	1		
Your content to be featured as an article on the Chapter website & in the bi-weekly newsletter	1			

Chapter Events

		30 Tickets	15 Tickets	10 Tickets	5 Tickets
Calibre Design Awards (Late Spring)	Preferred seating area with signage				
	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)

		6 Tickets	6 Tickets	4 Tickets	2 Tickets
Professional Development Event Series	Tickets to Chapter Professional Development event series	•	•	•	•
DesignConnect Booth Priority	First opportunity to secure a booth at all IIDA New Product trade shows (additional fees apply)	•	•	•	•



Design Firm Partner Benefits

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

Design Firm Partner Benefits

	Design Firm Sponsorship I \$5,000	Design Firm Sponsorship II \$2,000
Sponsor Appreciation Event	•	•
Annual Sponsor Collaboration Forum (2 per year)	•	•
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
Content reposted from design firm partner's social media platforms to the Chapter's Instagram and LinkedIn	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



IIDA Chapter Sponsorship provides our firm unparalleled opportunities for visibility, engagement and influence within our design community. Sponsorship also offers a platform to support the advancement of Interior Design, contributing to the growth of the profession while showcasing a commitment to the creative process.

Viveca Bissonnette | Hollander Design Group
Design Firm Partner | IIDA Southern California Chapter

Become A Sponsor & Design Firm Partner

Please fill out the form below to make your sponsorship commitment, due by **December 13, 2024**.

Sponsorship Commitment Form

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 Street, PO Box 71735, Los Angeles, CA 90071.

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Annette Lievers, Ind. IIDA
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Contact office@iida-socal.org with any questions, or visit iida-socal.org/sponsorship for more information.

SUBMIT YOUR LOGO

Please fill out [this form](#) to send in your company's logo by **December 31, 2024**. Logos will run from January 31, 2025 to January 31, 2026 to allow us time to update our website and marketing material.

- File format: Vector EPS file with Pantone PMS colors
- Separate version in black & white (or gray scale)

Please include a contact person for marketing and social media.

You may also send materials directly to:

Veronica Kelly
(219) 689-5504
office@iida-socal.org

Leigh Dunlop Ind. IIDA
(310) 592-6608
brand.manager@iida-socal.org





Thank you to our 2024 Chapter Sponsors

We hope that our ongoing partnership has provided you with unparalleled value and an opportunity to be part of something truly extraordinary.

Title	
Patron	
Donor	
Friend	 Humanscale®
Design Firm Partner	

Community. Culture. Inspiration. IIDA builds a bond that transcends individual craft and empowers members with a community of like minded people.

This connection creates an ever-evolving culture that supports daily life and inspires to strive for our best self.

Renegade Flooring
Title Sponsor | IIDA Southern California Chapter



IIDA | SOUTHERN
CALIFORNIA
chapter

