



2026 Chapter Sponsorship Opportunities

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Letter from the President

Dear IIDA Southern California Community,

Over the past year, we have made significant progress in advancing our core values and mission, which continue to guide the efforts of both the Executive and City Center Boards. We are pleased to report that membership continues to grow, reflecting the strength of our community and the ongoing commitment of our supporters.

Our work has also centered on strengthening partnerships through increased dialogue, the development of engaging programs, and a more transparent articulation of the value and return on investment for all involved. These efforts have laid a strong foundation for continued collaboration and growth.

Looking ahead, we anticipate another year of meaningful progress. On the heels of the very inspiring Leaders

Breakfast and our Outreach and Philanthropy sectors engagement with A sense of Home, this new sector is off to a tremendous start. Our initiatives are designed to further enhance support for our members and sponsors. We are confident that these new efforts will create lasting impact and continued momentum for our organization.

We extend our sincere appreciation to our members, partners, and you, our sponsors for your unwavering support and engagement. Your commitment makes our collective success possible, and together, we will continue to build a stronger, more connected community. With your partnership, the year ahead holds extraordinary promise.

My best,

A handwritten signature in black ink that reads "Robert Norwood".

Robert Norwood, FIIDA, Assoc. AIA
President, IIDA Southern California Chapter

2025 - 26 Board of Directors

PRESIDENT



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PRESIDENT-ELECT



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DLR Group



Pam Light FIIDA
Pam Light Design



Brett Shwery FIIDA, CID, AAIA, LEED AP
HKS



Robyn Taylor IIDA, CID
Westgroup Designs



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-'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

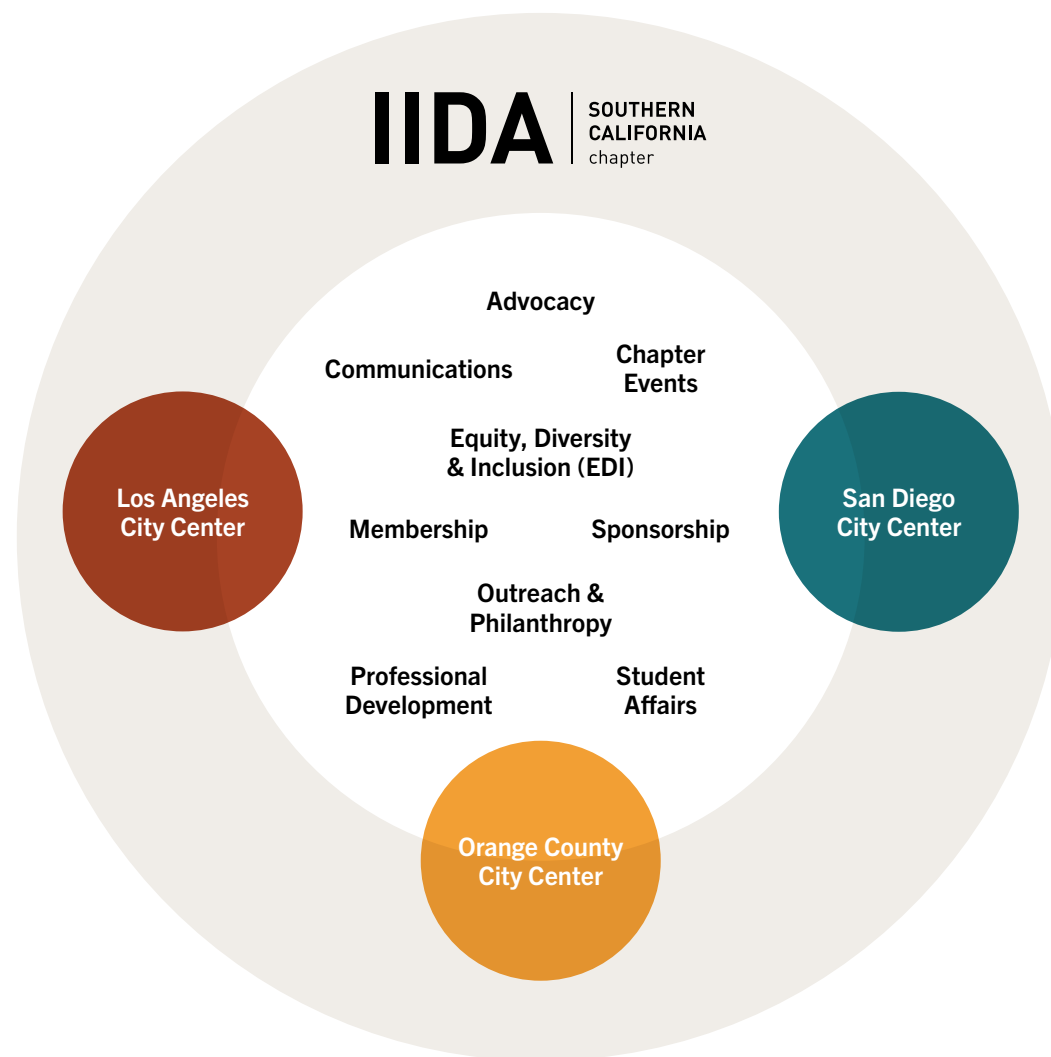
verb /'kəl-tə-,vāt/

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

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 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





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.

“Clune is proud to support IIDA SoCal and the dynamic community that drives design excellence. Together, we celebrate creativity, foster meaningful relationships, and champion the exchange of ideas that lead to spaces where people and culture thrive. Through collaboration, we continue to strengthen the bond between design and construction.

Morgan Cuevas | Clune Construction Company
Patron Sponsor | IIDA Southern California Chapter



Announcing our new sector

Outreach & Philanthropy

In the Spring of 2024, the IIDA Southern California Chapter created the Outreach and Philanthropy sector in response to our members' desire to use the unique resources and talent of our industry to better our communities. Our partnership with [A Sense of Home](#) reflects that mission- harnessing the power of design to create spaces of dignity, belonging, and new beginnings for youth aging out of foster care and those affected by natural disasters, such as the recent LA fires.

Advocacy

The IIDA Southern California Chapter Advocacy sector 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.

Through Outreach and Philanthropy, we're discovering the deeper purpose of design - to uplift and connect people. This is what happens when designers lead with heart - our communities grow stronger together. ”

Brett Shwery, FIIDA | HKS
Chapter Advisor & Past President, 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.

Sustainability Series: Sponsored by **Bentley Mills**, it addressed adaptive reuse, material health, and product production in the broader context of equity and sustainability. **New!**



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, Sustainability, and 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



2026 Event Calendar*

Throughout the Year

- EDI: Podcast Series
- Emerging Leaders Program
- Legislature Engagements
- Outreach + Philanthropy Design Challenges
- Cross Association Events
- Bi-weekly newsletter
- Weekly blog posts

January

- EDI Appreciation Party
- Los Angeles Design Tour
- San Diego Board Appreciation

February

- Professional Development Series: Design Dialogs
- NCIDQ Spring Session
- Student Affairs: San Diego Speed Networking
- Student Affairs: Los Angeles Sample Swap & Panel Discussion
- Los Angeles DesignConnect

March

- EDI Panel Discussion
- Outreach + Philanthropy Volunteer Day
- Student Affairs: SoCal Design Charette
- Professional Development Series 'Ask the Professional' San Diego
- Los Angeles Member Mixer
- Orange County Design Tour
- Orange County Member Mixer
- San Diego Member Mixer

April

- Sponsor Feedback Forum
- Student Affairs: Regional Charette Competition
- Los Angeles Design Tour
- Orange County CEU Event
- San Diego Fashion Show

May

- Calibre Design Awards
- EDI Member Workshop
- Los Angeles Panel Discussion
- San Diego Design Tour
- San Diego Student Speed Networking

June

- Annual Chapter Sponsors Appreciation Event
- EDI Panel Discussion
- Professional Development Series 'Ask the Professional' Los Angeles
- Los Angeles Summer Mixer
- Orange County Fashion Show
- San Diego Member Mixer

July

- Advocacy Panel & Networking
- San Diego Summer Mixer

August

- EDI Member Workshop
- Outreach + Philanthropy Partnership Kickoff Event
- Professional Development Series: Design Dialogs
- Orange County Member Mixer

September

- Leaders Breakfast
- Sponsor Feedback Forum
- Los Angeles Fabric Grab
- Los Angeles Student Event
- Orange County DesignConnect
- Orange County Design Tour
- Orange County Panel Discussion
- San Diego DesignConnect

October

- NCIDQ Study Group
- Outreach + Philanthropy Volunteer Day
- Professional Development Series

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

November

- Annual Membership Drive
- EDI K-12 Initiative
- EDI Panel Discussion
- NCIDQ 2026 and Beyond
- Student Affairs: Student Design Exposition
- Los Angeles Design Tour
- Orange County Member Mixer
- San Diego Membership Mixer
- San Diego Professional Development Panel Discussion

December

- EDI Awards
- Outreach + Philanthropy Volunteer Day
- Los Angeles Member Mixer
- Orange County Holiday Event
- Orange County Emerging Leaders

*Calendar subject to change and additions

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

Chapter Sponsor Benefits

Benefits

	Title \$40,000 <i>(limited to 1)</i>	Patron \$20,000	Donor \$15,000	Friend \$10,000
Exclusive partnered event per calendar year (1 per year)	•			
IIDA Memberships (Associate or Professional) New!	3	2		
Sponsor Appreciation Event	•	•	•	•
Annual Sponsor Collaboration Forums (2 per year)	•	•	•	•
First opportunity to host Chapter & City Center events; first opportunity for senior leadership to participate on panels & events New!	•	•	•	•
Logo on all event marketing collateral and in sponsor recognition segments of event presentation/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.	•	•		
Your content to be featured as an article on the brand-new Chapter website & in the bi-weekly newsletter	1			

Chapter Signature Events

Calibre Design Awards (Late Spring)	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	1 Table	1 Table	1/2 Table	1/2 Table
	Logo on all promotional pieces for event	•	•	•	•

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

New!

All City Center events including: DesignConnects, Design Dialogs, Design Tours, EDI Events, Fashion Shows, Haunt Couture, Outreach + Philanthropy Events, Student Events	Number of tickets to each event	6 Tickets	4 Tickets	4 Tickets	2 Tickets
	DesignConnect Booth Location Priority	•	•	•	•



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 \$2,500
IIDA Memberships (Associate or Professional)	3	1
Tickets to every Professional Development event including: Ask the Professional, CEU's, Design Dialogs & Design Tours New!	4 Tickets	2 Tickets
Sponsor Appreciation Event	•	•
Annual Sponsor Collaboration Forum (2 per year)	•	•
First opportunity to host Chapter & City Center events; first opportunity for senior leadership to participate on panels & events New!	•	•
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	•	•
Content reposted from design firm partner's social media platforms to the Chapter's Instagram and LinkedIn	•	•
Eligibility to nominate a designer for Leaders Breakfast Emerging Leaders (recognized during the event)	•	•
Eligibility to post job opportunities on IIDA SoCal Job Board	•	•



I'm honored to be recognized as the IIDA Leaders Breakfast Emerging Leader of 2025. Being part of a community that values innovation, collaboration, and growth in the interior design industry inspires me to keep pushing boundaries and giving back.

Sarah Geske | HLW
Design Firm Partner | IIDA Southern California Chapter

Become A Sponsor & Design Firm Partner

Please email sponsorship@iida-socal.org to pledge your 2026 sponsorship commitment, due by **December 12, 2025**.

Sponsorship Commitment

Once we receive the email, we will send you 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 our corporate headquarters: 111 E Wacker Dr #222, Chicago, IL 60601.

For questions, contact:

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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, 2025**. Logos will run from January 31, 2026 to January 31, 2027 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 benefits.

You may also send materials directly to:

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

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





Thank you to our 2025 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



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

