ASID NY Metro Chapter Sponsorship Opportunities

2016 – 2017

AMERICAN SOCIETY OF INTERIOR DESIGNERS

NEW YORK METRO

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At ASID New York Metro Chapter, we are always looking for ways to enhance the opportunities for our Industry Partners and Chapter Sponsors to have rich and effective engagement with our members!

Previous Chapter Sponsors have told us of the importance of hosting our major chapter events to get the maximum numbers of members into their showrooms enhancing their connection to our dynamic community, present new products, and support brand identity. There are an array of offerings outlined in this package, but we are always open to discussing any other event ideas that you might have in mind!

As part of all sponsorship levels, we will be providing support for our sponsors in our print and ever expanding social media platforms.

And in a new initiative, we have included student memberships in the sponsorship packages, allowing for a real and direct connection to the designers and shoppers of the future!

As you may know, trade organizations, such as ASID, cannot sustain on dues alone. Thus, support from our sponsors is essential in keeping the chapter active and relevant.

The chapter would be most appreciative of your support. If there are any questions, please do not hesitate to contact us.

Best regards,

ASID NY Metro Chapter Board
212-641-0018

SPONSORSHIP LEVELS

	Platinum $10,000	Gold $7,500	Silver $5,000	Bronze $2,500
EVENTS				
Host Design Panel Events	1			
Host Major Chapter Events - Choose 1: Annual Meeting, Holiday Party. Summer Social. Valentine's Day Party	1	1		
Host Showroom Events	4	3	2	1
Host Student Showroom Tours and Major Events	1	1	1	1
Host Board Meeting Events	1	1	1	1
Attend All Chapter Events	√	√	√	√
DESIGN MAGAZINE & SOCIAL MEDIA				
Sponsored Content Article ($2000 value)	1	1		
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Advertisements in DESIGN Magazine (Total for Year) Published by ASPIRE has a new distribution of 5000+ industry members, including but not limited to ASID NY Metro designers, stud	2 Full Page Ads ($6540 value)	2 Half Page Ads ($3800 value)	2 Quarter Page Ads ($2200 value)	1 Quarter Page Ad ($1100 value)
The Editor At Large Event Coverage at each event @ $750/event	√	√	√	√
Editor at Large Video Discount (List Price is $5000 per event)	50% Discount	25% Discount		
Instagram Takeover ($1000 value)	√	√		
Email Blasts for Events ($500/e-blast value)	8	6	4	2
Sponsored Content on Blog ($850 value)	1	1	1	1
Chapter Web Site Listing Your company's sponsorship level, logo and a hot link to your website will be featured on the ASID NY Metro website. ($500 value)	√	√	√	√
Student Sponsorship Student member dues @$50 per student. This program allows you to develop and extend a relationship with ASID NY Metro student members, the future of design.	10	7	5	3
National ASID Design Research Report You will receive the latest copy of ASID's industry leading consumer research report. The report identifies and analyzes six of the most prominent macro-trends affecting the business of interior design, and the sub-trends within each. (250 value)	√	√	√	√
TOTAL VALUE / UP TO:	$26,890.00	$20,250.00	$9,050.00	$6,100.00

Media and Advertising à la carte

DESIGN Magazine 'Advertorial' Article $2,000.00
Presenting your products and providing our designer members with important technical knowledge (250 – 400 words). *(For ASID NY Metro Members only)*

DESIGN Magazine Product Feature $2,000.00
We will feature provided by you images of your products and a brief description with your company information. *(For ASID NY Metro Members only)*

DESIGN Magazine Advertisements *(For ASID NY Metro Members only)*
Use ads in ASID NY Metro's quarterly magazine, DESIGN, to reach out to our members and tell them about your services or present your latest product.

2 Full Page Ads	$6,540.00
2 Half Page Ads	$3,800.00
2 Quarter Page Ads	$2,200.00

Social Media *(For ASID NY Metro Members only)*

Editor at Large Event Coverage Recap	$750.00
Editor at Large Video	$5,000.00
Sponsored Content on Blog	$850.00
Two Email Blasts	$1,000.00
Instagram Takeover	$1,000.00

Mailing List Rental ASID NY Metro Members: $500, Non-Members: $750
Mailing List Rental: List of 1200+ members, including Designers, Students, and Industry Partners.The rental must go through a third party mailing house or marketing company. All mailing list rentals for physical items are for one-time-use only. Printing and mailing costs are not included in our rental fee.

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Sponsorship Commitment Form

Please select your 2017 Sponsorship Level:

◉ **Platinum**	**$10,000**	○ **E-blast Package**	**$1,000**
○ **Gold**	**$7,500**	○ **DESIGN Magazine**	**$**
○ **Silver**	**$5,000**	○ **Mailing List Rental**	**$500**
○ **Bronze**	**$2,500**	**Total**	**$**

Contact Information:

Organization: _____

Contact Person: _____

Title: _____

Phone: _____

Email: _____

Website: _____

Address: _____

City, State, Zip:_____

I agree to the terms and conditions of ASID NY Metro Sponsorship.

Signature: _____

Thank you for your support!

Please email this form to administrator@nymetro.asid.org and info@nymetro.asid.org and you will receive an invoice shortly.