

# 2021 Sponsorship Opportunities

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



NEW YORK METRO

## WHO WE ARE

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

We understand the importance of hosting quality chapter events to draw the maximum number of members into showrooms and connecting with representatives and products. An array of offerings are outlined in this package, that will provide numerous benefits for your brand.

The sponsorship levels provide a combination of the following types of opportunities:

- Hosting Member Virtual and Hybrid Events
- Hosting CEU Events • High Point Coverage Events
- Design Magazine & Social Media advertising

ASID NY Metro Chapter offers the following levels of sponsorship:

- |          |            |
|----------|------------|
| •DIAMOND | •PLATINUM  |
| •EMERALD | •GOLD      |
| •SILVER  | •AFFILIATE |

Additional a la carte options are available.

**We welcome you as a sponsor to the ASID NY Metro Family!**

# SPONSORSHIP LEVELS



To support our partners, most packages are 25% off with a duration of 14 months until May 1, 2021

## **Diamond Sponsor \$15,000** (originally \$20,000 for 12 months)

### **Events**

- Host an exclusive chapter event (virtual or hybrid), OR Host a curated event with up to 5 designer members in your showroom or partner with another showroom
- And host:
  - Sponsored event at Maison et Objet or Design Week- Palm Springs, with priority to host VIP
  - Tour at High Point Market, Priority to host breakfast, lunch, or cocktail reception during either the VIP Tour at High Point Market
  - CEU Summit (virtual or hybrid event)
  - Student Showroom Tour
  - Chapter & Board Meeting

### **Social & DESIGN Magazine**

- Sponsored content article, 1 full-page spotlight in DESIGN, company logo in DESIGN magazine sponsor directory, 20% off additional placements in DESIGN, Instagram Takeover, chapter website listing, 6 promotional e-blasts to the membership, Editor At Large coverage

## **Platinum Sponsor \$11,250** (originally \$15,000 for 12 months)

### **Events**

- Host a chapter hybrid-event in your showroom, or partner with another showroom, and via a Zoom meeting
- VIP Tour at High Point Market or Maison et Objet
- A CEU via a Zoom meeting
- Student and Emerging Professionals Showroom Tour, hybrid event (in-person and via Zoom meeting)

### **Social & DESIGN Magazine**

- 1 half-page ad, company logo in DESIGN magazine sponsor directory, 3 promotional e-blasts to the membership, chapter website listing, 15% off additional advertising

## **Emerald Sponsor \$7,500** (originally \$10,000 for 12 months)

### **Events**

- Host a chapter hybrid-event in your showroom, or partner with another showroom, and via a Zoom meeting
- VIP Tour at High Point Market or Maison et Objet or Design Week- Palm Springs
- A CEU via a Zoom Meeting
- Student and Emerging Professionals Showroom Tour

### **Social & DESIGN Magazine**

- 1 quarter-page ad, company logo in DESIGN magazine sponsor directory, chapter website listing, 1 promotional e-blast to the membership

## **Gold Sponsor \$5,625** (originally \$7,500 for 12 months)

### **Events**

- Host a chapter hybrid-event in your showroom, or partner with another showroom, and via a Zoom meeting
- Student and Emerging Professionals Showroom Tour
- Receive 4 tickets to the CEU Design Summit for your company or to offer your clients

### **Social & DESIGN Magazine**

- Company logo in DESIGN magazine sponsor directory, chapter website listing, 1 promotional e-blast to the membership

## **Silver Sponsor \$3,750** (originally \$5,000 for 12 months)

### **Events**

- Host a chapter hybrid-event in your showroom, or partner with another showroom, and via a Zoom meeting

### **Social & DESIGN Magazine**

- 3 sponsored e-blasts, chapter website listing, company logo in DESIGN magazine sponsor directory

## **Affiliate Program \$2,500** (14 months duration)

- Host a CEU via a Zoom meeting
- 2 sponsored e-blasts

### **A La Carte options**

#### **DESIGN Magazine**

- Reach out to ASID NY Metro members to inform them about your services and new products
- 10% off direct mail rates & 20% off digital edition options

#### **NY Metro News - Monthly E-Bulletin**

- 1 Banner ad - \$1,000 • 1 Job listing - \$100 (in addition to job post cost) • Sponsored articles section with logo- \$250

#### **Social Media**

- Editor at Large event coverage recap - \$895
- Sponsored social media posts on both the ASID NY Metro Instagram and Facebook Page – 3 for \$150
- 1 pre-recorded video post on Facebook and Youtube, up to 30 minutes- \$300

#### **E-Blast & Mailing Lists**

- Mailing List Rental ASID NY Metro Members - \$1,000
- 1 Sponsored E-Blast - \$500.00

**DON'T SEE WHAT YOU'RE LOOKING FOR?  
LET US KNOW**

# 2021 SPONSORSHIP CONTRACT

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

## Sponsorship Level (14 months duration):

- |  |  |
|--|--|
| <input type="checkbox"/> DIAMOND \$15,000  | <input type="checkbox"/> GOLD \$5,625      |
| <input type="checkbox"/> PLATINUM \$11,250 | <input type="checkbox"/> SILVER \$3,750    |
| <input type="checkbox"/> EMERALD \$7,500   | <input type="checkbox"/> AFFILIATE \$2,500 |

**Please mail completed form and check to:**  
ASID NY Metro  
ATTN: Sponsorships 230 Washington Avenue Ext.  
Suite 101, Albany NY 12203

## A La Carte Options

### Social Media

- ☐ Editor at Large Event Coverage Recap \$895
- ☐ Sponsored Social Media Posts on both the ASID NY Metro Instagram and Facebook Page – 3 for \$150
- ☐ 1 Pre-recorded Video Post on Facebook and Youtube, up to 30 minutes- \$300

### E-Blast & Mailing Lists

- ☐ 1 Sponsored E-blast \$500
- ☐ NY Metro Members Mailing List Rental (*must be facilitated by 3rd party mailing house*) \$1,000

### NY Metro News E-Bulletin

- ☐ Banner Ad \$1,000
- ☐ Job Listing (*in addition to cost of Job Board post fee*) \$100
- ☐ Sponsored Articles Section (*up to 3 company-related article links and company logo*) \$250

## Acceptance of Contract

Enrollment covers a 14 month period if purchased prior to May 1, 2021, and a 12 month period if purchased thereafter. All offerings at the package level chosen must be fulfilled during the enrollment time frame (relating to the purchase date). I agree to the terms and conditions of the ASID NY Metro Sponsorship.

Signature date: \_\_\_\_\_ Signature: \_\_\_\_\_

## QUESTIONS?

Please contact ASID NY Metro Administrator Ali Bullis at 212-641-0018 OR [administrator@nymetro.asid.org](mailto:administrator@nymetro.asid.org)

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