

2023 Sponsorship Opportunities

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



NEW YORK METRO

WHO WE ARE

The American Society of Interior Designers (ASID) advances the interior design profession and communicates the impact of design on the human experience.

Through our efforts, **ASID NY Metro educates, empowers, and elevates the interior design community** to positively impact all. We collaborate with others to promote the value of interior design, preparing our members to excel in a dynamic and evolving profession.

We offer **career-stage programming** that offers **rich and effective engagement** with our members. ASID NY Metro is always seeking ways to **collaborate and activate** with brands, firms, and practices through Industry Partnerships and Chapter Sponsorships.

An **array of best-in-class offerings** across several categories including but not limited to events, tours, advertorials, social and more. Diamond, Platinum, Gold, Silver, and Affiliate sponsorships are available and are all valid for one year from the date of enrollment. Additional a la carte opportunities are also available.

We welcome you as a sponsor of the ASID NY Metro family!

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SPONSORSHIP LEVELS

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DIAMOND SPONSOR \$20,000

EVENTS

- Host up to (2) in-person evening Chapter Meetings and up to (2) Member Events.
- Host (1) VIP tour, breakfast, lunch, or cocktail party at an Industry Event.
- Opportunity to participate in Annual CEU Summit
- Presenting Design Award Sponsor
- Host a virtual showroom tour or virtual event

DESIGN MAGAZINE & ONLINE PRESENCE

- Sponsored content article in DESIGN
- (1) Full-page spotlight in DESIGN (Spring or Fall issue)
- (1) Full-page spotlight in Member Directory
- Product spotlight in (12) monthly Chapter e-newsletter
- Up to (6) eblasts
- Sponsor provided content posted monthly:
 - (6) Instagram posts or reels
 - (6) Instagram stories

GOLD SPONSOR \$7,500

EVENTS

- Host (1) monthly evening Chapter Meeting OR host one in-person Member Event
- Host a virtual showroom tour or virtual event
- Host a Student/Emerging Professionals Event

DESIGN MAGAZINE & ONLINE PRESENCE

- (¼) Page Spotlight in DESIGN (Spring or Fall issue)
- (¼) Page Spotlight in Chapter Directory
- Product Spotlight in (3) monthly Chapter e-newsletters
- Up to (2) eblasts
- Sponsor provided content posted Monthly:
 - (2) Instagram feed post (photo or reel)
 - (2) Instagram stories

PLATINUM SPONSOR \$15,000

EVENTS

- Host (1) in-person evening Chapter Meeting and (1) in-person member event
- Opportunity to participate in the Annual CEU Summit
- Host a virtual showroom tour or virtual event
- Host a Student/Emerging Professionals event
- Supporting Design Award Sponsor

DESIGN MAGAZINE & ONLINE PRESENCE

- (1/2) page spotlight in DESIGN (Spring or Fall issue)
- (1/2) page spotlight in Chapter Directory
- Product spotlight in (6) monthly chapter e-newsletter
- Sponsor provided content posted monthly
- Up to (4) eblasts
 - (4) posts - static or reel
 - (4) Instagram stories

SILVER SPONSOR \$5,000

EVENTS

- Host one monthly evening Chapter Meeting OR host one in-person Member Event
- Host a virtual showroom tour or virtual event

DESIGN MAGAZINE & ONLINE PRESENCE

- Listing in DESIGN
- Listing in Chapter Directory
- Logo inclusion in the monthly Chapter e-newsletter
- Up to (1) Eblast
- Sponsor provided content posted Monthly
 - (1) Instagram feed post (photo or reel)
 - (1) Instagram stories

SPONSORSHIP LEVELS

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AFFILIATE PROGRAM \$2,500

- Host a Chapter Event (virtual or in-person)
- Listing in DESIGN & Chapter Directory
- Logo inclusion in the monthly Chapter e-newsletter
- Sponsor provided content posted annually:
 - (6) Instagram feed post (photo or reel)
 - (6) Instagram stories

A La Carte Options

- \$500: Eblasts for members
- \$1,000: Eblasts for non-members
- \$2,500: Participating Design Award Sponsor
- \$1000: Joint Event Sponsor
- \$750 Drink Sponsor with acknowledgement
- \$750 Food Sponsor with acknowledgement



FACEBOOK
REACH

14,495



INSTAGRAM
REACH

27,360



1,206

Active Members



50%

Email Open Rate



40+ Direct
Engagement
Opportunities Annually



70

Average Attendance

QUESTIONS?

Please contact ASID NY Metro Administrator, Ali Bullis, at
212-641-0018 or administrator@nymetro.asid.org

2023 SPONSORSHIP CONTRACT

AMERICAN
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NEW YORK METRO



COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

SPONSORSHIP LEVEL (12 MONTH DURATION):

- | | |
|--|--|
| <input type="checkbox"/> DIAMOND \$20,000 | <input type="checkbox"/> GOLD \$7,5000 |
| <input type="checkbox"/> PLATINUM \$15,000 | <input type="checkbox"/> SILVER \$5,000 |
| <input type="checkbox"/> EMERALD \$10,000 | <input type="checkbox"/> AFFILIATE \$2,500 |

A LA CARTE OPTIONS

- PARTICIPATING DESIGN AWARD SPONSOR \$2,500
- SPONSORED EBLAST NON MEMBER \$1,000
- SPONSORED EBLAST MEMBER \$500
- JOINT EVENT SPONSOR \$1,000
- DRINK SPONSOR WITH ACKNOWLEDGEMENT \$750
- FOOD SPONSOR WITH ACKNOWLEDGEMENT \$750

ACCEPTANCE OF CONTRACT

Enrollment covers a 12 month period from date of contract. All deliverables at the package level must be fulfilled within 12 months of signature. I agree to the terms and conditions of the ASID NY Metro Sponsorship.

SIGNATURE _____ DATE _____

**THANK YOU FOR
YOUR SUPPORT!**

Please mail completed form and check to:

ASID NY Metro
ATTN: Ali Bullis
230 Washington Avenue Ext., Suite 101,
Albany, NY 12203

*If you prefer to pay by card, please let us know
and we will do our best to accomodate.*

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