

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



NEW YORK METRO

2023-2024

# ASID

Sponsorship Opportunities

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## 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.**

The ASID NY Metro Chapter elevates the interior design community to positively impact all. We highlight the valuable contributions interior designers offer to society.

- Our chapter's focus involves educating and empowering our interior design community to excel in dynamic ways.
- We seek to nurture our community and foster industry relationships that are career-long.
- We guide interior designers in discussions about important topics, such as small-business solutions, growing a firm, technology, marketing & PR, as well as evidence-based and human-centered design, social responsibility, well-being, sustainability, and design equity.
- Collaborations and partnerships with brands, firms, and practices are sought to promote the value of interior design and strengthen the ties within the NY Design Community and beyond.

ASID NY Metro offers tailored career-stage programs, ranging from educational events to tours, and networking opportunities to exclusive curated trips to engage members effectively.

***“Partnering with ASID NY Metro isn't just a sponsorship;  
it's an opportunity to amplify the voice of design along with your brand.”***

ASID NY Metro proudly offers a diverse range of sponsorship opportunities at the chapter level through events, education, mentorship, networking and publications. Our sponsorship tiers – Diamond, Platinum, Gold, Silver, and Bronze – offer a spectrum of engagement possibilities fostering industry connections and support. From thought-provoking events to exclusive tours, each tier brings you closer to the heart of our community and the art of design.

Overall, ASID NY Metro's mission revolves around enhancing interior design's significance, preparing professionals for industry changes, and facilitating diverse opportunities for education, collaboration, and growth.

Join us on this inspiring journey of design, connection, and community. Let's create a legacy together that transcends spaces and leaves an indelible mark on the world.



## Sponsorship Opportunities

	Diamond \$20,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Logo in Monthly E-Newsletter	X	X	X	X	X
Host a Chapter Meeting & Board of Directors meeting. <i>Opportunities include the Annual General Meeting &amp; Holiday Party with priority given to the highest level Sponsor.</i>	X	X	X	X	X
Logo Displayed at all Chapter Meetings	X	X	X	X	X
Logo on NY Metro homepage with link to your website	X	X	X	X	X
Host a Member Event organized by your brand	X				
DESIGN Magazine Presence (Bi-Annual Publication)	Full Page Advertisement & Sponsored Content Article in (1) issue	Half Page Advertisement in (1) issue	Quarter pPage Advertisement in (1) issue	Listing as Chapter Sponsor	Listing as Chapter Sponsor
Annual Member Directory Presence (Print & Digital)	Full Page Advertisement	Half Page Advertisement	Quarter Page Advertisement	Listing as Chapter Sponsor	Listing as Chapter Sponsor
Marketing Engagement Opportunities (Choose from the following: <i>Eblast(s) to Membership via ASID email</i> <i>Instagram Posts</i> <i>Instagram Stories</i> )	5	4	3	2	1
Banner Adertisement in Monthly E-Newsletter	4-Month Run	3-Month Run	2-Month Run	1-Month Run	

## A la Carte Sponsorship Opportunities

	Member	Non-Member
E-Blast to Membership	\$500	\$1,000
Single Event Sponsorship	\$1,000 plus F&B	\$2,000 plus F&B
Co-Host an Event	Enquire for Pricing	Enquire for Pricing

## Special Event Sponsorship Opportunities

Reserved for Members Only

Opportunities include, but are not limited to:

*Equity in Design Summit*  
*Annual CEU Summit*  
*Community Service Engagement Project*  
*HPMKT Veterans & Virgins Tour*  
*Paris Experience Trip to Maison&Objet*  
*Milan Experience Trip to Salone*

**Enquire for Pricing**  
**Opportunities from \$500 to \$10,000**  
**and/or Providing F&B for**  
**special events**



## Important Sponsorship Details:

- All sponsors must be active ASID Industry Partner members, unless opting for an a la carte sponsorship offering.
- Membership represents an additional fee that is paid directly to the ASID National office, separate from the NY Metro Chapter Sponsorship Program.
- Sponsorships are effective from October 1st to September 30th, with pro-rated fees applicable for sponsorships acquired after October 1st. Sponsorship benefits are reset annually on October 1st.
- The NY Metro Chapter retains the ultimate authority for scheduling and content approval for all events, at the discretion of the Board of Directors.

## NY Metro Chapter by the Numbers:

**1,178**

**Active Members**

**70**

**Average Event  
Attendance**

**40+**

**Direct Engagement  
Opportunities/Year**

**50%**

**Open Email Rate**

## Chapter Committees

Our committees cater to a wide range of interests and expertise, each committed to enhancing the design community and our members' professional growth.

- Advocacy
- Communications
- Community Outreach
- Diversity, Equity & Inclusion
- Events
- Health, Wellness & Sustainability
- Membership
- Member Experience

## Membership

Becoming a Local Industry Partner (soon to be called "Affiliate Member") with the NY Metro Chapter is a rewarding and valuable investment with an easily achievable ROI. Local Industry Partners may connect one representative from their company to the ASID NY Metro Chapter for \$535/year in dues. One additional chapter may be added for the same representatives only, for \$200/year extra.

ASID Industry Partners seek to raise the professional level of the interior design practice through participation and support of programs and other activities. Through interactions with ASID professionals, the potential exists for ASID Industry Partners to expand their knowledge of the practice of interior design and increase their share of the marketplace.

**Please contact the NY Metro Chapter Administrator at [adminstrator@nymetro.asid.org](mailto:adminstrator@nymetro.asid.org) to become a sponsor.**

*This sponsorship package current as of September 1st, 2023.*